



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY

Meeting Date: 05/17/2017

211 Williams Street
Royal Oak, MI 48067
Phone: (248) 246-3280
downtownroyaloak.org

MEMORANDUM

DATE: May 12, 2017

TO: MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY

SUBJECT: **EVENT PROPOSALS – SPOOKTACULAR & HOLIDAY SPECTACULAR**

The CMC committee has been meeting with John Badanjek (Real Detroit Events) and Matt Flynn (Ultimate Fun Productions) regarding their proposals to produce, coordinate and operate both the Spooktacular and holiday events.

Attached are copies of the proposals received on May 12, 2017. After reviewing the proposals should the board want to approve one or both events it will need to adopt the appropriate resolutions.

Respectfully Submitted,



Timothy E. Thwing
Executive Director

Enclosure/attachment

Timothy Thwing

From: John Badanjek [jb@realdetroitevents.com]
Sent: Friday, May 12, 2017 11:37 AM
To: Timothy Thwing
Subject: Proposal
Attachments: Royal Oak Spooktacular Proposal.docx; Royal Oak Holiday Spectacular proposal.docx; RO Holiday Spectacular - estimated expenses.xlsx

Hi Tim,

The proposal for Spooktacular, Holiday Spectacular and the estimated expenses for the Holiday event are attached. I wanted to get you the proposals in time to meet your deadline but we are in the process of designing great presentations for both events and it's our hope that can share the updated proposals with the DDA members prior to the meeting.

Upon review of the proposals please let me know if you have any questions.

Thank you,

--

John Badanjek
President
Real Detroit Events
306 S. Washington Suite 214
Royal Oak, MI 48067
248-224-5104

5/12/2017

Royal Oak Holiday Spectacular Sponsorship Package

**Friday, December 1 - Sunday, December 3, 2017
Washington Boulevard - Downtown Royal Oak**

Downtown Royal Oak will be transformed into a winter wonderland for a festive weekend of holiday spirit, family-friendly activities, and plenty of cheer! The festival will run Friday, December 1st 4pm-12am; Saturday, December 2nd 11am-12am; and Sunday, December 3rd 12pm-8pm.

Event Attractions & Details

Meet & Greet With Santa - Select Hours

Children of all ages will be able to meet the big man himself! Enjoying souvenir photos with Santa, cocoa & coffee.

Festival of Trees Scavenger Hunt - Duration of Festival

This “tree-mendous” scavenger hunt will occur throughout the weekend of Holiday Spectacular. Guests will be challenged to find all of the Christmas trees hidden throughout Downtown Royal Oak in local retail establishments. In their search, participant will have the opportunity to discover the best of Downtown Royal Oak’s boutiques and shops.

Santa Hat Hustle 5K - Saturday, December 2nd 11am-1pm

www.SantaHatHustle.com

The Santa Hat Hustle is an annual run produced by Ultimate Fun Runs, LLC and features fun for the whole family including a 5k Run/Walk, Merry 1 Mile, and ¼ Mile Kids Donner Dash. Participants receive an event-branded tech shirt, finishers medal, Santa hat, and entry into the afterparty. The Santa Hat Hustle will start and finish next to Holiday Spectacular, allowing participants to enjoy the festivities after the run. Participants are encouraged to bring toy donations for the Salvation Army, Royal Oak Fire Department & other local charities.

Holiday Spirits - Saturday, December 2nd 7-11pm

www.HolidaySpirits.com

Guests are invited to sample an array of holiday cocktails while enjoying live music in a cheerful, festive atmosphere. \$20 entry includes 3 cocktail samples, commemorative glassware, and souvenir photos with Santa.

Carriage Rides - Select Hours

Guests will love dashing through the snow in carriage rides along Downtown Royal Oak’s tree-lit streets.

Kids Zone

Kids are sure to love all of the activities the Holiday Spectacular has in store, including:

- Bounce houses
- Obstacle courses
- Face painting
- Arts & crafts
- Zip-line

Live Entertainment Across 2 Stages

The first stage will feature a DJ playing classic holiday music, while the second stage will feature live musical acts and carolers.

Giant Snow Globe

Families and friends will love taking pictures in front of the 20' inflatable snow globe, creating lasting memories.

Gigantic Family Games

Families and groups of friends can enjoy playing several lawn games, including:

- Giant Jenga
- Giant Connect Four
- Toss Across
- Cornhole
- Giant Yahtzee

Fire Pits

Large fire pits will be featured throughout the event footprint, offering guests the chance to warm up by the fire and roast s'mores.

Holiday Vendor Village

Guests of Royal Oak's Holiday Spectacular will stroll the Holiday Vendor Village as they shop for eclectic gift offerings from among 45-50 appropriate vendors in a massive heated structure.

Holiday Movie & Image Projection - Duration of Festival

Classic holiday movies & images would be projected onto The Fifth building at Washington & 5th Avenue.

Royal Oak Retailers & Restaurants

We will coordinate with the retailers association, as well as the bar and restaurant association to ensure all activities and promotions occurring in conjunction with Holiday Spectacular are promoted and that they have opportunity to become involved.

Event Marketing & Production

PR - A dedicated PR team will secure local television segments and print articles previewing the event.

Website - Event website featuring event details, Royal Oak retailers & restaurants, sponsors, etc.

Social Media Marketing - A “Holiday Spectacular” Facebook page, Twitter & Instagram accounts will be created and continuously update promoting the event.

Advertising and Promotion - We will create a massive marketing campaign to include ad space in local print publications, street teams, email marketing, tv segments, and seek radio partners for the event.

Permits - We will coordinate the entire event with the city of Royal Oak including permitting, street closures, and police protection.

Porta Potties - Strategically placed within the event footprint.

Insurance - Both general and liquor liability policies will be secured and will include coverage for the City of Royal Oak and the DDA.

Optional Activities/Opportunities

Ice Skating Rink

Positioned in the heart of Holiday Spectacular, the ice rink will offer guests the opportunity to experience a traditional winter activity while enjoying the jovial festival atmosphere. *Note: this attraction is contingent upon the DDA sponsoring a synthetic ice rink. There will be a rental fee of \$10,000 for the weekend.*

Tree Lighting Ceremony & Fundraiser - Thursday, November 30th 5-11pm

Individuals are invited to support Royal Oak’s Christmas tree through \$1 donations. Supporters giving \$1 write their name on a small paper tree ornament that will decorate the tree, and will see their names projected on The Fifth building during the festival. Large donors are entered into a drawing to flip the switch at the tree lighting ceremony. *Note: this event is contingent upon the DDA purchasing a tree prior to the event.*

Sponsorship Terms and Conditions

The event producers are seeking a multi-year sponsorship agreement with the DDA. However, all of the parties agree that prior to entering into such an agreement we must first determine that the event was successful and met the DDA’s expectations. Thus, the event producers will produce the event in 2017 under the following terms and with the associated sponsorship fees:

Inaugural Event Sponsorship Investment: \$50,000

Donation to DDA

- Producers pledge to donate a portion of net profits to the DDA after the event
- 50% of net profits over the first \$30,000 in net profit will be donated to the DDA

About the Event Producers

ULTIMATE FUN PRODUCTIONS

Matt Flynn | (248) 202-4662

Matt@UltimateFunProductions.com

www.UltimateFunProductions.com

Ultimate Fun Productions produces multiple events throughout Michigan that are known to sell out with a combined attendance of more than 150,000 people each year, including Whiskey Business, Sip Savor Stomp, OktoBEERfest, Detroit Detour, Detroit Summer Beer Fest, Royal Oak Beer Fest, Tequila Mundo, Detroit Craft Beer Month, Grand Rapids Beer Fest, Bacon Bash, Metro Detroit Taste Fest, Burger Bash, Great Lakes Food Art & Music Festival, Vodka Rox, Mac N Brews, Motor City Music & Food Fest, Cinco Bash, Michigan Rib Fest, Opening Day in the D, Indulgence, and New Year's Eve events including Motor City NYE - The Drop, Motor City Gala, and Motown Countdown. Additionally, Ultimate Fun produces and promotes multiple bar crawls and fun runs, plus multiple events at the M1 Concourse in Pontiac, such as M1 CruiseFest and CartoBEERfest. Having spent the past 5 years cultivating a relationship with the Detroit 300 Conservancy and Campus Martius Parks, UFP has created a series of events including The Big Game Rally, Parktoberfest, Capitol Park Summer Saturday Night & Sunday Brunch with four consecutive weekend events, and five Winter Magic Weekends.

REAL DETROIT EVENTS

John Badanjek | (248) 224-5104

JB@RealDetroitEvents.com
www.Facebook.com/RealDetroit

Real Detroit started as a news and media organization. Formed in 1999, it aimed to provide an alternative style of news and entertainment to Metro Detroiters, succeeding in reaching a nontraditional audience across a plethora of media platforms. Real Detroit has produced a multitude of events, ranging from fashion shows to major festivals throughout the Tri-County area. Founder John Badanjek has earned a stellar reputation throughout the community as a quality event producer and unsurpassed publisher. Over the years, Real Detroit's commitment to providing news on the best in entertainment has formed into a desire to create the best entertainment in the city. Real Detroit continues to lead the way in entertainment, with a full roster of annual events, benefitting metro Detroit residents, businesses and charities.

social **connection**

Regina Stocco | (248) 207-4038
Regina@TheSocialConnection.com
www.TheSocialConnection.com

The Social Connection has been Metro Detroit's premier lifestyle event production and marketing company since 2001. Hosting dozens of annual events with more than 20,000 guests per year, The Social Connection produces and markets unique social, food & beverage sampling, charitable and destination events including: Detroit Burger & Brews Bash, Bacon Bash, Indulgence, Mac N' Brews, The Cocktail Confidential, Metro Detroit Tastefest, Detroit Beer & Wine Fest, The Little Black Dress Charity Soiree, Motor City Gears & Beers, Santa Pub Crawl and OktoBEERfest to name a few. The Detroit Party division offers over 4,000 riders a year a fun, safe and hassle free way to travel to Opening Day, the MSU-UM Game and Tiger's Games. Since 2001 The Social Connection developed their marquee presence in SE Michigan on New Year's Eve hosting over or 40 New Year's Eve events since inception and expanding their brand to NYEdetroit.com and Motor City NYE, The Drop at Campus Martius making us the premier marketing and production arm for all things New Year's Eve in Metro Detroit.

Estimated Expenses:**Cost:**

| | |
|-----------------------------|-------------|
| Advertising | \$7,500.00 |
| Banners (entrance /exit) | \$500.00 |
| Bartenders | \$1,500.00 |
| Bond | \$50.00 |
| Carriage Rides | \$5,000.00 |
| Cups & Straws | \$500.00 |
| Decorations | \$7,500.00 |
| Entertainment | \$7,000.00 |
| Fencing | \$1,000.00 |
| Ferris wheel | \$7,500.00 |
| Fire Pits | \$1,500.00 |
| General liability insurance | \$750.00 |
| Heated Structure (2) | \$27,800.00 |
| Ice | \$750.00 |
| Liquor License | \$3,000.00 |
| Liquor liability Insurance | \$1,500.00 |
| meter expense | TBD |
| mixers | \$500.00 |
| PR | \$1,500.00 |
| Permits | \$1,500.00 |
| Police | \$5,000.00 |
| Portos | \$3,000.00 |
| Printing | \$2,000.00 |
| Santa | \$2,000.00 |
| scavenger hunt | \$1,500.00 |
| Security | \$2,800.00 |
| Set up / Tear down | \$3,000.00 |
| Social Media Director | \$1,000.00 |
| Staffing | \$2,000.00 |
| Staging, lighting & sound | \$5,000.00 |
| Street team | \$500.00 |
| Video clips | \$280.00 |
| Wood | \$500.00 |
| Zip Line | \$5,000.00 |

Total Expenses**\$110,430.00****Additional expenses:**

| | |
|----------------|-------------|
| Christmas Tree | \$20,000.00 |
| Ice Rink | \$10,000.00 |

