**REQUEST FOR PROPOSAL
OktoberWest – Event Producer**

**Event Date:** September 6, 2025

**Submit Proposals to:** Cecilia Morter

Steamboat Springs Chamber, Director of Business Development & Programs

Cecilia@steamboatchamber.com

**Questions:** Cecilia@steamboatchamber.com

**Copies of Proposal:** One electronic copy

**Proposal Deadline:** April 30th, by 5:00PM MST

**OktoberWest Website:** <https://www.steamboatchamber.com/events/annual-events/steamboat-oktoberwest/>

**About OktoberWest**

OktoberWest is the ultimate celebration of German craft beer culture, perfectly paired with Steamboat Springs’ vibrant western heritage. This family-friendly festival at the base of the Steamboat Springs Resort features over 20 top-tier breweries, a lively Stein Competition, fun-filled kids’ games, and mouthwatering local bites. Whether you're a beer enthusiast or just looking for a great day out with the family, OktoberWest promises a memorable experience for all ages!

**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 OktoberWest festival on September 6, 2025, with the potential for future contract renewal.

**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, April 30, 2025. 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 May 15, 2025.

**Scope of Work**

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

1. **Plan, Produce, and Execute OktoberWest.**
2. **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.
3. **Event Permitting.** Secure all City and County permits.
4. **Committee Management.** Schedule meetings with the Steamboat Mountain Village Committee to ensure clear communication and understanding of all committee assignments and that all responsibilities are covered.
5. **Volunteer Management.** Recruit and manage all event volunteer needs with assistance of the committee.
6. **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.
7. **Event Registration.** Update and manage registration site, registrations, through the Steamboat Chamber ticketing software Events.com. Update the Chamber on registration stats regularly.
8. **OktoberWest Contact.** Be the point of contact for all event related questions.
9. **Purchase (with a Chamber credit card), Organize and Coordinate Event Supplies.**
10. **Brewery Recruitment.** Proactively reach out to breweries to secure participation in the festival and provide all necessary documentation, promotion, and event setup.
11. **Vendor Recruitment.** Proactively reach out to all vendors to secure participation in the festival and provide all necessary documentation, promotion, and event setup.
12. **Entertainment & Activity Recruitment.** Proactively reach out to all entertainment to secure participation in the festival and provide all necessary documentation, promotion, and event setup.
13. **Competitions and games**. Plan and manage all aspects of the competitions, games, and judging at OktoberWest.
14. **Sponsorship Benefit Fulfillment.** Fulfill all non-marketing sponsorship benefits and be the sponsor point of contact once the Chamber has secured the sponsorship.
15. **Location Layout, Setup, Schedule, and Event Check-in**. Coordinate location layout and schedule, event setup and teardown, coordinate check-in, provide warm welcome to vendors and attendees.
16. **Waste Management & Portapotties.** Secure all waste management and portapotty requirements for the permit.
17. **Security, Fire, and Medical.** Secure all security, fire, and medical requirements for the permit.
18. **Event Follow up**. Execute all post event communications and follow up with the City, County, vendors, suppliers, contractors, attendees, sponsors, 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.
* Chamber credit card for purchasing event supplies.
* Chamber staff members to assist throughout event weekend.
* Support from the Chamber Director of Business Development & Programs.

**Other Considerations**

* SSC will remain the owner of the event and all assets.
* All expenditures made by the producer that exceed the budget must be pre-approved by the Chamber Director of Business Development & Programs.
* 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 OktoberWest.

**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

**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 parties involved.

The 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.

**Compensation**

Final compensation will be determined based on experience and alignment with event needs, within a budget range of $8,000 to $10,000?

**Contractor**

The Event Producer hired to produce the 2025 OktoberWest Festival will not be considered full time staff of the SSC. Benefits such as health insurance, 401K and others will not be part of this contract. This will be a one-year contract with the opportunity to renew for 2026 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

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