

REQUEST FOR PROPOSALS

Groundbeat: The Esplanade's FREE riverfront music series

Proposal due by: March 20, 2020 at 5:00pm

Esplanade Association
575 Boylston Street, Suite 4R
Boston, MA 02116

Contact Person: Emma Feeney, Programs & Marketing Assistant
Contact E-mail: efeeney@esplanade.org

Overview:

The Esplanade Association (EA) is currently accepting proposals for producers and artists interested in performing in *GroundBeat: The Esplanade's FREE riverfront music series*. *GroundBeat* aims to increase opportunities to perform on the Esplanade for producers and artists across greater Boston who are committed to increasing inclusivity and diversity in Boston's arts scene or who may not otherwise have had the chance to perform at one of the state's most high-profile performing arts venues— the DCR Hatch Shell.

GroundBeat concerts will be held on the following dates*:

Monday, May 18th from 5:30-7:30pm
Monday, June 15th from 5:30-7:30pm
Monday, July 20th from 5:30-7:30pm
Monday, August 17th from 5:30-7:30pm
Rain dates: September 7th or September 21st

Proposals will be screened by a committee of Esplanade Association staff and the four proposals that best fit the **Criteria** described below will be selected for the series. The Esplanade Association will file all permits, manage event registration pages, provide marketing support, coordinate planning in advance of the concerts, and act as the event manager day-of. A budget of approximately \$7,000 is available for each GroundBeat concert for producers/performers beyond costs being covered by the Esplanade Association.

* Final dates are subject to permits from the Massachusetts Department of Conservation and Recreation

Criteria:

Proposals will be chosen based on:

- A desire to promote various styles of music based on demonstrated past work
- Demonstrated success attracting broad audiences
- Providing a budget, up to \$7,000, with a detailed explanation about how project funds will be used, which may include but is not limited to: Producer Fees, Artist Compensation, and Marketing
 - Esplanade Association will cover: needed permit fees, government staffing fees, Esplanade Association staffing fees, and Hatch Shell sound system usage costs
- Production experience*
- Providing significant details on expected run of show and night-of needs for all participating performers/groups/producers
- Commitment to partnering on marketing, outreach, and cross-promotion efforts

- Flexibility with scheduling in an outdoor space that is subject to the elements (concerts may need to be rescheduled to rain dates of September 7th or September 21st)

* Preference will be given to producers or promoters who can curate a night of GroundBeat. The Esplanade Association is not a production company and does not have sound engineering or production experience, so a producer who can help manage the needs of the artists would be preferred.

Performers and producers will be expected to:

- Complete the proposal below in full and submit before **Friday, March 20 at 5:00pm**
- Collaborate with EA on marketing and outreach
- Include Esplanade Association and Department of Conservation and Recreation (DCR) logo on all marketing materials, print and digital
- Allow EA to host online event pages such as Facebook and Eventbrite, with your production company or artist page listed as a “co-host”
- Comply with all EA and DCR rules and regulations
- Perform with an awareness that the Esplanade is an open public park with children and families nearby who may not be in the park for the concert... all performances should consider the broader Esplanade audience
- Inform EA of all needs and performance details

How to apply:

Proposals will be accepted until **Friday, March 20th at 5:00 pm**. Any proposals received after this date and time will not be considered. Please e-mail Emma Feeney, Programs & Marketing Assistant (efeeney@esplanade.org), with a proposal that follows the above requirements. Proposals will be reviewed on a rolling basis beginning the week of March 2. Please contact Emma Feeney with any questions about the RFP or application process.

About the Esplanade Association:

The Esplanade Association is a nonprofit organization that works to revitalize and enhance the Charles River Esplanade, sustain its natural green space, and build community in the park by providing educational, cultural, and recreational programs for everyone. Working in collaboration with the Massachusetts Department of Conservation and Recreation, the Esplanade Association is dedicated to improving the experiences of the millions of visitors who enjoy Boston’s iconic riverside park.

With gratitude to:

GroundBeat is made possible with support from The Boston Foundation’s Louise Phillips Bequest Fund, the Massachusetts Cultural Council’s Cultural Investments Portfolio, a grant from the Boston Cultural Council administered by the Mayor’s Office of Arts and Culture, and with the partnership of the Massachusetts Department of Conservation and Recreation.

PROPOSAL:

PRODUCER/ARTIST/GROUP INFORMATION

Contact Name:

Contact Email:

Contact Phone:

Name of Producer/Artist/Group:

Music style/genre(s):

Website link:

Social media channels (Facebook, Twitter, Instagram):

Sample of work (link to youtube or other video preferred):

PAST WORK

Describe the largest concert performed (estimated attendance, location, etc):

What was your role in that concert? (Producer, artist, etc.):

Have you ever performed at the Hatch Shell before? If so, when?:

Preference is given to those applicants with production experience. Please describe your experience curating performances and working with musical artists:

PROPOSED PERFORMANCE

Proposed performance (Please be as detailed as possible, including set length, genres, any stage transitions, time needed for sound check, etc):

Quantity of Performers on stage (If proposing multiple acts, please provide number of individuals in each act):

Space requirements on stage (Please be as specific as possible):

Sound equipment needs (Please be as specific as possible):

Special artist needs (if applicable):

Proposed marketing strategy:

Requested presence night of (tent, flyers, banners, etc):

Preferred dates (Please indicate all that work for you):

- Monday, May 18th from 5:30-7:30pm*
- Monday, June 15th from 5:30-7:30pm*
- Monday, July 20th from 5:30-7:30pm*
- Monday, August 17th from 5:30-7:30pm*

Draft Budget:

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| Producer Fees (if applicable) | |
| Artist Compensation | |
| Equipment rentals (if applicable) | |
| Marketing costs | |
| Other (Please describe) | |
| TOTAL (Up to \$7,000 available per concert; partner may propose additional costs to be covered by the partner or other sources) | |
| Other Funding (Please describe the source of outside funding, if applicable) | |