

# Request For Proposal (RFP)

**Procurement Reference Code: PrideBar004**

Procurement Contact Reference: [marvin@pridetoronto.com](mailto:marvin@pridetoronto.com)

Date of issue: **Oct 21<sup>st</sup>, 2024**

Deadline for submitting inquiries: **January 20<sup>th</sup>, 2025**

Deadline for bid submissions: **January 27<sup>th</sup>, 2025**

## Who We Are

Founded in 1981, Pride Toronto continues a legacy that is deeply intertwined with the rich, progressive history of Toronto's queer community. From a small gathering of dedicated activists fighting for their right to love and be seen, to the vibrant celebration we know today, Pride has been a long time in the making. Today, Pride Toronto supports our communities in the pursuit of our unequivocal rights to be known, be heard, be understood, be accepted, be respected, and to celebrate the beauty of who we are. Our Vision is that no matter who you love or how you identify, you will be safe, valued, equal, and proud.

## Bid Information:

This RFP seeks interested and qualified bidders who are committed to working with Pride Toronto to ensure the successful implementation of best practices to oversee bar management during the annual Pride Toronto Festival and special events. Tasks would include inventory management, pick up and delivery of the product, bar staffing and general organization of designated bar areas.

## Qualifications

We are seeking a proven, high-performing contractor/organization with experience in managing bar staff, alcohol service, public consumption and inventory for large-scale events. The contractor should have extensive knowledge of the AGCO and comply with all bylaws.

## Milestones

The following are key milestones for solicitation.

- An information session will take place on January 14th, 2025 from 1:00pm-3:00pm. **Attendance is strongly recommended.** Please register to attend [here](#).
- Questions & clarifications must be submitted by Jan. 20th, 2025.
- Proposals are due on January 27th, 2025 in PDF format.  
All proposals must be electronically sent by 11:59 pm to [marvin@pridetoronto.com](mailto:marvin@pridetoronto.com).  
**Please include the Procurement Reference code in the subject line.**
- The contract will be awarded on February 20<sup>th</sup>, 2025.

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## Confidentiality

- The terms of this RFP and all information provided are to be treated by your company as strictly confidential and proprietary. All data and information is to be used solely for the purpose of responding to this inquiry. At any point, should Pride Toronto feel that there is or has been a breach of this request, they reserve the right to eliminate the bidder for consideration of this RFP.
- All proposals submitted will become the property of Pride Toronto and will be held confidential. Any copies of the proposal will be provided to Pride Toronto employees and contractors on a need-to-know basis only.

## Project Description/Scope of Work

- The contractor will be required to expertly manage all alcohol, bar service and inventory for the festival including inventory pick-up, organization, usage totals, returns, sales/transactions and public service. Specific bar locations, capacities and operating times can be identified in Annex A.
- The contractor will be required to schedule and provide an appropriate and agreed-upon number of staff to manage all alcohol services at the Festival and Special Events.
- Pride Toronto will provide all sales devices (ipads, registers, etc.) and training to assist with managing all financial transactions.
- The contractor will be responsible for ensuring that bars are totaled and settled each night. All accounting information should be provided to Pride Toronto nightly. Pride Toronto will work with the contractor to create a schedule for deposits and delivery of money/change and provide dedicated security to ensure safety at all times.
- The contractor will be required to manage the pick-up and returns of all alcohol in accordance with designated SOP's. The contractor will be given access to reefer trucks and must have a valid class G driver's license.
- The contractor will be responsible for managing their team to ensure all are smart-serve certified and that they comply with all AGCO regulations.
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- The contractor will be required to ensure the bars are kept as clean and well maintained as possible in order to ensure the space is returned to its natural state by 5:00am Monday, June 30<sup>th</sup>, 2025.
- The contractor should ensure backup services/staff are available and suitable in the event of any issues that could arise.
- The contractor will be required to measure and keep an inventory of all alcohol purchased on each SOP. They should maintain records so we can determine total usage and they will also be responsible to return all unused alcohol on Monday, June 30<sup>th</sup>. All returned alcohol must be reported to Pride Toronto. Any unreturnable alcohol must be given to Pride Toronto.

## Evaluation

The evaluation criteria for the proposal includes:

- 1) Proposal Requirements (required)
- 2) Bidders qualifications (40%)
  - a) Corporate experience and performance in bar service and management for large-scale events and contracts of a similar size.
  - b) Experience working with the AGCO and knowledge of all alcohol and service-related bylaws
- 3) Service (45%)
  - a) The ability to provide the scope of services requested
  - b) Capability to support large-scale events (staffing, inventory, scheduling, transportation, sales/finances, etc.)
- 4) Financial Benefit (10%)
  - a) The lowest price bid will not be the determining factor in awarding the contract. Rather, Pride Toronto may award the contract to the bidder whose proposal, in our opinion, represents the lowest and best value bid.
- 5) Support towards the 2SLGBTQ+ (5%)
  - a) How has your organization supported the community, whether past, present or future.

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## **Proposal Requirements**

- 1) Company Bio and key personnel and necessary insurance documents with a minimum coverage of 2 million liability.
- 2) Provide an overview of your management strategy and estimates of staffing needed.
- 3) Describe your process and approach to managing the bar service on the festival footprint. Include the preliminary amount of staff and scheduling that you would employ logistically during festival run times.
- 4) Identify your financial management tools including how you would manage the inventory, cash/credit transactions, deposits, cash outs, etc.)
- 5) Provide case studies and references from 3 clients contracts that are similar in scope.
- 6) Provide a budget breakdown with associated costs and your billing structure.

**Pride Toronto is committed to the principles of employment equity. Applications from all qualified candidates are welcome; in particular, applications are encouraged from racialized people, Indigenous people, disabled people, queer and trans people, and women. If you require any form of accessibility throughout this application, please let us know.**

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## **Annex A:**

Pride Toronto Festival Footprint reference can be found [here](#) (Please note this is a draft based on 2023 and items are subject to change. A final CAD will be provided to vendors for reference.)

## **Bar Services Areas:**

Wellesley Stage (Green P Parking Lot on Wellesley St. just West of Yonge St.)

- General Bar – approx. capacity 3,000 people
- VIP Bar – approx. capacity 405 people
- Service Times:
  - Friday June 27<sup>th</sup> – 7:00pm – 2:00am
  - Saturday June 28<sup>th</sup> – 1:00pm – 2:00am
  - Sunday June 29<sup>th</sup> – 1:00pm – 11:00pm

Main Stage Bar (Nathan Phillips Square)

- General Bar – approx. 800 people
- VIP Bar – approx. 400 people
- VVIP - approx. 100 people
- Service Times:
  - Friday June 27<sup>th</sup> – 7:00pm – 11:00pm
  - Saturday June 28<sup>th</sup> – 1:00pm – 11:00pm
  - Sunday June 29<sup>th</sup> – 1:00pm – 11:00pm

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Central Stage (512 Church St., Target Parking lot, west side)

- General Bar – approx. 800 people
- Service Times:
  - Thursday June 26<sup>th</sup> – 7:00pm – 12:00am
  - Friday June 27<sup>th</sup> – 7:00pm – 2:00am
  - Saturday June 28<sup>th</sup> – 1:00pm – 2:00am
  - Sunday June 29<sup>th</sup> – 1:00pm – 11:00pm

**\*Please note that capacities and service times are subject to change at Pride discretion and/or pending Provincial/Municipal regulations. Additional events may be added which will elicit a separate quote.**

## **Festival Information**

- The Pride festival runs from Thursday June 26<sup>th</sup> – Sunday June 29<sup>th</sup> 2025.
- The Pride festival attracts about 3 million unique visitors over the festival weekend.
- Please be advised that sensitivity training may be required at the discretion of Pride Toronto. Should this be an issue, please do not bid on this contract.
- Please be advised that you will be required to follow all provincial/municipal health and safety regulations that might include but are not limited to wearing masks/protective gear at all times and ensuring that all staff associated can provide proof of vaccination upon entering the space.
- Please be advised that this RFP is for an physical, in-person festival. Should public health regulations restrict Pride Toronto from hosting a physical festival, Pride reserves the right to cancel this RFP.