



LIGHT, MUSIC & IDEAS

VIVID d SYDNEY

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Vivid Sydney 2020

Royal Botanic Garden Sydney

Food & Beverage

Request for Proposal



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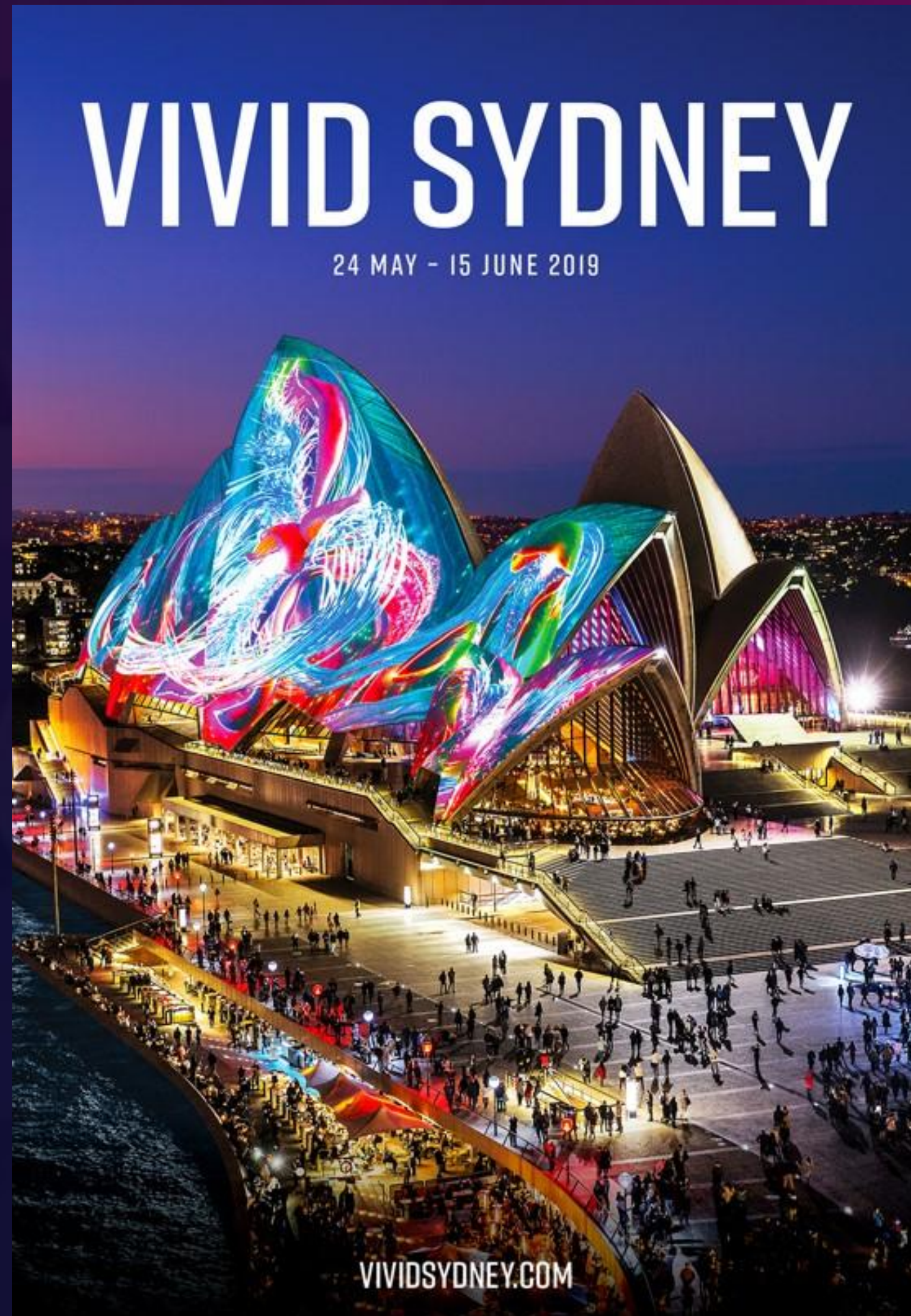
Destination
NSW



Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere, and a major celebration of creativity and innovation



Vivid Sydney - Overview



Vivid Sydney is an annual winter festival celebrating light, music and ideas.

Vivid Sydney is owned, managed and produced by Destination New South Wales, the NSW Government's tourism and major events agency.

Vivid Sydney is the largest festival of light, music and Ideas in the Southern hemisphere, with a focus on creativity, innovation and cutting-edge digital technology, attracting audiences and creators from around the world.

Established in 2009 to attract visitors to Sydney in winter, Vivid Sydney attracted a record 2.4 million visitors in 2019.

The festival takes place over 23 nights and is curated across 3 major festival pillars:

- Vivid Light - featuring large-scale light installations and projections
- Vivid Music - showcasing a range of contemporary and emerging music performances, including Vivid LIVE at the Sydney Opera House
- Vivid Ideas - a series of talks, events and conferences exploring the intersection of innovation, creativity and technology

Vivid Sydney is underpinned with a sustained program of global media coverage and engagement, domestic and international marketing, promotion and travel packaging.

Top Line Results – Vivid Sydney 2019



182,236
Travel Packages
Sold

95,447 Domestic
86,789 International



1.8 Million
Visits to vividsydney.com



96
Light installations &
projections created by
157 artists from
22 different countries



8.7 Million
Facebook video views
throughout campaign
period



Vivid School launched in 2019
attracting more than
1,000 students
100 teachers



240+ music
performances at
30+
venues across the city



250 Speakers
participating in
140+
Vivid Ideas events



621 Million
Reached with content via
#vividsydney



2.4 Million
Visitors attended Vivid
Sydney



Largest annual festival
of Light, Music and Ideas
in the Southern
Hemisphere



Vivid Light

Vivid Light transforms Sydney after dark into a canvas of light, colour and interactive projection across the city. Vivid Light is a major family-friendly public arts/technology display, presented as a free and Green Powered *Light Walk*.

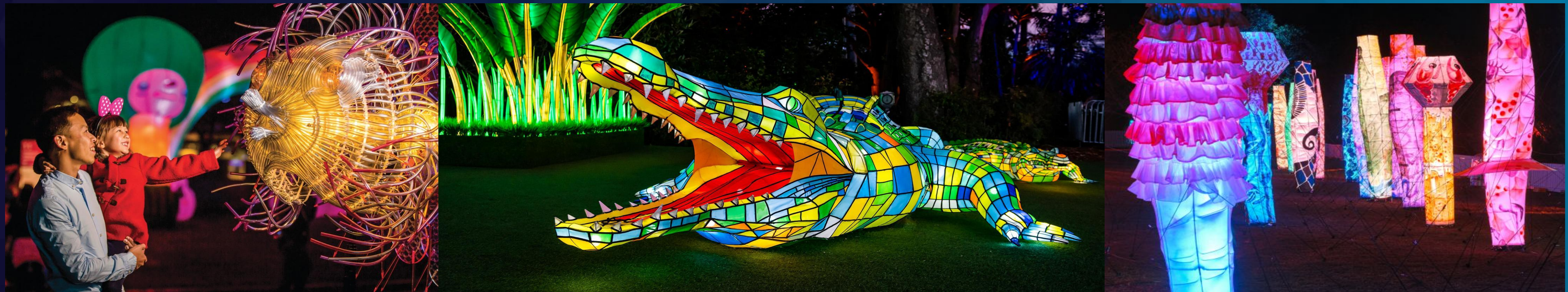
Vivid Light features cutting-edge lighting installations and projections on iconic architecture including the Sydney Opera House and Sydney Harbour Bridge.





Vivid Sydney Light Walk

The world-renowned *Light Walk* is one of Vivid Sydney's hallmarks; the *Light Walk* route stretches for more than 3 kilometres, from The Rocks through the city's oldest streets and laneways around Circular Quay to the Sydney Opera House and into the Royal Botanic Garden Sydney





Vivid Sydney at the Royal Botanic Garden Sydney



(Examples of Vivid Sydney Light Walk installations from previous years)





The Opportunity

Destination NSW is seeking:

- **A partner to deliver a creative Food & Beverage activation on Lawn 60 in the Royal Botanic Garden Sydney nightly during Vivid Sydney 2020 from 22 May – 13 June**
- **A Food & Beverage partner who is interested in the benefits of high profile exposure at Vivid Sydney. Historically, visitation to the Royal Botanic Garden Sydney precinct averages 20,000 people per night, with up to 31,000 on the Saturday of the long weekend.** (Numbers can vary due to unforeseen factors such as weather)
- **The successful respondent will enter into a profit share partnership with Destination NSW in return for the opportunity to deliver a F&B activation during Vivid Sydney.**





The Royal Botanic Garden Sydney

The Royal Botanic Garden Sydney is a harbourside oasis at Sydney's heart. It is home to an outstanding collection of plants from Australia and around the globe, planted in stunning thematic displays.

The site has a rich history of Aboriginal culture and early European settlement. Established in 1816 as a Botanic Garden, it is Australia's oldest scientific institution and today is the site of cutting-edge research and conservation projects.

Preserving plant genetic diversity, restoring damaged ecosystems, helping revolutionise crop research and contributing to the global bank of medical knowledge - The Royal Botanic Garden Sydney is a living laboratory, a site of vital scientific work for today and for generations to come.



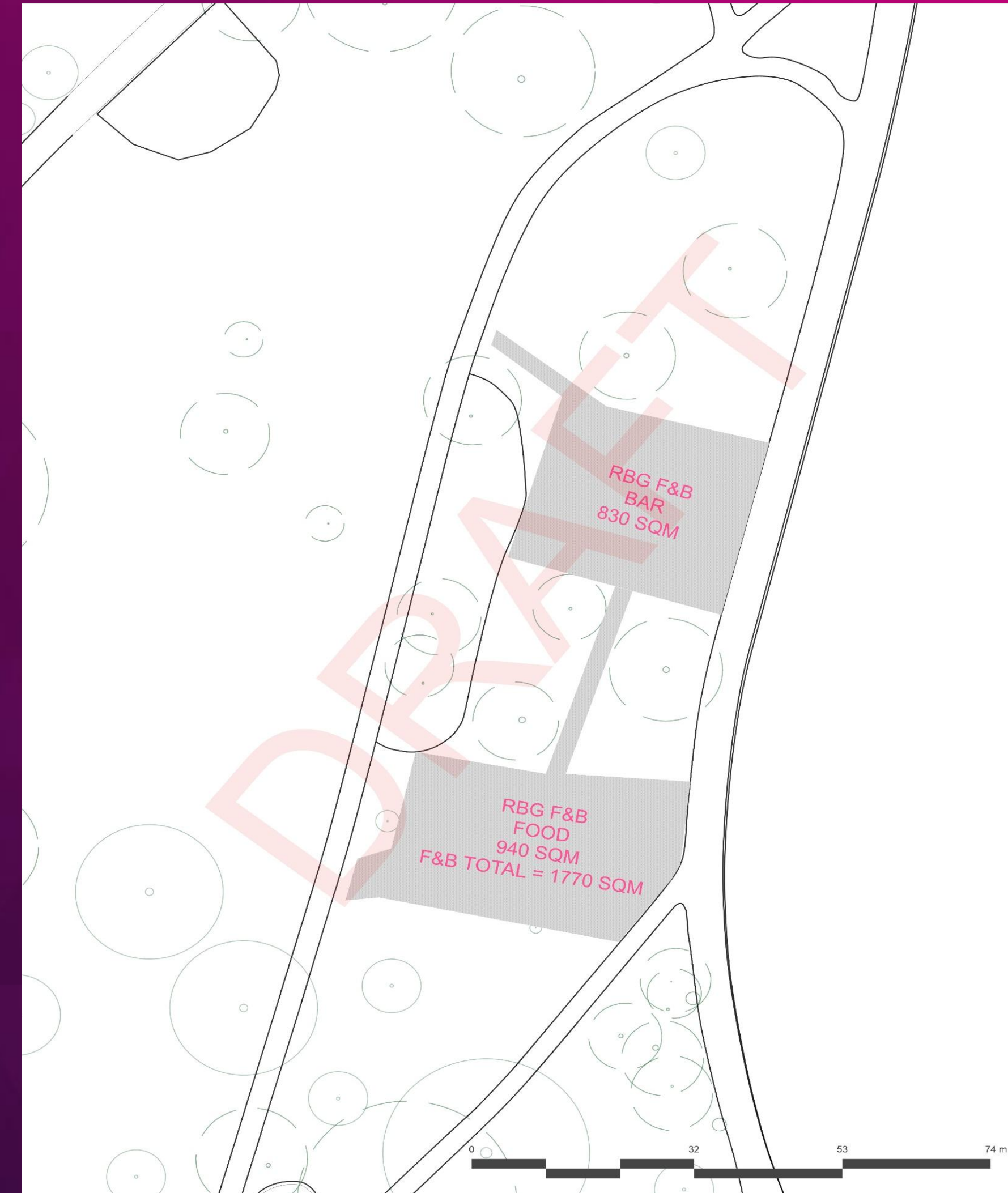


Royal Botanic Garden Sydney Vivid Sydney F&B Location

Lawn 60 Location



Proposed Site Plan 2020



Selection Criteria

All submitted proposals will be evaluated against the following selection criteria:

Selection Criteria	Weighting
Suitability of creative proposal (look and feel of the proposed F&B activation) including layout, infrastructure, diversity of menu, sustainability and pricing. Demonstrated integration of the Royal Botanic Garden Sydney strategic priorities including Vital Science messaging.	35%
Demonstrated capability and capacity to perform.	20%
Previous demonstrated experience and performance in delivering a similar service for multi-day, major outdoor events.	20%
Budget proposal including profit projection.	20%
Conformity with this Request for Proposal	5%
Total	100%

Request for Proposals Timeline

Week
Commencing
Monday 3rd
February 2020

- Request for Proposal Presentation to Destination NSW by potential respondents
- Respondents collect Request for Proposal briefing material

10am (AEST)
Wednesday 12th
February 2020

- Deadline for requests of clarification – no further clarification on the Request for Proposal will be provided after this time

10am (AEST)
Monday 24th
February 2020

- Deadline for submission to this Request for Proposal – including provision of supporting material

Week
Commencing
Monday 2nd
March 2020

- Outcome notification sent to all respondents
- Contract negotiations commence with successful proponent



Further Information

Please see Annexure A of the Request For Proposal for supporting documentation including:

- Submission Requirements
- Detailed responsibilities of the successful respondent
- Equipment provided by Destination NSW
- Terms and Conditions of this Request for Proposal.



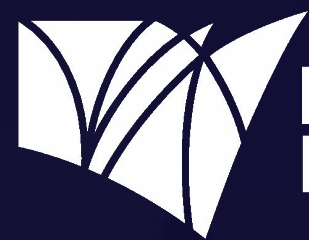


Questions?



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