



SUMMER IN THE CITY 2015

EXPRESSIONS OF INTEREST

----- *for* -----

Broad based/popular live Bands Programme, Programme Management, Marketing for John Roberts Square

Background:

The Waterford **Summer in the City** has been in existence for seven years. It is a programme of weekly summer events that aims to animate the City particularly on Fridays and Saturdays. This call for expressions of interest is largely based around the events that occur in John Roberts Square and Michael Street. Ancillary events, that are independently funded, also occur in the Viking Triangle area (Bailey's New Street, Cathedral Square area, Cathedral Plaza), New Street Gardens and the William Vincent Wallace Plaza.

Deadline for Expression of Interest: May 1st, 2015. Email proposal to conornolan@waterfordcouncil.ie

Brief:

This call for expressions of interest is specifically to Programme, Supply, Market and Manage popular music acts/performance for up to 12 weekends of City Centre Summer Entertainment on Friday's and Saturdays. While slots have yet to be confirmed, you should allow for performance(s) on Fridays, if required, between 17.30 and 19.30 and Saturdays between 14.30 and 16.30.

The main focus of events will be John Roberts Square and the Michael Street area. However, in addition, the marketing side must also cover complimentary events (that are independently funded) such as Artbeat, The Jazz Festival and Viking Rock (Bailey's New Street), weekly Irish Set Dancing and Tango (Cathedral Plaza), events planned for the William Vincent Wallace Plaza, and four weekends of Art on the Railings (Cathedral Plaza, Square and Peter's Street).

Marketing will include brand development, general branding, a launch of the programme, local and regional publicity on a weekly basis, (Papers, Social Media and Radio) and handling of media requests.

The programme must include all expenses, taxes and insurances (PL & Employers) and an indemnity excluding Waterford City & County Council from any claims as a direct result of negligence during the operation of the programme.

Please note that a Vocal PA is the only equipment available so the cost includes the supply of own PA, Backline etc.

Managers will be expected to liaise with the other programme and production managers and between them supply a brief weekly report stating activities, audience figures, strengths, weaknesses, further opportunities.

Managers will report to the Summer City Co-ordinating committee.

The maximum budgeted for this strand of the Summer in the City Programme is **€9750**.

Expressions of interest (due May 1st 2015) must include a detailed sample schedule of events, it could include a Gantt chart, an example of press release and examples of previous work in this area. It must show that the schedule is achievable. If successful, working with other programme managers and the production manager, all the above will need to be finalised and confirmed by May 18th at the latest.

Expressions will be marked in the order of:

- Quality of Programme
- Achievability
- Price

For further information contact Conor Nolan: conornolan@waterfordcouncil.ie

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