

FMSG

FESTIVAL MANAGEMENT GROUP, INC

An International Award Winning Event Production Company

Event Consulting Outline of Services



Prepared by:
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About Us

Festival Management Group, Inc. is a Delray Beach Florida based full-service Event Management and Production Company. Our team of international award winning professionals has specialized in producing events from concept to production to completion for the past 18 years.

We've currently produce four internationally award winning signature events in Delray Beach Florida, where events have created a destination for brands and talent from around the US and attracting visitors from all around the country.

We offer convenience to our clients because we handle everything from concept - to production - to clean-up and have experience from a variety of technical and creative backgrounds in the event industry. Our team brings decades of experience and a vast variety of skills to ensure your event will be truly memorable. We believe that our unparalleled attention to detail is what sets us apart from other companies and serves our clients well in accomplishing all of the goals of an event.

Event Management Team



Nancy Stewart-Franczak and Sarah Valley will be directly responsible for ensuring your events success. They will work directly with your assigned staff and team throughout the entire process, to design, coordinate and plan your special promotions with our specialized team of suppliers and provide on-site management and support on the days of your event

Both have completed the Certified Festival & Event Executives training joining the ranks of 343 worldwide.



Bern Ryan is directly responsible for supplier contract negotiations, setup and production management that includes the following components: operations, staffing, security, parking, beverages, food concessions, city services, and permitting.

John Franczak is manager of sponsorship sales and assists with sponsor relations and assigned to key sponsors as a Sponsor Liaison to assist sponsors with load-in, setup and miscellaneous assistance needed during event.

Outline of Services Proposed by FMG

Consultant manages tasks in conjunction with Clients on the following:

SERVICE	DETAIL
Pre-Production Management (Research & Preparation)	<ul style="list-style-type: none"> - Define event goals - Define audience - Define dates and venue - Planning, development and maintaining event budget - Development of theme and event name with client
	
Pre-Production Management (Administration)	Analysis of event goals and objectives (Concept, design and creation) <ul style="list-style-type: none"> - Design & planning of production elements and requirements - Creation of Timeline / Task List - Development of budget & financial management - Development of site plan - Job description development for volunteers, committees and support staff - Outline of staffing requirements and budget amount - Provide event follow-up analysis and recommendations
	
Pre-Production Management (Sponsorship)	<ul style="list-style-type: none"> - Development & recommendation of sponsorship levels and opportunities - Development & recommendation of sponsorship fee structure & package - Development of sponsorship representation materials / collateral
	

Outline of Services Proposed by FMG (Continued)

<p>Production Management (Production Period)</p> 	<p>Analysis & design of production requirements:</p> <ul style="list-style-type: none"> - Recommendation of options consistent with budget (i.e. Advertising, design, print, web, social media) - Onsite management & supervision of setup and tear down - Recommendation of suppliers and solicit competitive bids (power, staging, sound/lights, beer distributor, wine distributor, food concessionaire, foodservice supplier, etc.) - Review of supplier and fabricator contracts - Design & planning of staffing and scheduling - Administration of equipment rental and materials - Review of estimates / Purchase Orders - Supervision of event set-up & production periods - Outline of tasks to be performed and detailed timeline
<p>Production Management (Post Production Period)</p> 	<ul style="list-style-type: none"> - Tear down outline - Recap meeting with client within 10 days (thoughts, comments, concerns, changes) - Provide post event report
<p>Production Management (Operations Component)</p> 	<p>Analysis & design of operations component:</p> <ul style="list-style-type: none"> - Plan components & incorporate into overall layout - Review & recommendation of: <ul style="list-style-type: none"> -Product & service purchase and delivery -Staffing requirements and scheduling -Technical support, structure rentals and equipment - Supervision and management of set-up - Manage operation during production period
<p>Production Management (Entertainment Component)</p> 	<p>Analysis and design of entertainment programs:</p> <ul style="list-style-type: none"> - Work within entertainment budget - Planning of program and scheduling (i.e. tastings, dinners, VIP experiences, general admission, etc.) - Assist with scheduling & contracting with entertainers - Provide recommendations for technical support and staging options - Assist with contracting of staging and technical / sound suppliers - Supervision of stage management – production period - Provide details for media, press releases, marketing, print collateral

Outline of Services Proposed by FMG (Continued)

Production Management (Event Staffing, Security & Parking)



- Analysis of staffing, security and parking requirements:
- Outline of tasks for supervision and training of staffing
 - Assist /recommend armed/unarmed security
 - Secure ticket takers/sellers

Production Management (Beverage Component (Alcoholic & Non-Alcoholic))



- Analysis & design of component (i.e. Sponsor: Coke vs. Pepsi):
- Plan component representation and incorporate into overall layout
 - Plan product purchases
 - Plan pricing structure
 - Product purchase, service and delivery
 - Determine staffing requirements and scheduling for POS
 - Arrange for structure rentals and equipment
 - Supervision of set-up / breakdown
 - Oversee management of operations during production period

Production Management (Food Concessions)



- Recommendation and coordination of food concessionaire
- Menu planning
- Plan component and incorporate into overall layout
- Negotiation of sponsorship amount and % of fees to event
- Administration of contact, application and registration of vendors
- Administration of permit process (liquor licensing)
- Arrange for technical support, structure rentals and equipment
- Provide contact, direction and information for vendors during production period
- Supervision of set-up
- Management of operation during event production period
- Uniform Tenting & Façade design coordination

Production Management (Event Accounting)



- Analysis and design of component:
- Assist with product and service purchase and delivery
 - Assist with technical support, recommendation of structure rentals, equipment and suppliers
 - Assist product and rental period
 - Maintain budget updates
 - Provide post event follow-up and recommendations

Additional Services Provided (if applicable)

SERVICE	DETAIL
Production Management (Pre-Production Period)	<ul style="list-style-type: none"> - Administration of permitting process - City & County Requests/Meetings - Administration of city service involvement - Police, Fire, Health Department, Parks & Recreation - Recruit volunteers, committees and support staff for staffing requirements outlined - Development of advertising and publicity plan - Maintain PR Lists/advertising mediums - Changes, upgrades to venue if required - Prepare script for main stage emcee; sponsor announcements - Prepare/assemble sponsor thank you care packages (logo'd bag, water, gift, etc.) - Décor development
Production Management (Production Period)	<ul style="list-style-type: none"> - Integration of required city services - Onsite assistance of setup - Sponsor banner installation - Noise waiver, open container waiver, staffing, securing of liquor license, liability insurance, etc. - Assignment, supervision of operations staff, support staff & volunteers - Administration of follow-up accounting and analysis - Reports
Production Management (Post Production Period)	<ul style="list-style-type: none"> - Onsite assistance of tear down - Event clean up - Recap meeting with FMG within 10 days (thoughts, comments, concerns, changes) - Thank you notes ready to be mailed within 48 hours of event - Post event follow-up and reconciliation
Production Management (Sponsorship Development)	<ul style="list-style-type: none"> - Sales and solicitation of sponsors - Collaborate with FMG on sponsorship levels and opportunities - Collaborate with FMG on sponsorship, associated fee structure & package - Maintain sponsorship contact list - Administration of sponsorship contact - Finalize sponsorship involvement and arrangements - Supervision of sponsorship representation– pre-event - Supervision of sponsorship representation & activation – production period - Administration of post event follow-up and feedback reports

Services Provided by Client (continued)

Production Management (Operations Component)	<ul style="list-style-type: none"> - Administration of permitting/licensing process - Arrange for product & service purchase and delivery - Arrange for staffing requirements and scheduling - Arrange for technical support, structure rentals and equipment - Arrange for cash handling procedure & accounting process - Administrate product and rental returns - Provide final financial accounting and inventory
Production Management (Entertainment Component)	<ul style="list-style-type: none"> - Provide demographic study - Determine entertainment budget - Rider fulfillment if applicable - Assist planning of program and scheduling of (i.e. tastings, dinners, VIP experiences, general admission, etc.) - Solicit local restaurants for participation - Assist with scheduling & contracting with entertainers - Media, press releases, marketing, print collateral, etc.
Production Management (Event Staffing, Security & Parking)	<ul style="list-style-type: none"> - Supervision and training of staffing - Secure general parking - Provide management of insurance and permitting - Assist with hiring of armed/unarmed security - Secure ticket takers/sellers
Production Management (Beverage Component (Alcoholic & Non-Alcoholic))	<ul style="list-style-type: none"> - Determine staffing requirements and scheduling for POS - Arrange for structure rentals and equipment - Arrange for cash handling procedure and accounting process - Administrate product and rental returns - Provide final financial accounting and inventory
Production Management (Food Concessions)	<ul style="list-style-type: none"> - Approval of Menu planning - Negotiation of sponsorship amount and % of fees to event - Administration of permit process (liquor licensing) - Arrange for cash handling procedure and accounting process - Administration of final accounting and inventory
Production Management (Marketing, Media & Public Relations)	<ul style="list-style-type: none"> - Graphics/design of all promotional and collateral materials - Media acquisition and negotiation - Social Media - Coordinate Radio, TV & Print advertising - Web updates and maintenance - Eblast design and database development - Community Relations - Press Releases - Links to web sites
Production Management (Event Accounting)	<ul style="list-style-type: none"> - Administration of permitting/licensing process - Arrange for cash handling procedure and accounting process - Administrate product and rental returns - Provide final financial accounting and inventory - Provide post event follow-up and recommendations

Pricing & Payment

The total cost of consultant's fee for outlined services is quoted based on level of services requested. Fee is inclusive of development, production, event management, travel, office supplies, etc. Client payments are as follows:

Terms

50% deposit of consultants fee upon signing of contract. Balance upon completion.

All agreements terminate automatically upon completion of the services outlined in customized proposals / agreement. Any and all changes made regarding the consulting agreement and outline must be made in writing and signed by all parties. If the event is cancelled, refunds are limited to unearned fees, funds in excess of unused or non-refundable fees, and out-of-pocket expenses if applicable. If the Client cancels less than 60 days prior to the event, there will be no refund issued.

If an act of God, such as a fire, flood, earthquake, hurricane or other natural calamity shall cause Client to cancel the event, the consultant will require payment only for the time actually invested on planning and coordination of the event.