



Request for Proposals: Opening Weekend Programming at Spruce Street Harbor Park Sustained by Univest

The [Delaware River Waterfront Corporation](#) (DRWC) is requesting proposals for programming during Opening Weekend (May 8 - May 10, 2020 with rain dates as May 15 - 17, 2020) at [Spruce Street Harbor Park Sustained by Univest](#) (SSHP). DRWC is looking to work with an organization or individual to plan and execute programming for the weekend (Friday, Saturday, Sunday) throughout the park with ambient artistic activities as well as performing arts, including music, dance, etc. Past programming has included circus arts, craft making, face painting, balloon twisting, and more. DRWC is open to having these types of activities return but is also committed to thoughtfully incorporating more of Philadelphia's arts community in programming this public space. The curator/s will be responsible for proposing, scheduling, and booking talent and being on-site and setting up during the entirety of the active period. DRWC is particularly interested in themed activities.

Proposal Details:

- The proposal should include:
 - A brief bio or description (250 words or less) of the organization/individuals
 - Description of programming concept
 - Potential artistic partners (dance, music, fine arts, theater, etc.)
 - Potential production needs (the fewer needs the better; note that DRWC will cover the cost of stage crew)
 - Marketing reach of the individual or organization (including number of subscribers to e-newsletter lists, social media followers, etc.)
 - Relevant websites, social media handles, and press mentions (if available)

Timeframe (note that hours are flexible):

- Friday, May 8th: 5 -10pm
- Saturday, May 9th: 12 - 8PM
- Sunday, May 10th: 1 - 5PM

Rain dates are May 15th - 17th

DRWC's Role

- DRWC is a nonprofit with a mission to design, develop, program, and maintain public amenities along the central Delaware River Waterfront. We aim to transform

the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia

- Programming staff will work with chosen individuals/organizations to finalize the schedule.
- Programming staff will provide agreement templates
- Event and park staff will be on-site day-of for support
- Marketing and communications team will work with organization/individual to create graphics and language for promotion
- DRWC will be the primary contact for all marketing and media promotion
- DRWC will be the primary contact for all media and press outreach/requests

Considerations:

- As this is an outdoor venue, programming proposals must consider being able to move most or all talent and vendors to the following rain date weekend
- SSHP has an area designated as a stage and will not build a full stage
- Basic sound system will be provided
- Dancers should note that the pavement can be irregular/uneven in some areas
- SSHP welcomes a wide variety of visitors to the park; programming should be age appropriate and take into consideration the diversity of attendees.
- The programming individual/organization may bring in sponsors; all proposed sponsors must be approved by DRWC prior to event promotion/marketing.
- DRWC may also have activations taking place on-site.
- All marketing materials and promotions will need to refer to the park by its full name: **Spruce Street Harbor Park Sustained by Univest** (this can also be done using our logo). DRWC must approve final marketing materials before distribution (print, digital and social).
- DRWC is a union site and any theatrical, sound, or staging needs must be considered in the proposal

Budget:

- \$10,000
- Inclusive of organizers' fee, all talent fees, and supplemental marketing

Timeline:

- March 20th: Proposals due EOD
- April 3rd: Proposal selected



Location: Spruce Street Harbor Park Sustained by Uninvest, 301 S. Columbus Blvd., Philadelphia, PA 19106

Submission: Please send proposals to Emma Fried-Cassorla at efried-cassorla@drwc.org no later than Friday, March 20th at 5pm. For larger files, please use a file sharing program like Dropbox or WeTransfer. Questions about the RFP can be directed to efried-cassorla@drwc.org.