

**Request for Proposals: Roller Skating Programming at
Blue Cross RiverRink Summerfest**

The [Delaware River Waterfront Corporation](#) (DRWC) is requesting proposals for programming during the spring (May 15th-16th, 2020 with rain dates of May 29th-May 30th, 2020) at [Blue Cross RiverRink Summerfest](#) (BCRR Summerfest). DRWC is looking to work with an organization or individual/s to plan and execute programming for the weekend throughout the park with ambient artistic activities as well as performing arts.

The goal for this collaboration is to center the entertainment on the roller skating rink to increase visibility to get more visitors on skates.

Past programming has included roller skating demonstrations and exhibitions, DJs, performances, crafts, dancing, movies, and more. DRWC is open to having these types of activities return and is committed to thoughtfully incorporating more of Philadelphia's arts community in programming this public space. The curator will be responsible for proposing, scheduling, and booking talent and being on-site throughout the duration of the active period.

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 15th: 6 -10pm
- Saturday, May 16th: 1 - 8PM

Rain dates are May 29th and May 30th

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 weekend noted above
- DRWC has the capacity to build a small stage on risers next to the rink, if required
- Basic sound system will be provided
- BCRR Summerfest 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: **Blue Cross RiverRink Summerfest** (this can also be done using our logo). DRWC must approve final marketing materials before distribution.
- DRWC is a union site and any theatrical, sound, or staging needs must be considered in the proposal

Budget:

- \$5,000
- Inclusive of organizers' fee, all talent fees, and supplemental marketing

Timeline:

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

Location: Blue Cross RiverRink Summerfest, 101 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.