

Event Consultant/Coordination Services Agreement

Fantasy Balloon Flights

74181 Parosella Street, Palm Desert, CA 92260

760-568-0997, hotairballoonfest.com

Fantasy Balloon Flights is pleased to offer the following proposal for Event Consultant/Coordination Services to the city of Cathedral City for the Cathedral City Hot Air Balloon Festival scheduled for November 2017 and 2018 in Cathedral City, California.

Coordination of the Event shall include but not be limited to the following:

Work Proposal – the scope of work (June 2, 2017)

Responsibilities of Fantasy Balloon Flights – Cathedral City Hot Air Balloon Festival

1) Develop a detailed timeline of activities and produce and coordinate a schedule of primary events similar to those listed in Appendix A. Provide support for and encourage ancillary events in support of the weekend's programming. Sample supporting events are listed in Appendix B. Planned events will fall within budget included in Appendix C. Events not listed in Appendix A or included in the Appendix C budget fall outside of this Work Proposal and are not included in the scope of work.

2) Specific support for ongoing development and growth of the hot air balloon festival activities:

- a) Develop an online application process for event participation.
- b) Conduct recruitment of hot air balloon pilot entries.
- c) Prepare, produce, mail (including postage) as necessary, process and evaluate all pilot and balloon crew applications.
- d) Coordination of Balloon Competition, Balloon Glows, and Tethered Ride activities.
- e) Compile and edit Balloon and Pilot entrant information and prepare scripts for announcers and Program.
- f) Coordination with the Palm Springs International Airport, FAA, and the cities of Cathedral City and Rancho Mirage.
- g) Coordination Propane Refueling of the Balloons.

- h) Provide guidance, advice and supervision for the adherence to the rules and regulations of the City to all participants.
 - i) City's event planning representative(s) shall give direction as to the involvement of the Cathedral City Council, and any other City related official.
- 3) Attend regular meetings via conference calls or phone discussions as needed.
 - 4) Attend and coordinate up to eight in person meetings with City's event planning representative(s) and or community planning committee in:
 - May ● June ● July ● August ● September ● October ● November
 - 5) Provide review at meetings of overall event plans, and follow direction on all safety related issues including Cathedral City Fire and Police Department, the Palm Springs International Airport, and the FAA regulations. Provide timely and accurate reports regarding the progress of event production at each meeting.
 - 6) Maintain line of communication with the City staff and cooperate with the City and its representatives.
 - 7) Recruit, hire, train, coordinate and supervise all volunteers and all their activities as required.
 - 8) Provide a site map, event layout, parade staging plan to City's event planning representative(s) for approval at least sixty (60) days prior to the event.
 - 9) In the event of inclement weather, event production company may request an alternate date for events with express written approval by the City. Event will be planned under a Rain or Shine implementation plan.
 - 10) Responsible for obtaining all certificates of insurance and liability release forms from all entries, volunteers, sub-contractors, and vendors participating in events.
 - 11) Contractor shall procure and maintain, at its sole cost and expense, policies of insurance to include Comprehensive general liability and personal injury with limits of at least one million dollars (\$1,000,000). Certificates of insurance evidencing the foregoing and designating the City, its elected official, officers, employees, agents, and volunteers as additional named insured shall be provided prior to commencement of services.
 - 12) Conduct all fundraising and sponsorship solicitation efforts.
 - 13) The Event Production Company is to oversee marketing and promotion activities of all events.
 - 14) Event Production Company is required to provide complete staffing for all events and administrative operations. The City shall provide road-closure and public safety (police, fire, emergency medical) services and personnel.

15) Event Production Company is responsible for all application printing, production, processing, mailing, postage, event signage, and any/all other costs associated with the hot air balloon operations and production activities. Including items identified in 2017 final budget:

- a) T-shirts
- b) Program book
- c) Step and repeat

16) Event Production Company will consider using Cathedral City businesses or past event businesses from previous Cathedral City Hot Air Balloon Festivals.

17) Recruit, hire, train and supervise event staff as needed.

18) Oversee all recruitment of participants, vendors, and entertainers.

19) Prepare a final post event report including final budget within 90 days from completion of event.

20) Work with City officials and honor sound curfews of 9pm Sunday – Thursday, 10pm Friday and Saturday, 2:00am if in between City Hall and Police Department buildings.

Responsibilities of The City –

1. Secure all city services and city permits for events in Civic Center Plaza and provide support and waive fees for events planned at city owned or controlled properties.
2. If required, the City shall be responsible for notifying all property and business owners of any anticipated dates, times and length of any street closures due to events.
3. Be responsible for meeting ADA requirements, accessibility and special needs of spectators in all City venues.
4. All marketing efforts or event promotion activities of the events available through the City will be made available for the promotion of Cathedral City Hot Air Balloon Festival and will be handled directly by the City and include an awareness program to include broadcast of event schedule, first-aid locations, public transport locations, restroom facilities, and handicap accessible areas.

This includes distribution of event related press releases, and media advisories,

5. The City shall provide road-closure and public safety (fire, emergency medical) services and personnel. If required, City is responsible for all printing, production, processing, mailing, postage, signage, and any/all other costs associated with road

closure activity related to events.

6. Secure all logistics equipment needed for events at Civic Center Plaza:

- The City shall be responsible for ordering and placement of the portable restrooms;
- City owned metal interlocking barricades placed at congested areas in event venue including the parking areas. Event Production Company is responsible for renting any additional barricades that may be required;
- Trash maintenance service;
- Provide any required traffic cones with holes in top;
- Provide use of pop-tents in City inventory;
- City owned light towers if required for set up on city property, and;

7. City's event planning representative(s) shall give direction as to involvement of the Council, and any other City related staff. City Staff will provide City Council any required support for participation, entries, and / or appearances at Cathedral City Hot Air Balloon Festival events.

8. Managing any hospitality needs for VIP, city councilmembers, and special guests of the City.

9. Cathedral City retains the rights to the name "Cathedral City Hot Air Balloon Festival" and Producer will be granted use license for all related events. Producer to inform the City Events Manager of any known infringement. Cathedral City is responsible for enforcement and licensing the name.

10. Provide the Cathedral City Hot Air Balloon Festival with the City's annual day use of the Big League Dreams Sports Park for the Breakfast and Balloons Event, unless the park is unavailable because of an event conflict.

11. Provide the Cathedral City Hot Air Balloon Festival with use of the available parking area in the parking structure and north parking lot during the Balloon Events.

12. Promote the Cathedral City Hot Air Balloon Festival with similar ads as used during the 2016 event in the Desert Sun Newspaper and the Cathedral City home mailer.

13. Support the 2017 and 2018 Cathedral City Hot Air Balloon Festival as the naming rights sponsor for an annual fee of \$100,000, and the right to continue the event for 2019 Hot Air Balloon Festival for a fee of \$108,160.

- Work Proposal will be extended to include the 2019 Cathedral City Hot Air Balloon Festival, if mutually agreement is reached with City of Cathedral City and Event Production Company by the end of July 2018.

- Benefits as Naming Rights Sponsor listed in Appendix D
Changes In the event any change or changes in the scope of services / Work is requested by City, Parties shall execute a written amendment to the Agreement, specifying all proposed amendments, including, but not limited to, any additional fees. An amendment may be entered into: A. To provide for revisions or modifications to documents, work product, or work, when required by the enactment or revision of any subsequent law; or B. To provide for additional services not included in this Agreement or not customarily furnished in accordance with generally accepted practice in Contractor's profession.

Additional Terms and Conditions: In the event of cancellation by the City or other organization, any deposit will be forfeited. Fantasy Balloon Flights obligations are subject to detention or prevention by sickness, inability to perform, accident, and acts of God, riot, strikes, labor difficulties, epidemics, any condition similar or dissimilar beyond Fantasy Balloon Flights control: In such case there shall be no claim for damages by either party to this contract.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed to be executed in their respective names, by their proper officers thereunto duly authorized, as of the _____ day of June, 2017:

Fantasy Balloon Flights

By: _____

Name: Steve Wilkinson Title: Owner Date: June 2, 2017

City of Cathedral City By: _____ Name:

Title: _____

Date: _____

Thursday Balloon pilot check in with the FAA, Master Briefing, Council Chambers, Cathedral City 2:00-5:00 PM

Welcome Party Meet your Balloon Pilots, Sponsors, City Council, FAA, Airport Manager and VIPs at Agua Caliente Casino Resort, Rancho Mirage 5:30-7:00 PM, City Council Welcome 6:00 PM

Friday (Day 1) Breakfast and Balloons event at Big League Dreams Opening Event 7:00-9:30 AM

Sunset Balloon Glow Dinner at the Westin Mission Hills Resort, Rancho Mirage

Saturday, (Day 2) Balloon Launch at the Westin Mission Hills Resort, Rancho Mirage 7:00 AM

Tether Balloon Rides at the Festival Lawn, downtown Cathedral City 8:00-10:30 AM.

Kids Zone Bouncy Houses and Activities 8:00-4:00 PM

La Michoacana Bananas Balloon Candy Drop at the Festival Lawn, downtown Cathedral City 11:00- 11:30 AM

Kite Display at the Festival Lawn, downtown Cathedral City 11:30-1:30 PM

Food & Beverage Vendors, downtown Cathedral City 8:00 AM-9:00 PM

Sponsor Displays and Merchandise Vendors, downtown Cathedral City 8:00 AM-9:00 PM

Community Group Events and DJ Music on the Stage, downtown Cathedral City 10:00 AM-7:00 PM

Live Music on the Stage, Festival Lawn, Cathedral City 5:00-6:00 PM

VIP Viewing Lounge with beverages and live music on the roof of the Parking Garage, Cathedral City 5:00- 9:30 PM

Balloon Glow with DJ Music at the Festival Lawn and western lot, downtown Cathedral City 6:00-7:00 PM

Live Music Bands on the Stage, downtown Cathedral City 7:00-9:00 PM

Sunday (Day 3) Balloon Launch from Century Park, Cathedral City Park, or other location, or other major sponsor's location 7:00 AM

Balloon Crews Awards Banquet at Agua Caliente Casino Resort, Rancho Mirage 11:00-12:00 PM.

APPENDIX B

Friday (Day 1) Media Balloon Glow 5:00- 6:00 PM, Festival Lawn, Downtown Cathedral City

Saturday (Day2) Now and Then Car Show, Downtown Cathedral City 1:00-4:00 PM

Art Show or Crafts Fair and Market Place Vendors, Downtown Cathedral City 10:00AM
-5:00 PM

Fireworks Show 9:00-9:15 PM, on lot located at the southeast corner of East Palm Canyon Drive and Monty Hall Drive in Downtown Cathedral City

APPENDIX C

Budget outline of expenses.

<u>Budget Expenses</u>	<u>Type</u>	<u>Total Cost</u>
Stage, Lights, Sound	Entertainment	\$5,800.00
Temporary Workers	Labor	\$2,000.00
Health Permits	Entertainment	\$412.00
4X6 Rack Cards 20,000 copies	Promotions	\$2000.00
T-Shirts	Promotions	\$2,000.00
Pilot Polo Shirts	Promotions	\$1,000.00
PSP Kiosk Ad	Promotions	\$200.00
PS Life Article	Promotions	\$2,100.00
Banners	Promotions	\$500.00
Security	Safety	\$2,500.00
Kid Zone	Entertainment	\$2,000.00
Balloon Glow Music	Entertainment	\$1000.00
Tables / Chairs	Equipment	\$1,500.00
Step & Repeat	Equipment	\$500.00
Balloonist Operations	Management	\$30,000.00
Balloonist Appearance Money	Entertainment	\$10,000.00
Balloonist Meals	Entertainment	\$4,000.00
Saturday Entertainment	Entertainment	\$5,000.00
Saturday Night Music	Entertainment	\$3,000.00
Balloon Race Prize	Entertainment	\$7,500.00
Lamar Billboard	Promotions	\$1,100.00
Program Book	Promotions	\$2,800.00

Amerigas	Propane	\$1,500.00
Brudvik	Equipment	1,000.00
Hotel Rooms for Pilots	Entertainment	\$8,000.00
Insurance	Safety	\$5,000.00
	Total	\$102,412.00

APPENDIX D

Benefits for \$100,000 sponsorship

Naming Rights Prominent Logo Placement included in:

- . 1) All Print and Media Advertising
- . 2) Press Releases
- . 3) Program Guide
- . 4) Social Marketing
- . 5) Official Poster, Merchandise and Website
- . 6) 14 tickets to any Fantasy Balloon Flights ticketed activity managed and produced by Event Production Company