

GAITHERSBURG BOOK FESTIVAL

CALL TO RESTAURANT ESTABLISHMENTS FESTIVAL COFFEE AND WINE BAR

The Gaithersburg Book Festival and the City of Gaithersburg invite area restaurant establishments to submit proposals for the provision of a coffee and wine bar sales operation at the 2016 Gaithersburg Book Festival. The establishment selected for this partnership will work with festival planning staff to coordinate the operation and will receive full partner benefits.



ABOUT THE FESTIVAL:

The Gaithersburg Book Festival is an annual outdoor celebration of great books and great writing that has made its mark as one of the nation's top literary events, drawing approximately 20,000 attendees. Dozens of featured best-selling and award-winning authors – including Diane Rehm, Chef Eric Ripert, Anthony Marra, Roger Rosenblatt, John Feinstein, CeCe Bell, John Parra, Dave Lubar, Deborah Wells and more – will participate in book presentations and signings at the festival on May 21. Other activities include free, interactive writing workshops, a Children's Village, literary exhibitors, and onsite book sales by Politics & Prose. Admission, parking and accessible shuttle buses from Shady Grove Metro and Lakeforest Mall are FREE.

For full information, visit www.gaithersburgbookfestival.org.

THE COFFEE AND WINE BAR: The GBF Coffee and Wine Bar is a new addition to the festival. It will be located under a large tent inside the main festival area, where attendees can purchase coffee, wine, beer and light food items, sit and relax, and enjoy the performances of singer-songwriters and poets. There will be no wine or beer event (ie. tastings), only sales. Selections should be limited to two or three. Food selections are to be simple, light, and somewhat gourmet. Prices should be moderate. Electricity and a water source will be provided. On-site food preparation (grill) can be considered. The selected provider will manage all sales and retain 100% of revenue. The programming, coordination and performances of singer-songwriters and poets will be managed by GBF staff.

CRITERIA FOR SELECTION: The GBF Committee will review proposals submitted based on the following criteria:

- Ability to provide and serve coffee, wine, beer and food at an off-site location
- Ability to provide all necessary supplies for operation
- Ability to manage entire sales operation
- Suitability of food items
- Quality of coffee, wine and beer
- Prices charged to customers

PARTNER BENEFITS: The selected establishment will receive the following benefits as a partner of the GBF:

- Inclusion of logo on all festival advertising:
 - City-Wide Banners
 - Marketing materials
 - Print advertisements
 - E-newsletters
 - Website
 - Mobile app and Program
 - Coffee and Wine Bar tent signage
- Advertisement of establishment events via GBF Facebook and e-news blasts
- On-site parking for 2 vehicles
- 5 invitations to the private author reception on the eve of the festival

SUBMISSION PROCESS:

Please send the following information to GBF Partner Proposal, 506 S. Frederick Avenue, Gaithersburg, MD 20877 or e-mail to ccrosby@gaitthersburgmd.gov:

- Letter of interest
- Establishment name and description
- Type of license held or needed in order to serve food and alcohol off-site
- Menu of your preferred offerings, with suggested price ranges, to include coffee, white wine, red wine, beer, and light food items
- Preparation and storage plan/needs for suggested food items
- Preparation plan/needs for coffee
- Sales method
- What you would need provided for you by the GBF in order to operate

Pre-submission Questions: Call Carolyn Crosby: 301-258-6350

DEADLINE: Proposals are due by no later than Wednesday, March 23, 2016

SELECTION & NOTIFICATION: The Partner Selection Committee will review all proposals according to the criteria listed above and select an establishment by March 31, 2016.

Notification of selection status will be sent to all applicants via email by April 1, 2016.

The City of Gaithersburg and Gaithersburg Book Festival reserve the right to reject any or all proposals, and terminate or re-advertise without prior notice.