



REQUEST FOR PROPOSALS
Technical Production Services- IronFest 2027
TLC-18-26

Closing Date: Wednesday, September 2, 2026, at 3:00pm local time.

Taylor Gambin
Director of Recreation & Community Events
Town of Labrador City
317 Hudson Drive
Labrador City, NL
A2V 2K5

NOTICE
REQUEST FOR PROPOSALS
'Technical Production Services- IronFest 2027'
TLC-18-26

The Town is seeking a qualified event production and development partner capable of delivering IronFest 2027 while supporting the strategic growth of the festival through sponsorship development, revenue generation, tourism promotion, and long-term planning. Respondents may propose innovative partnership models, provided they clearly identify responsibilities, risks, and benefits to the Town.

This RFP is intended to shift IronFest from a primarily technical production contract toward a broader event growth partnership that includes production services, talent procurement, revenue development, ticketing strategy, national sponsorship growth, local sponsor integration, tourism development, and long-term festival enhancement.

Sealed proposals, duly signed and labeled **"Technical Production Services - IronFest 2027, TLC-18-26"**, must be submitted to the Town of Labrador City, PO Box 280, 317 Hudson Drive, Labrador City, NL, A2V 2K5, by **3:00 PM local time, September 2, 2026**, either in a sealed envelope clearly marked for the Town Hall or by email in PDF format to **cashier@labradorcity.ca**, with the subject line or envelope labeled appropriately with the proposal details.

The Town reserves the right to reject any or all proposals and to award the contract in whole or in part, whichever in its opinion best serves the interests of the municipality.

Closing Date: 3:00pm local time, Labrador City, September 2, 2026.

Proposals received after the closing date will not be considered.

Submissions must be in accordance with the instructions disclosed in the 'Request for Proposals' document.

Section 1: Event Background and Strategic Framework

1.1 Introduction

IronFest is a signature community entertainment event hosted in Labrador City. Serving residents, businesses, visitors, and partners throughout Labrador West. The event is intended to celebrate music, community pride, northern hospitality, local talent, and regional tourism potential.

For 2027 and future years, the Town is seeking an experienced partner who can deliver a high-quality concert experience while building a sustainable event model that grows revenue, expands sponsorship opportunities, strengthens tourism, and maintains a meaningful local community component.

The selected company will be responsible for supplying and managing all personnel required for audio, backline, lighting, video, staging, technicians, engineers, rigging, and talent coordination. This includes securing a diverse lineup of performers to enhance the festival experience. The project will be led by the Director of Recreation & Community Events. Administration will be responsible for the project management, contract administration, and operational oversight of the event. Councils' role will be limited to strategic direction, budget approval, and policy decisions as required. A steering committee or advisory group may be engaged to provide input on community sponsorship, tourism, and event experience considerations. However operational direction to successful respondent will be provided to the towns designated project lead. Effective communication and collaboration with various stakeholders will be essential for the event's success.

The concert typically runs from 5:00 p.m. to 12:00 a.m., with event breakdown scheduled for the following day. This engagement will be based on a lump-sum contract, ensuring clear financial expectations.

1.2 Event Background

IronFest is an adult-focused music festival that has historically included professional entertainment, local opening talent, food vendors, beverage service, outdoor games, sponsor recognition, and community-driven programming. The event has typically included the IronFest Idol component, giving local performers an opportunity to compete for an opening act position.

The Town's previous RFP model focused on technical production services, including audio, lighting, staging, video, backline, technical staffing, artist coordination, day-of execution, budget control, and programming support. This new RFP

expands that scope to include long-term festival growth, revenue generation, sponsorship development, and tourism impact.

1.3 Strategic Vision

The Town's vision is to develop IronFest into a premier northern entertainment festival that provides residents and visitors of Labrador West with a memorable concert experience, strengthens economic activity, supports local businesses, attracts broader tourism, and builds a sustainable festival model for the next decade.

1.3 Key Objectives

- **Increase revenue through ticket sales:** Develop an intentional ticketing model that may include general admission, early bird pricing, VIP packages, corporate hosting, premium experiences, and multi-year revenue targets.
- **Increase national and regional sponsorship:** Secure larger sponsorship opportunities from national and regional companies while continuing to protect and promote meaningful local sponsorship participation.
- **Maintain a local component:** Preserve opportunities for Labrador West businesses, vendors, volunteers, performers, community organizations, and existing community partners to be visible and involved.
- **Build a five-year event growth strategy:** Provide a staged plan showing how IronFest can grow, develop, enhance, and become a stronger tourism and entertainment product over time.
- **Improve tourism and destination appeal:** Position IronFest as a reason to visit Labrador West, with opportunities for hotel stays, travel partnerships, visitor packages, and regional destination marketing.
- **Deliver a concert to remember:** Create a high-quality, safe, professional, and exciting entertainment experience that strengthens resident pride and visitor perception of Labrador West.

1.4 Venue Information

IronFest is anticipated to take place at the Booth Avenue Recreation Grounds, 405 Booth Avenue, Labrador City, NL. The venue includes the outdoor multi-court, gravel soccer pitch, which covers approximately 10,000m², Carol Curling Club, surrounding recreation buildings, and nearby access areas. Respondents should account for temporary infrastructure needs, outdoor weather conditions, staging, lighting, access control, emergency access, and crowd movement. Please note that there is no permanent lighting at the site, which will necessitate the installation of temporary lighting solutions by the production company. The multi-use court is usually

designated for beer sales, allowing for easy access for attendees while ensuring a vibrant atmosphere throughout the event.



Figure 1: Booth Avenue Recreation Grounds venue reference from previous IronFest RFP

Site layouts shown in this document are for reference purposes only. Final layouts, staging locations, vendor areas, fencing, emergency access routes, and related event infrastructure will be finalized through the event planning process and remain subject to Town project lead approval.

1.5 Project Constraints and Considerations

The successful execution of IronFest 2027 will involve several key constraints that must be considered throughout the planning and production process:

- **Budget and financial sustainability:**

The respondent must propose a realistic model that respects the Town's operating budget while identifying opportunities for additional funding, sponsorship, ticket revenue, and cost control.

- **Outdoor event delivery:** The event will require weather contingency planning, equipment protection, artist comfort measures, crowd safety, and emergency response coordination.
- **Community expectations:** IronFest must continue to feel locally rooted, accessible, and reflective of Labrador West community pride.
- **Long-term agreement considerations:** Respondents should clearly identify the proposed term, renewal options, performance measures, reporting requirements, revenue-sharing model, and termination considerations.
- **Public accountability:** The successful respondent must work transparently with the Town, provide regular financial updates, and support municipal reporting expectations.
- **Time Constraints:** The concert is scheduled for August 7, 2027, necessitating strict adherence to timelines for planning, execution, and breakdown. Coordination among all parties involved must be efficient to ensure that all preparations are completed in a timely manner.

1.6 Project Framework

The project will be led by Taylor Gambin, Director of Recreation. Broad oversight for the project will be provided through a steering committee made up of key members of the senior management team, Council and community members. Administration will be responsible for project management, contract administration, and operational oversight of the event. Council's role will be limited to strategic direction, budget approval, and policy decisions as required. Community representatives may be engaged in an advisory capacity where appropriate.

The successful production company will be required to work closely with the project lead throughout the planning and execution of IronFest 2027 and beyond. It is essential that the team demonstrates flexibility and agility in their approach, adapting to evolving requirements and working collaboratively to ensure the event's success.

Open communication and responsiveness to the Town's needs, as well as to any unforeseen challenges, are mandatory requirements of this contract.

It is expected that the successful company will work in conjunction with the steering committee to plan the event, site layout, schedule, access points, site amenities, etc.

Section 2: Scope of Services

The successful respondent will be expected to provide a comprehensive event partnership model. The following scope is intended to guide respondents and may be refined through contract negotiation.

2.1 Partnership and Project Management

- Serve as the primary professional event partner and liaison between the Town, artists, subcontractors, sponsors, tourism partners, vendors, and technical suppliers.
- Develop a detailed annual project timeline with critical milestones, dependencies, approvals, and reporting dates.
- Attend planning meetings with the Town project lead and steering committee as required.
- Provide regular updates on production readiness, sponsorship development, ticket sales, artist bookings, marketing milestones, risks, and budget performance.

2.2 Concert Production and Technical Services

- Produce the main concert experience, including stage, sound, lighting, video, backline, rigging, technicians, engineers, staging suppliers, and related production requirements.
- Coordinate artist logistics, hospitality, travel, accommodations, riders, sound checks, performance scheduling, stage management, and day-of execution.
- Ensure all production equipment, staging, technical service providers, and related operations meet applicable safety standards and regulatory requirements.
- Provide a site-specific production plan that addresses setup, operation, breakdown, equipment security, emergency access, crowd movement, and weather risks.

2.3 Artist Procurement and Entertainment Programming

- Recommend and secure a performance lineup suitable for IronFest 2027, subject to Town review and approval.

- Provide options for headliners, supporting acts, local opening talent, and additional entertainment experiences that align with the event brand and budget.
- Identify opportunities to expand programming over future years, including additional performance stages, themed nights, cultural programming, local artist showcases, and community events.

2.4 Public Relations and Media Coordination

- Work with artists' representatives to ensure compliance with media guidelines, publicity schedules, and approval processes.
- Manage all PR-related materials, ensuring they are reviewed by the Town, artists, and any relevant stakeholders before publication.

2.5 Printing and Distribution of Posters and Promotional Material

- Oversee and designs digital promotional efforts, including social media campaigns and email newsletters, to maximize audience reach and engagement.

2.6 Ticketing and Revenue Growth

- Develop a strategy designed to increase annual event revenue while maintaining reasonable access for residents.
- Propose ticket categories, pricing ranges, release timelines, early bird incentives, VIP packages, premium viewing experiences, corporate hosting packages, and group sales opportunities.
- Provide annual ticket revenue targets and assumptions, including projected attendance, pricing strategy, sell-through goals, and risk factors.
- Recommend ticketing platform arrangements, reporting methods, settlement procedures, and revenue-sharing options.

2.7 Sponsorship Development

- Develop and implement a sponsorship strategy that increases national and regional sponsorship while maintaining a local community sponsorship component.
- Prepare sponsorship packages, activation opportunities, benefit charts, recognition deliverables, sponsor reporting materials, and renewal strategies.

Technical Production Services, IronFest

- Identify opportunities for title sponsors, presenting sponsors, stage sponsors, VIP sponsors, transportation sponsors, tourism sponsors, beverage sponsors, local business sponsors, and in-kind partners.
- Clearly describe how existing and future local sponsors will continue to receive visibility, value, and participation opportunities.

2.8 Sponsorship Responsibilities

- The Town will retain responsibility for existing local sponsorship relationships unless otherwise agreed. Upon. Successful respondent may propose support for local sponsor fulfilments and may identify new regional national and in-kind sponsorship opportunities. All sponsorship categories, sponsor agreements, recognition commitments and revenue shared agreements must be clearly identified and will be subject to Town approval. Any proposed revenue sharing or sponsorship development model must clearly identify responsibilities, financial assumption, reporting requirements, and benefits to the town.

2.9 Marketing, Tourism and Destination Development

- Develop a marketing strategy that promotes IronFest locally, regionally, provincially, and nationally as appropriate.
- Identify tourism partnerships with accommodations, transportation providers, businesses, attractions, restaurants, and regional tourism organizations.
- Recommend visitor packages, travel campaigns, social media campaigns, digital advertising, media opportunities, and destination-focused promotions.
- Provide an annual tourism development strategy with clear objectives for visitor attraction, overnight stays, local spending, and community profile.

2.10 Local Community Integration

- Include opportunities for local vendors, community organizations, volunteers, local artists, and Labrador West businesses to participate in the event.
- Support the continued role of IronFest Idol or an equivalent local talent development opportunity.
- Work with the Town to ensure sponsor, senior, family, community, or related festival components remain aligned with the broader IronFest brand.
- Provide recommendations for accessibility, inclusion, resident experience, and community benefit.

2.11 Permitting & Compliance

- Respondents shall identify all permits, licences, approvals, insurance requirements, safety plans, and regulatory requirements associated with their proposed scope of work. Responsibility's for obtaining and maintaining approvals will be confirmed during contract negotiations and clearly assigned between the Town and successful respondent.
- Ensure compliance with all local regulations and occupational health & safety standards.

2.12 Budget Management

- Develop a comprehensive budget in coordination with the Town and oversee all event-related expenses.
- Track costs related to the scopes of services detailed herein, to ensure the event remains within budgetary constraints and provide regular financial updates.

2.13 Safety, Risk Management and Compliance

- Prepare or contribute to the event safety plan in coordination with the Town, emergency services, security, first aid, and site operations teams.
- Identify risks related to weather, crowd control, artist logistics, power, lighting, fencing, emergency access, alcohol service, and equipment protection.
- Ensure appropriate permits, licenses, insurance, workplace health and safety compliance, and subcontractor documentation are in place where applicable.
- Designate a responsible on-site lead for production-related issue management.

2.14 Setup & Logistics

- Oversee the installation of all equipment, staging, lighting, backline and sound systems.
- Work cooperatively with the Steering Committee to ensure that site layout and vendor placements are executed according to plan.

2.15 Supplier & Guest Management

- Assist the Town in ensuring all vendors are properly set up and adhere to event guidelines.

2.16 Crowd Control & Security

- Ensure protection of production equipment during setup & takedown [this may require 24hr monitoring.]
- Implement and manage a comprehensive crowd control plan to handle expected attendance levels.

2.17 Crisis & Issue Management

- Act as the point of contact in conjunction with the project lead for any on-site issues or emergencies, ensuring swift and effective responses.
- Ensure that all safety and emergency protocols are followed and that any unforeseen challenges are managed efficiently.

2.18 Breakdown & Cleanup

- Oversee the dismantling of production equipment and site cleanup to ensure the venue is returned to its original condition.
- Ensure all subcontractors and service providers fulfill their obligations regarding the removal of materials and waste.

2.19 Progress & Performance Reports

- Submit periodic status updates to the Town's project lead, including detailed progress reports on key event milestones, budget adherence, and technical readiness.
- Provide real-time reporting during the event using monitoring tools to track technical performance, audience engagement, and incident management.

2.20 Post-Event Reporting and Continuous Improvement

- Participate in a post-event debrief with the Town and relevant stakeholders.
- Provide a final report summarizing attendance, ticket revenue, sponsorship revenue, expenditures, marketing reach, tourism indicators, operational issues, safety incidents, sponsor fulfillment, recommendations, and next-year improvements.
- Provide an updated rolling ten-year plan after each festival year showing progress, revisions, and opportunities.

2.21 Exclusions:

To clarify for respondents, the following tasks will be managed by the Town and are not part of the contractor's responsibilities. While the contractor's input, coordination, and collaboration are expected, the Town will bear the costs and responsibility for these tasks, which are outside the scope of this RFP. These tasks include:

Event Pre-Planning Coordination

- Management of the local sponsorship campaign.
- Coordinate with Town crew on traffic management, security, and provision for emergency services access.
- Ensure all vendors are properly set up and adhere to event guidelines.
- Manage VIP/Sponsor areas and ensure a seamless experience for special guests.
- Coordinate with security teams to ensure the safety of all attendees, performers, and staff.
- Providing external communications support, including website updates, social media, print material distribution, and media relations.
- Organizing and managing the pre-event "IronFest Idol" to select local opening talent, including overseeing all related contract management.
- Overseeing the coordination, execution, and management of ticket sales.
- Procuring and coordinating food trucks and other vendors.
- Obtaining liquor licenses and coordinating with liquor sales vendors.
- Arranging for event photography.
- Schedule and manage family, teen, sponsor, and senior event within the festival.
- Purchase & erection of site fencing and skirting.
- Coordination of onsite sanitary services, including portable washrooms, waste receptacles, recycling and general sanitation requirements.
- Coordinating the delivery of temporary trailers, office trailers and support buildings, as required.
- Facilitating onsite electrical connection for main stage, equipment, as required.

Technical Production Services, IronFest

- Providing general labour for site preparation (excluding labour related to staging, audio-visual, sound production, stage equipment, or music equipment).
- Coordinating first aid tent services & volunteers.
- Event staffing for event entry points, merchandise booths, and other non-production areas.

Section 3: Five-Year Growth Plan Requirement

Respondents must submit a five-year strategic growth plan for IronFest covering 2027 to 2031 and a high-level ten-year vision describing the long-term evolution of IronFest and its role within Labrador West. The plan should be practical, phased, measurable, financially responsible, and responsive to Labrador West's community size, market realities, tourism potential, and northern operating context.

Phase	Years	Primary Focus	Expected Outcomes
Phase 1	2027-2028	Foundation, stabilization, ticketing model, sponsorship structure, improved concert experience, baseline tourism marketing.	Clear partnership structure, stronger revenue tracking, expanded sponsor packages, improved audience experience, measurable annual reporting.
Phase 2	2029-2030	Regional expansion, larger sponsorship targets, enhanced programming, visitor packages, stronger brand reach.	Increased visitor attraction, expanded media presence, stronger hotel and travel partnerships, broader regional recognition.
Phase 3	2030-2031	National profile, destination festival positioning, diversified programming, mature sponsorship portfolio.	Sustainable growth, stronger economic impact, national sponsorship presence, enduring community identity, established reputation as a northern festival experience.

Five-Year Plan Minimum Requirements

- Annual vision and growth objectives for 2027 through 2031.
- Projected ticketing approach and revenue assumptions for each phase.
- Sponsorship growth plan, including national, regional, local, and in-kind partnership categories.
- Tourism development strategy, including regional marketing, travel packages, accommodation partnerships, and destination branding opportunities.
- Artist and programming growth plan, including headliner strategy, local talent integration, and potential multi-day event development.
- Operational growth plan, including site layout improvements, infrastructure needs, safety considerations, accessibility, volunteer roles, and staffing requirements.
- Community impact plan, including local business participation, volunteer engagement, resident experience, and cultural or community programming.
- Performance measurements, including attendance, ticket revenue, sponsorship revenue, visitor impact, sponsor satisfaction, community feedback, and annual recommendations.

Section 4: Sponsorship and Revenue Model

4.1 Required Sponsorship Model

The Town is interested in a model that increases national and regional sponsorship opportunities while preserving IronFest's local identity and the participation of Labrador West businesses. Respondents must clearly describe how sponsorship opportunities will be developed, sold, fulfilled, reported, and renewed.

Sponsorship Component	Required Description
National / Major Corporate Sponsors	Target sectors, sponsor levels, activation opportunities, expected value range, sales approach, and fulfillment plan.
Regional Sponsors	Opportunities for provincial and regional brands, businesses, tourism partners, transportation partners, and industry partners.

Local Business Component	Affordable sponsor levels, recognition opportunities, vendor tie-ins, community visibility, and protection of existing local relationships.
In-Kind Partnerships	Approach for accommodations, transportation, equipment, food and beverage, media, printing, promotional items, and operational support.
Sponsor Reporting	Post-event fulfillment report, recognition summary, audience reach, photo documentation, activation summary, and renewal recommendation.

4.2 Revenue Proposal Requirements

- Projected ticket sales revenue for 2027 and phased revenue targets over five years.
- Proposed sponsorship revenue targets, including national, regional, local, and in-kind categories.
- Respondents may propose revenue-sharing, sponsorship development, investment, or other innovative commercial arrangements. The Town is not prescribing a specific partnership model and welcomes alternative approaches that support long-term event sustainability.
- Recommended treatment of ticketing fees, merchant fees, platform fees, taxes, refunds, and settlement timing.
- Financial risk management plan, including minimum guarantees, contribution model, cancellation scenarios, weather risk, artist cancellation risk, and expense controls.
- Annual reporting format showing gross revenue, net revenue, sponsorship revenue, direct expenses, indirect expenses, and recommended reinvestment into future IronFest growth.

Section 5: Town Responsibilities and Exclusions

Unless otherwise proposed and accepted by the Town, the following items may remain under Town responsibility, with the successful respondent expected to coordinate and provide input where relevant:

- Town approvals, Council or committee reporting, and municipal decision-making.
- Final approval of event budget, artist selections, sponsorship categories, major public communications, and site plans.
- Coordination of municipal crews, traffic management, emergency services access, community volunteers, first aid arrangements, and non-production site staff where applicable.
- Liquor licensing, municipal permits, vendor approvals, family/community events, senior/sponsor events, and related components where retained by the Town.
- Event fencing, portable washrooms, waste management, general site preparation, municipal equipment, and local logistics where retained by the Town.

Respondents may propose to assume responsibility for additional services if doing so improves efficiency, revenue, event quality, or risk management. Any such additions must be clearly identified and costed.

Section 6: General Instructions

6.1 Instructions and the Terms of Reference

(a) All proposals are to be submitted in accordance with the Request for Proposals (RFP).

(b) Additional information or clarifications of any of the instructions or information contained herein may be obtained from office of the Director of Recreation & Community Services, Town of Labrador City, 317 Hudson Drive, Labrador City, NL, A2V 2K5. Email is the preferred method of contact:

recreationdirector@labradorcity.ca

(c) Any respondent or respondents finding any discrepancy in or omission from the proposal, in doubt as to their meaning, or feeling that the proposal is discriminatory, shall notify at once the Director of Recreation & Community Events, Town of Labrador City in writing within 5 days of the scheduled opening of proposals.

Exceptions as taken in no way obligate the Town to change the proposal. The Director of Recreation & Community Events will notify all respondents in writing, by addendum duly issued, of any interpretations made of proposal instructions.

(d) The Town will assume no responsibility for oral instructions or suggestion. All official correspondence in regard to the proposal should be directed to and will be issued by the Director of Recreation & Community Events, Town of Labrador City.

(e) All proposals must be signed by an authorized signatory of the Respondent.

(f) The Town reserve the right to make additional copies of proposal for internal use or for any other purpose as may be required.

(g) Respondents will be advised of the results after an evaluation of all proposals is complete and a successful respondent is determined.

6.2 Reservations

(a) The Town reserve the right to reject or accept any or all proposals or parts of proposals, when in reasoned judgment, the public interest will be served thereby.

(b) The Town may waive formalities or technicalities in proposals as the interest of the Town require.

(c) The Town may waive minor differences in the proposal provided these differences do not violate the proposal intent.

6.3 Modifications/Addenda

The Town may, at any time prior to the closing date and time, issue additional information, clarifications or modifications to the RFP by written addenda. It is the Respondents sole responsibility to ensure they have received all addenda prior to submitting their Proposal.

6.4 Respondents Expenses

Respondents are solely responsible for their own expenses in preparing, delivering or presenting a proposal and for subsequent negotiations with the Town, if any.

6.5 Exceptions

The submission of a proposal shall be considered an agreement to all the terms and conditions provided herein and in the various proposal documents, unless specifically noted otherwise in the proposal.

6.6 Currency and Taxes

All pricing shall be submitted in Canadian dollars, exclusive of HST. Applicable HST shall be identified separately for information purposes.

6.7 Compliance with Laws

The respondent will give all the notices and obtain all the licenses and permits required to perform the work, if any. The respondent will comply with all laws applicable to the work or performance of the contract.

6.8 Period of Submission Validity

Unless otherwise specified, all formal proposals submitted shall be irrevocable for 90 calendar days following proposal closing date, unless the respondent(s), upon request of the Director of Recreation & Community Events, agrees to an extension.

6.9 Disputes

In cases of dispute as to whether or not an item or service quoted or delivered meets proposal requirements, the decision of the Town, or authorized representatives, shall be final and binding on all parties.

6.10 Grounds for Disqualification

The respondent shall direct all questions regarding this RFP or the project to the Director of Recreation & Community Events.

Any attempt on the part of the Respondent or any of its employees, agent, contractors or representatives to contact any of the following persons with respect to this RFP or the project may lead to disqualification:

- (a) any Town of Labrador City councillor
- (b) any Town of Labrador City staff member

7.0 ADMINISTRATION

7.1 Clarification

Respondents are responsible for fully understanding the requirements, existing conditions, and scope of work to be performed. Familiarity with the quality of previous productions, the reputation of past performers, and the overall success of prior events is essential to ensure the same high standard of delivery. Failure to obtain this understanding will not absolve the successful respondent from fulfilling their contractual obligations.

All inquiries must be submitted in writing to the Director of Recreation & Community Events. Email submissions are the preferred method of contact:
recreationdirector@labradorcity.ca

7.2 Respondent's Qualification

(a) No contract will be awarded except to responsible respondents capable of providing the services contemplated.

(b) Respondents must be primarily engaged in providing the services as outlined in the Request for Proposals.

(c) Respondents must have a comprehensive understanding of the scope of services listed in this Request for Proposal. Understanding and previous experience in all aspects of similar projects is essential criteria in the qualifying process.

(d) Respondents shall have a proven record of having provided the services contemplated.

(e) The respondent's personnel and management to be utilized in this service requirement shall be knowledgeable in their areas of expertise.

(f) The Town reserve the right to check all references furnished and consider the responses received in determining the award of this proposal.

(g) The Town reserve the right to contact or meet with any individual respondent. The Town are not obliged to meet with any or all respondents.

7.3 Indemnity

This is an invitation for proposals and not a tender call. The Town does not intend to, nor do they assume or owe any contractual or other duties or obligations as a result of the issuance of this RFP, the preparation or in any discussion with the Town on any other basis whatsoever arising out of this RFP. Without limiting the generality of the foregoing and for certainty, no contract is formed by the submission of a proposal in response to this RFP.

The Town shall have no liability as a result of issuance of this RFP. No respondent shall have any claim against the Town for any compensation of any kind whatsoever as a result of participating in this RFP process, including without limitation any claim for costs of proposal preparation or participation in discussion, or for any loss of anticipated profits, whether based in contract including fundamental breach, tort, breach of any duty or any other cause of action whatsoever.

In its sole and absolute discretion, and without limiting the generality of the Town discretion under this RFP, the Town may modify or amend this RFP including the timeline, requirements, scope of work, or any other terms, whether material or not, and may cancel, suspend or reissue this RFP.

7.4 Insurance Requirements

The successful respondent will be required to provide General Liability Insurance in a form acceptable to the Town, with the Town of Labrador City as a named party. The amount of coverage will be five million dollars (\$5,000,000.00).

If the respondent is legal obliged to be covered by Workers' Compensation and Health & Safety regulations, the respondents shall provide evidence of coverage and that the premiums are paid and up-to-date. The successful Respondent shall also be responsible for obtaining and providing evidence that any Subcontractor is also covered as required by law.

7.5 Billing & Payment

The respondent shall submit detailed invoices for services provided quarterly to the Project Lead. Billing periods should coincide with project milestones.

The invoice shall contain the following information:

- Purchase Order Number
- Period of Work
- Itemized List of Services Provided
- Time spent by each employee on the project in the billing period
- Expenses incurred on the project during the billing period
- A total showing how much money is billed in the current billing period
- A running total showing how much money has been billed previously
- Total billed to date (i.e., current plus previous invoices)
- Show the HST applicable to the entire billing
- A total showing how much is payable on the invoice.

Invoices beyond the original agreed value will not be accepted unless written consent from the Town is obtained. Invoices for extra work must be submitted separately and must be accompanied by a written justification of the work. Written authorization from the Town will be required prior to proceeding with any extra work.

Payment shall be made upon submission of a proper invoice from the respondent and authorized by the head of the department or designee. Normal payment terms are 30 days from receipt.

7.6 Exceptions

The respondent shall furnish a statement on company letterhead clearly identifying and giving complete description of all exceptions to the terms, conditions and specifications of the RFP. Failure to furnish the statement will indicate that the respondent agrees to meet all requirements of the Request for Proposal and that if a contract is awarded, the successful respondent for this RFP agrees to enter into an

agreement with the Town which binds the respondent to all terms and conditions and deliverables as stated in this document and its appendices.

7.7 Termination

Termination for Convenience: The Town may terminate a contract, in whole or in part, if determined that such a termination is in its best interest, without showing cause, upon giving written notice to the respondent.

The Town shall pay all reasonable costs incurred by the respondent up to the date of termination. However, in no event shall the respondent be paid an amount which exceeds the bid price for the work performed.

The respondent shall not be reimbursed for any profits which may have been anticipated but which have not been earned up to the date of termination.

Termination for Default: When the respondent has not performed or has unsatisfactorily performed the contract, the Town may terminate the contract for default. Upon termination for default, payment will be withheld at the discretion of the Town. Failure on the part of the respondent to fulfill the contractual obligations shall be considered just cause for termination of the contract. The respondent will be paid for work satisfactorily performed prior to termination, less any excess costs incurred by the Town in re-procuring and completing the work.

7.8 Integration

All proposals received shall become the property of the Town. This Request for Proposal document, the respondent's response to this solicitation, and subsequent purchase order(s) to the successful proposal contain the entire understanding between parties, and any additions or modifications hereto may only be made in writing executed by both parties.

7.9 No assignment of Contract

The respondent shall not assign the contract, or any portion thereof, except upon the written approval of the Town.

7.10 Public Information/Proprietary Information

The Town are subject to the provisions of the *Access to Information and Protection of Privacy Act*. Section 27 of the Act excludes the disclosure of information that would be harmful to the business interest of a third party and any disclosure by the Town would be subject to that provision.

7.11 Contractual Agreement

The selected respondent will be required to enter into a contractual agreement,

prepared by a solicitor. The initial term of the contract will be one year (IronFest 2027). The Town may, at its sole discretion, extend the agreement for up to four (4) additional one-year terms, subject to satisfactory performance, annual budget approval, mutual agreement of both parties, and the ongoing requirements of the Town.

7.12 Intellectual Property Rights

The Town will be the owner of the intellectual property rights, including patent, copyright, trademark, industrial design and trade secrets in any deliverable product or product developed through this contract.

7.13 Confidentiality

The selected respondent agrees not to release or in any way cause to release any confidential information that pertains to the Town unless they have been specifically approved to do so in writing.

7.14 Artist Contracts

The respondent will be responsible for entering into contracts with performing artists, subject to the Town's prior approval. At a minimum, acts are expected to perform for 60 minutes, with the headlining or closing act performing for 75 to 90 minutes. Specific terms regarding performance details may be negotiated.

The Town will hire a photographer to document the event for archival purposes, future promotions, and videography. Contracts must include provisions allowing the use of short video clips or images from the event that feature the artist's likeness, with final details subject to further negotiation.

7.15 Project Management

The respondent shall designate a project manager in their proposal. All coordination for services with the Town and the successful respondent shall be the responsibility of the project manager. The project manager shall ensure that any substitutions in team personnel are approved by the Town project manager.

The project manager shall meet and liaise with regulatory bodies, utilities, stakeholder groups, other levels of government, members of the community, as required.

Section 8: Proposal Submission Requirements

The submission of a proposal on this service will be considered as a representation that the respondent has carefully investigated all conditions which may affect or may, at some future date, affect the performance of the services covered by the proposal,

the entire area to be serviced, and other contract documents and that the respondent is fully informed concerning the conditions to be encountered, quality and quantity of work to be performed and materials to be furnished; also, that the respondent is familiar with all Federal and Provincial laws, all codes and ordinances of the Town of Labrador City which in any way affect the procurement of the work or persons engaged or employed in the work.

In responding to this RFP, each respondent shall, include, as a minimum, a Technical Proposal and a Cost Proposal. The proposal is not complete unless it contains a Technical Proposal which addresses the requirements described herein, and a Cost Proposal that details all costs for the proposed services, including travel and per diem expenses.

Sealed proposals, duly signed and labeled **"Technical Production Services - IronFest 2027, TLC-18-26"**, must be submitted to the Town of Labrador City, PO Box 280, 317 Hudson Drive, Labrador City, NL, A2V 2K5, by 3:00 PM local time, **September 2, 2026**, either in a sealed envelope clearly marked for the Town Hall or by email in PDF format to cashier@labradorcity.ca, with the subject line or envelope labeled appropriately with the proposal details.

Each proposal must include, at minimum, the following information. Failure to provide required information may result in the proposal being deemed incomplete or non-compliant.

Requirement	Description
General Information	Firm name, address, contact person, telephone, email, ownership structure, and authorized signing officer.
Executive Summary	One to two pages summarizing the proposed partnership model, event vision, revenue approach, sponsorship strategy, and ten-year growth concept.
Corporate Experience	Relevant festival, concert, sponsorship, tourism, ticketing, production, and event growth experience.
Project Team	Organizational chart, project manager, key personnel, resumes or biographies, subcontractors, and role descriptions.

Technical Production Plan	Stage, sound, lighting, video, backline, site production, artist management, setup, operations, breakdown, and safety approach.
Artist and Programming Plan	Proposed artist procurement strategy, sample artist categories, local artist integration, programming options, and approval process.
Ticketing and Revenue Plan	Ticket categories, pricing strategy, sales timeline, revenue projections, platform recommendations, reporting, and revenue-sharing proposal.
Sponsorship Development Plan	National, regional, local, and in-kind sponsorship strategy, sponsor package outline, activation plan, fulfillment, and reporting.
Tourism Development Plan	Destination marketing strategy, travel and accommodation partnerships, visitor packages, and tourism growth opportunities.
Five-Year Growth Plan (with high level 10-year vision)	Phased 2027-2031 plan showing event growth, financial growth, sponsorship growth, tourism development, community benefits, and infrastructure needs.
Financial Proposal	Detailed cost proposal, annual contribution model, expenses, fees, assumptions, HST treatment, and maximum payment or revenue-sharing model.
Risk Management Plan	Weather, safety, crowd management, artist cancellation, financial risk, sponsorship risk, ticket sales risk, and contingency planning.
Added Value	Additional concepts, programs, partnerships, revenue ideas, local benefits,

	or enhancements that would improve IronFest.
References	Three relevant client references for similar services, including contact information and project description.
Exceptions	Any requested exceptions to RFP terms and conditions, clearly identified on company letterhead.

Section 9: Evaluation Process and Criteria

Proposals will first be reviewed for mandatory compliance. Compliant proposals will then be evaluated and ranked by an evaluation committee using the criteria below. The Town may invite shortlisted respondents to participate in interviews or presentations.

9.1 Evaluation Process

Each Proposal will be evaluated using the following process:

Stage 1: Verify each bid's compliance to the Mandatory Criteria below and disqualify any bids that fail to meet these.

Stage 2: For bids that pass the Mandatory Criteria, evaluate and score each one, using the Desirable Criteria and weights.

Stage 1 - Mandatory Criteria

The proposal must meet all of the following mandatory criteria and clearly demonstrate that these are met in a substantially unaltered form. If the proposal fails to meet any one of these criteria, it will receive no further consideration during the evaluation process and be deemed non-compliant.

1. The proposal must clearly demonstrate the respondent's experience and ability to fulfill the service requirements identified.
2. All Cost Proposals must be submitted in Canadian dollars (CDN) exclusive of all taxes.

3. The Technical Proposal must demonstrate the respondent's full understanding of the RFP.

Stage 2

All proposals which pass Stage 1 - Mandatory Criteria will be evaluated and ranked against the weighted Proposal Evaluation Criteria listed in Section 9.2. Respondents are reminded that the proposal is the main document used in the evaluation and that the Respondent shall insure all information required to make the decision is included.

Proposals shall be evaluated on the basis of the criteria and weighting as outlined in the Rating Schedule below. In terms of relative importance, criteria are given an Assigned Weight (Column A). The criteria are rated according to the following degree of satisfaction and this rating (i.e., the unit points awarded) is placed in Column B.

Poor 1--3 Points

Fair 4--6 Points

Good 7--8 Points

Excellent 9--10 Points

Each unit Assigned Weight (Column A) is multiplied by the appropriate degree of satisfaction (Unit Points Awarded, Column B) to yield the Total Points (Column A x B). The Total score (i.e., the sum of the column 'Total Points') represents the overall degree of satisfaction. The recommendation will normally be to award the contract to the Consultant having the highest Total score. Each rating shall be considered confidential.

The Town reserve the right to evaluate proposals on any criteria it deems appropriate and may not necessarily rely on the criteria outlined in this document.

9.2 Rated Evaluation Criteria

Item	Evaluation Category	Assigned Weight
1	Event Production & Execution	30
2	Experience & Qualifications	20
3	Sponsorship & Revenue Growth	20
4	Strategic Growth Vision	15
5	Cost & Value	15

Bonus	Added value concepts that enhance IronFest and Labrador West	Up to 5
-------	--	---------

The Town is not bound to accept the lowest priced or highest scoring proposal. Award will be based on the proposal that, in the Town's opinion, best supports the long-term success of IronFest and the interests of the municipality.

To assist in the evaluation of the Responses, the evaluation committee may, but is not required to:

- ☐ Contact the respondent's clients/customers relevant to the proposal to verify any and all information regarding a respondent and rely on and consider any relevant information from such cited references in the evaluation of responses.
- ☐ Conduct and background investigations that it considers necessary in the course of the evaluation process and consider any relevant information resulting in the evaluation of Responses.

The evaluation committee will only seek clarification from a respondent if the requested information is ambiguous or missing and if such clarification does not offer the respondent the opportunity to improve the competitive position of its response. To the extent possible, requests made by the Evaluation Team will be sent from the email addresses of the RFP Contacts.

The Town reserve the right to deduct points from the Technical Proposal evaluation based on assessment of risk as follows:

- ☐ Low risk - exceptions or omissions to RFP terms and conditions and/or format indicate no risk or low risk to successful completion of project: (-0) to (-5) points
- ☐ Medium risk - exceptions or omissions to RFP terms and conditions and/or format indicate a risk to successful completion of project that can be mitigated using the Town resources: (-5) to (-25) points
- ☐ High risk - exceptions or omissions to RFP terms and conditions and/or format indicate a risk to successful completion of project that can be mitigated but will require significant Town resources: (-26) to (-50) points
- ☐ Unacceptable risk - exceptions or omissions to RFP terms and conditions and/or format indicate a high probability of project failure: (-50) to (-100) points

9.3 Cost Proposal Evaluation

The points for the financial evaluation will be allocated as follows. The total cost of each technically responsive bid will be calculated as shown in the Evaluation of Price. The lowest total cost will achieve maximum available points. All other proposals will be prorated using the lowest cost bid and the following formula:

Max Available Pts. - [Max Available Pts. X (total cost - lowest total cost) / lowest total cost]

Note: If the result is a negative number, the score assigned will be '0'.

Example: Two technically compliant bids are received and the maximum available points equal 30:

Bid 1: \$100,000

Bid 2: \$130,000

Bid 1 being the lowest, would achieve a score of 30 points

Bid 2 would achieve a score of 21 points, calculated as follows:

$$30 - [30 \times (\$130,000 - \$100,000) / \$100,000] = 21 \text{ points}$$

The value of the contract for this project shall be exclusive of applicable HST.

Section 10: Desired Outcomes

- An enhanced IronFest 2027 concert experience that residents and visitors remember positively.
- A financially stronger event model supported by increased ticket revenue, sponsorship revenue, and clear reporting.
- A sponsorship framework that attracts national and regional partners while preserving meaningful local sponsor opportunities.
- A multi-year strategy that grows IronFest carefully and sustainably over ten years.
- Increased tourism potential for Labrador West through destination marketing, visitor packages, and strategic partnerships.
- Continued community pride, volunteer involvement, local business participation, and opportunities for local talent.
- A professional, safe, well-managed, and accountable event delivered in partnership with the Town.

Section 11: Award of Proposals

- The Town reserve the right to modify the terms, or cancel, or reissue the Request for Proposals at any time at its sole discretion.
- This invitation should not be construed as a contract to purchase goods or services.
- Although proposals will be assessed in light of the evaluation criteria, the Town are not bound to accept the lowest priced or highest scoring proposal or any proposal. The Town reserve the right to reject any or all proposals and to award the contract in its entirety, or in part, whichever, in its opinion, best serves the interests of the municipality.
- Subsequent to the submissions of proposals, interviews may be conducted with some of the respondents, but there will be no obligation to receive further information, whether written or oral from any respondent.
- The Town will not be obligated in any manner to any respondent until a written contract has been duly executed. Any damages arising out of a breach by the Town, including damages for any implied duty at law, are limited to the actual costs of preparing the proposal. Neither acceptance of a proposal, nor execution of a contract, will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any statute, regulation or by-law.

Appendix A: Respondent Information Form

Field	Response
Legal Firm Name	
Operating Name if Different	
Main Contact	
Title	
Mailing Address	
Telephone	
Email	
Website	
Authorized Signing Officer	
Signature	
Date	

Appendix B: Financial Proposal Summary Template

Category	Year 1 Amount / Estimate	Notes and Assumptions
Town Operating Budget Requested	\$	
Respondent Contribution / Investment	\$	
Projected Ticket Revenue	\$	
Projected National / Regional Sponsorship	\$	
Projected Local Sponsorship	\$	
Projected In-Kind Sponsorship	\$	
Projected Production Expenses	\$	
Projected Marketing Expenses	\$	
Projected Net Event Position	\$	
Proposed Revenue Share	% / \$	
Proposed Reinvestment into Future IronFest Growth	\$ / %	

Appendix C: Five-Year Growth Plan Summary Template

Year	Event Growth Objective	Revenue / Sponsorship Objective	Tourism / Community Objective
2027			
2028			
2029			
2030			
2031			