UpTown Waterloo BIA Holiday Event: Request for Proposals

The UpTown Waterloo Business Improvement Area (the BIA) is seeking an experienced event planner for our holiday 2018 celebration, to be held over the weekend of November 30 – December 2, 2018.

We welcome those interested to submit a proposal by April 6, 2018.

Event Goals:

- Position the BIA as a **must-see** place for the best gifts and the best holiday experience
- Offer visitors unique "UpTown Waterloo" experiences throughout the core. While an event can make use of large public spaces (both indoor and outdoor), we would like to see experiences throughout all of UpTown Waterloo
- Celebrate and attract a diverse audience
- Offer opportunities for businesses to participate, through being an event location, offering a particular attraction/menu item/etc., or other means
- Provide some manner to track the number of event guests, whether it's through a ballot draw where we can collect the number of draw participants, or other means
- Develop brand equity so we can host the same/similar event next Christmas

The event planner will:

- Propose an event idea that meets the above requirements, and work with BIA to develop event programming using our knowledge of past events and our community
- Source and contract all necessary vendors, volunteers, supplies, etc. for the event on behalf of the BIA
- Develop other opportunities for partnership or sponsorship of this event across the community
- Work with the BIA to create an event budget, provide a list of all event expenses to the BIA
- Solicit participation from businesses, with the support and assistance of the BIA
- Work with the BIA Marketing Liaison to develop branding, marketing products, and event promotion
- Supervise the execution of the event, troubleshoot with vendors, etc. as issues may arise
- Work with the BIA post-event to develop an event summary/evaluation

More information:

Please contact Natalie Gallo, Marketing and Communications Liaison, at 519-885-1921 or Natalie.Gallo@waterloo.ca.