

REQUEST FOR PROPOSAL Steamboat Marathon – Event Producer

- Event Date:** June 4, 2023 (first Sunday in June annually)
- Submit Proposals to:** Cecilia Morter
Steamboat Springs Chamber, Programs Manager
Cecilia@steamboat chamber.com
- Questions:** Cecilia@steamboat chamber.com
- Copies of Proposal:** One electronic copy
- Proposal Deadline:** August 31, 2022, by 5:00PM MST
- Marathon Website:** <https://www.steamboat chamber.com/events/annual-events/steamboat-marathon/>

About the Steamboat Marathon

The Steamboat Marathon now in its 42nd year, the race is under the ownership of the Steamboat Springs Chamber. The Steamboat Marathon has been featured in numerous publications including Runners World and Colorado Runner and is a true mix of small-town charm and world-class production.

The Steamboat Marathon consists of a full marathon, half marathon, 10K, and Kids' Fun Run. All race events occur on the first Sunday of June and begin at 7:30AM, with the exception of the Kids' Fun Run which begins at approximately 11:45AM. Race check-in, registration, and health and wellness expo take place the Friday and Saturday pre-race.

2022 Schedule was as follows:

Friday, June 3

12:00-6:00PM Health and Wellness Expo/Race Check-in

Saturday, June 4

10:00AM-6:00PM Health and Wellness Expo/Race Check-in

Sunday, June 5

7:30AM Marathon, Half Marathon, 10K start

11:45AM Kid's Fun Run start

1:00PM All race courses close

About the Steamboat Springs Chamber

The Steamboat Springs Chamber (SSC) is a 501c6 nonprofit organization dedicated to economic vitality within Routt County through business advocacy, destination marketing and management, and economic development.

Summary

The Steamboat Springs Chamber (SSC) is soliciting proposals for production of the Steamboat Marathon, held annually the first Sunday in June.

RFP Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified producers in order to conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best aligns with our needs and requirements.

Proposal Guidelines

Proposals will be accepted until 5:00PM MST, August 31, 2022. Any proposals received after this date and time will not be considered. The selection will be made, and notification will be given no later than September 30, 2022.

Scope of Work

The list of services below is not intended to be limiting or exhaustive but only a representative sample of requested items.

- A. **Plan, Produce, and Execute All Event Day Races.**
- B. **General Event Coordination and Organization.** Demonstrate effective communication, build positive community relationships, solicit, and coordinate all vendors, suppliers, and contractors within budget, provide excellent customer service, and supply regular updates to the Chamber.
- C. **Event Permitting.** Secure all City and County permits.
- D. **Committee Management.** Schedule regular meetings with the Marathon Committee to ensure clear communication and understanding of all committee assignments and that all responsibilities are covered.
- E. **Volunteer Management.** Recruit and manage all event volunteer needs with assistance of the committee.
- F. **Event Budget.** Strictly adhere to event budget as supplied by Chamber. In the case of estimates exceeding budgets from vendors, suppliers, and contractors, source alternative options to meet the budget as best as possible.
- G. **Sponsor Fulfillment.** Work with the Chamber to professionally fulfill all sponsorship benefits excluding marketing benefits, as outlined in sponsor contracts.
- H. **Event Registration.** Update and manage registration site, runner registrations, deferrals, and race changes through the Steamboat Marathon ticketing software Events.com. Update the Chamber on registration stats every other week from February through event day.
- I. **Registered Runner Contact.** Be the point of contact for all event related questions.
- J. **Transportation and Traffic Control.** Solicit and coordinate all bus transportation and traffic control needs for race day.
- K. **Purchase (with a Chamber credit card), Organize and Coordinate Event Supplies.** Many supplied are stored in a storage unit in town.
- L. **Health and Wellness Expo and Race Check-in.** Coordinate Expo location, layout and schedule, event setup and teardown, recruit vendors and volunteers, coordinate registration, provide warm welcome to runners.
- M. **Race Course Planning and Coordinate.** Plan and coordinate on-course assistance/aid stations, route certification, coordinate with local property owners, waste management, law enforcement, fire,

medical, traffic control management, recruit volunteers, and oversee race day course management with the assistance of the Marathon Committee Race Director, committee members, road closure vendor and volunteers.

- N. **Finish Line Management and Award Ceremony.** Plan and manage all aspects of the finish area including post-race food, vendor layout, awards ceremony, live music, finish corral, etc.
- O. **Race Follow up.** Execute all post-race day communication and follow up with the City, County, vendors, suppliers, contractors, runners, winners, sponsors (excluding marketing), etc.

Services to be provided by the SSC

- Detailed event plans and timeline from prior years.
- Event Insurance.
- Event sponsorship procurement.
- Event marketing.
- Budget oversight.
- Appropriate contacts.
- Space to host committee meetings.
- Chamber credit card for purchasing event supplies.
- Chamber staff members to assist throughout event weekend.
- Support from the Chamber Programs Manager.

Other Considerations

- SSC will remain owner of the event and all assets.
- All expenditures made by the producer that exceed the budget must be pre-approved by the Chamber Programs Manager.
- As a long-standing event, volunteers, along with a volunteer marathon committee are a large part of the race support team.
- Revenue for the event comes from a combination of registration fees, sponsorships, in-kind donations, and vendor fees.
- The Event Producer will be expected to assert a strong leadership role in ensuring the continuing success of the Steamboat Marathon.

RFP Requirements

Producers should provide the following items as part of their proposal for consideration:

- Introduction and individual, company or agency profile
- Executive summary
- Related experience
- References
- Summary of current clients and partners
- Proposed Scope of Work – outline of your plan to meet the stated objectives
- Proposed fee for complete production services

Evaluation Criteria

- Experience
- Proposed fee
- Understanding of project
- Ability to meet the criteria defined in this RFP

The SSC reserves the right to reject any and all proposals for any or all items covered in the Request for Proposal, to waive informalities or defects in proposals or to accept any submittal in the best interest of SSC. Awarding of this project will be contingent upon agreement of terms through final approval and execution of a contract for services. All services will be provided at the rates set forth in the submitted proposal or as negotiated by all involved parties. Proposer acknowledges and accepts that all components of and responses to this RFP may be included and become a part of the final agreement by reference.

Contractor

The Event Producer hired to produce the 2023 Steamboat Marathon, Half Marathon and 10K will not be considered full time staff of the SSC. Benefits such as health insurance, 401K and other will not be part of this contract. This will be a one-year contract with the opportunity to renew for 2024 and future years after an evaluation of performance post-event.

Equal Opportunity

SSC is an equal opportunity employer and will only contract with individuals or firms who follow the same practice. SSC contractors will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, ancestry, disability, age or national origin. The contractor will take affirmative action in all areas of employment to ensure that applicants for employment are employed, and that employees are treated during employment, without regard to race, color, religion, sex, sexual orientation, ancestry, disability, age or national origin.

Confidentiality

The Proposer must state specifically what elements of the proposal are to be considered confidential or proprietary and what, if anything, needs to be returned. Confidential or proprietary information must be readily identified, marked and separated from the rest of the proposal. Neither a proposal, in its entirety, nor proposal price information will be considered confidential and proprietary.

Statement of non-commitment

All costs related to the preparation of the proposals and any related activities are the sole responsibility of the Proposer. SSC assumes no liability for any costs incurred by proposers throughout the entire selection process or should the project be cancelled. Issuance of this RFP does not commit SSC to award a contract. SSC reserves the right to reject any or all proposals and to re-advertise should the need arise.

For questions please contact Cecilia Morter
Cecilia@steamboatchamber.com

Steamboat Marathon, Half & 10K Race Stats - June 5, 2022

Total number of registered racers: 1,807

- Marathon: 342
- Half-Marathon: 949
- 10K: 430
- Virtual runners: 15

Demographics

- Runners came from 40 states and 6 countries.
- 81% of runners were from Colorado.

