

## EXPRESSION OF INTEREST – SAMHAIN 2024 & 2025

Waterford City & County Council is seeking expressions of interest for an initial two year engagement to be responsible for the curation and event management of the **Waterford Samhain Festival** (excluding the parade elements which are being provided by Spraoi) commencing with the 2024 event (to be held 25<sup>th</sup> through 27<sup>th</sup> of October) The scope of services required are (but not limited to) the programming, festival and production management, PR & Marketing, Management of Festival Markets and sponsorship.

The Samhain Festival requires an Event License as set out in the Planning & Development Acts 2001 to 2023 and their associated regulations. In the previous year the role of Event Controller, the creation of the Event Management Plans and the application of the licence has been undertaken directly by Waterford City & County Council Staff at no additional cost to the festival.

Samhain Festival is held over a three-day period on the October Bank Holiday weekend. The core location of the festival is to be the City Centre including John Roberts Square, the Viking Triangle Area, the Applemarket, and Waterford's Cultural Quarter on O'Connell Street. Consideration should also be given to using Arundal Square.

In particular Waterford City & County Council is seeking for:

Friday 25<sup>th</sup> of October afternoon (2pm to 6pm)<sup>1</sup>

Saturday 26<sup>th</sup> of October (11 am to 11pm)

Sunday 27<sup>th</sup> of October (11.30am to 9pm)

### **Creative**

- Family friendly Halloween styled activities during the day with a possible hospitality tie-in for both accommodation and food.
- Relevant, topical and interesting day-time entertainment as well as workshops, talks, discussions and activities.
- Tie-ins and partnerships with local cultural providers (such as museums, galleries etc).
- Young Adults and Adult orientated evening entertainment with a possible hospitality tie-in for both accommodation, food and beverages.

### **Production Experience**

- The successful party will be required to deliver all aspects of the festival as per scope including the preparation of the Event Management Plan which includes safety and emergency management and litter and waste management.
- In conjunction with the Waterford City & County Council (for 2024), an application for Event License for 2024. For 2025 you will be expected to cover this directly.
- Experience of managing or organising Festivals and Events for Waterford.
- Liaison with local businesses and residents.
- Secure appropriate sites and facilities. While some locations may be within the ownership of the Council, it may be necessary to secure additional locations that are in private ownership.

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<sup>1</sup> Spraoi are contracted to run a Halloween Parade on the evening Friday October 25<sup>th</sup>)

- For 2025<sup>2</sup> provide all relevant insurances as necessary and secure relevant insurances from all operators.

### **Stakeholder Engagement & Involvement**

- Build community and commercial involvement with the Waterford Chamber of Commerce, the Waterford Business Group Waterford LEO, Waterford Area Partnership and local creators and producers.
- Work with existing key partners such as Spraoi and Failte Ireland.

### **Financial**

- Securing sponsorship for the Samhain Festival and managing relationships and sponsors' expectations.
- Please note the festival has been allocated €24,000 (inclusive of VAT) by Waterford City & County Council for the 2024 festival. For 2025 funding is expected to be in the region of €29,000 (inclusive of VAT).
- To engage and pay all groups including talent and providers of services. *(Please see a possible matrix of payments at bottom of document.)*
- To ensure that the cost of items to consumers are kept at a reasonable price and when possible at a special lower rate for families.

### **Sustainability**

- The successful company shall build on the progress of the past year in making the event a Green and Environmentally Sustainable festival with a quintessential Irish authenticity at its core.

### **Award Criteria:**

Applicants shall submit their expression of interest outlining their experience and their plans in the above five areas, (max 1 page per area) that will be assessed by Waterford City & County Council on the basis of the assessment criteria at Appendix 1.

Waterford City & County Council will review submissions and may engage with parties where expressions of interest are considered to merit further discussion.

The Expression of Interest, should be submitted via email to [conomolan@waterfordcouncil.ie](mailto:conomolan@waterfordcouncil.ie) with "Samhain EOI" in the subject matter no later than **15.00 on Monday September 9<sup>th</sup> 2024**.

### **Conditions:**

- Successful Applicants must have valid tax clearance.
- Agents and employees of applicants shall be required to have insurances including Public Liability insurance of €6,500,000
- Submission of an application is on the basis of expression of interest and will not imply agreement and is further subject to contract/contract denied.
- There will be no obligation on Waterford City & County Council to enter into an agreement with any applicant.
- Applications are made at the applicant's own cost.

*Waterford City & County Council is subject to the provisions of the Freedom of Information Act (FOI) Act 2014.*

### **Appendix 1: Award Criteria:**

<sup>2</sup> For 2024 a provision has been made within the budget for a contribution to the Council's insurer.

Award Criteria	Weightings	Maximum Marks	Minimum Score Required
Creativity	20%	200	120
Production Experience	20%	200	120
Stakeholder Engagement	20%	200	120
Financial & Sponsorship Management	20%	200	120
Sustainability	20%	200	120

<b>AN EXAMPLE OF A SAMHAIN EXPENDITURE BUDGET LINE</b>	
MARKETING ATL	€7,500
MARKETING BTL	€1,000
PROGRAMMING & TALENT LIASON	€3,300
STAGING/LOGISTICS/TECH	€7,000
TALENT	€7,500
EVENT MANAGEMENT PLAN	€1,000
SECURITY & VOLUNTEERS	€1,500
VIDEO/PHOTO/DOCUMENTATION	€1,500
2024 INSURANCE CONTRIBUTION (for 2025 you will be expected to have your own full insurance to value of €6.5M)	€1,200
ADMINISTRATION	€1,500
CLEANING CONTRIBUTION	€1,000
<b>AN EXAMPLE OF A <i>POSSIBLE</i> SAMHAIN INCOME BUDGET LINE</b>	
SPONSORSHIP/PARTNERSHIPS	€10,000 <sup>3</sup>
POSSIBLE SPONSORSHIP IN KIND	€10,000 <sup>4</sup>
FEES & LICENCES	€5,000
WC&CC INVESTMENT	€24,000

<sup>3</sup> To be approached independent of WC&CC

<sup>4</sup> To be approached independent of WC&CC