



## **WINDSOR COMICON EXPERIENCE**

### **DWBIA MEMBERSHIP - REQUEST FOR PROPOSALS**

**Deadline for Submission:** Monday, July 17, 2017 (5:00 p.m.)

**Award of RFP:** Friday, July 21, 2017 (Noon)

#### **Overview:**

**The Downtown Windsor Business Improvement Association (DWBIA)** has partnered with **Windsor ComiCon** and will launch the show's first-ever experiential program entitled the **Windsor ComiCon Experience**.

The Windsor ComiCon Experience will yield a festival like atmosphere around non-traditional show hours through multi-site activations taking place at businesses within the downtown core (August 11-13, 2017).

The DWBIA believes ComiCon brings an influx of people into the city centre and encourages the support of downtown merchants through this innovative, fun and exciting event. As a result, the DWBIA will be activating on-site via downtown local businesses through the **Night of Heroes, ComiCon After Dark Party** and **Volunteer Recognition Celebration** events, to name a few.

Please find enclosed a detailed list of the aforementioned programs above followed by a benefits package, list of other additional opportunities and details for submission. Businesses who wish to respond to this RFP can submit their interest in writing to Debi Croucher by email [debi@downtownwindsor.ca](mailto:debi@downtownwindsor.ca) no later than end of day, Monday, July 17, 2017.

We thank you for your consideration of our request for proposal regarding the Windsor ComiCon Experience presented by the Downtown Windsor Business Improvement Association.

Debi Croucher  
Executive Director

## About Windsor ComiCon

Windsor ComiCon presented by Cartoon Kingdom is an all-ages event, featuring popular genres such as: comics, sci-fi, horror, gaming, and anime / cosplay. The colossal event will take place inside The Colosseum at Caesars Windsor (August 12-13, 2017). The show is currently in the process of delivering its 3<sup>rd</sup> instalment and has secured many celebrity guests including but not limited to Billy Dee Williams, Jake 'The Snake' Roberts, Garrett Wang through to comic legends such as the Deadpool Creator, Fabian Nicieza. More information: [www.windsorcomicon.com](http://www.windsorcomicon.com)

---



## Opportunity #1 - Artist's Café

- What: Artist's Café
- Who: Windsor ComiCon, DWBIA and a Downtown Business (TBD)
- Where: Local Downtown Business - TBD
- When: Friday, August 11, 2017 (4:00 – 6:00 p.m.).
- Why: The Artist's Café program will celebrate the rich culture and heritage of our local comic artist community. Windsor ComiCon will look to bring (at minimum) 1 comic artist to your venue to provide an educational / inspirational session. He / she will provide up to a 1-hour program complete with a question and answer period for aspiring artists, students or interested in community members. The successful RFP recipient can craft the opportunity to fit the event.

### Artist's Café Requirements:

Interested parties who wish to host this event, must provide:

- A venue adequate for up to 30 people plus the artist(s);
- An activation area (10'x10') space for the potential artist(s);
- Electrical AV power capabilities for use by artist(s) and/or Q&A;
- A monetary contribution of \$100 or an equivalent in food, gifts cards or other provision in-kind for each artist secured / participating;
- General non-alcoholic refreshments, hor d'oeuvres and / or desserts for up to 30;
- Access for Windsor ComiCon VIP's, staff, DWBIA and / or media to come on-site at no charge (a master list and/or code for reference will be provided).

### Artist's Café Benefits:

The successful respondent to this RFP sub-event will receive:

- Presentation Rights for the Artist's Café "Artist's Café presented by x";
- Inclusion into Media Release Announcement and Windsor ComiCon promotions;
- Ability to use the Windsor ComiCon hybrid logo, subject to pre-approval;
- Brand logo and link on Windsor ComiCon website ([windsorcomicon.com](http://windsorcomicon.com));
- Two (2) Weekend Passes to Windsor ComiCon (August 12-13, 2017).

## **Opportunity #2 - Night of Heroes**

What: Night of Heroes  
Who: Windsor ComiCon, DWBIA and a Downtown Business (TBD)  
Where: Local Downtown Business - TBD  
When: Friday, August 11, 2017 (8:00 p.m. to Midnight; or beyond).  
Why: The Night of Heroes program will celebrate the rich culture and heritage of the regional costume cosplayer community. Cosplayers (aged 19+) will dress up to attend the event / experience. Multiple businesses may combine on this endeavour. The successful RFP recipient can craft the opportunity to fit the event.

### **Night of Heroes Requirements:**

Interested parties who wish to host this event, must provide:

- A venue adequate for up to 50 people;
- A designated space for cosplayers;
- A general provision of non-alcoholic refreshments, food, discounts, gifts cards or other provision in-kind for the cosplay group (drink specials permitted 19+);
- Electrical AV power capabilities for use (if required);
- A monetary contribution of \$200 or an equivalent in food, gifts cards or other provision in-kind for use by Windsor ComiCon;
- Fast Pass Access for Windsor ComiCon VIP's, staff, DWBIA to come on-site at no charge (a master list and/or code for reference will be provided);
- **SEE ADDITIONAL OPPORTUNITIES FOR MORE IDEAS!**

### **Night of Heroes Benefits:**

The successful respondent to this RFP sub-event will receive:

- Presentation Rights for the Night of Heroes event "*Night of Heroes presented by x*";
- Inclusion into Media Release Announcement and Windsor ComiCon promotions;
- Ability to use the Windsor ComiCon hybrid logo, subject to pre-approval;
- Brand logo and link on Windsor ComiCon website ([windsorcomicon.com](http://windsorcomicon.com));
- Four (4) Weekend Passes to Windsor ComiCon (August 12-13, 2017).

### **Opportunity #3 - ComiCon After Dark Party**

**What:** ComiCon After Dark Party  
**Who:** Windsor ComiCon, DWBIA and a Downtown Business (TBD)  
**Where:** Local Downtown Business - TBD  
**When:** Saturday, August 12, 2017 (9:00 p.m. to 2:00 a.m.).  
**Why:** The ComiCon After Dark Party is the show's premiere afterhours event. All patrons (19+) of Windsor ComiCon including but not limited to potential 2017 Show Guests, Staff, Sponsors, VIP's, Volunteers, DWBIA membership and others will be invited to participate in this epic super hero party. Special Note: All 2017 Show Guests will be invited however the DWBIA nor Windsor ComiCon can guarantee any appearance. See ADDITIONAL OPPORTUNITIES for more information. The successful RFP recipient can craft the opportunity to fit the event.

#### **ComiCon After Dark Party Requirements:**

Interested parties who wish to host this event, must provide:

- A venue adequate for up to 150 people;
- A primary designated space for Windsor ComiCon 2017 Show Guests, Staff and VIP's;
- A secondary designated space for Windsor ComiCon general patrons or volunteers;
- A general provision of alcoholic and non-alcoholic refreshments, food, discounts, gifts cards or other provision for Windsor ComiCon 2017 Show Guests, Staff and VIP's;
- Electrical AV power capabilities for use by staff if required;
- A predetermined drink special (permitted 19+) for general patrons or volunteers;
- Fast Pass Access for Windsor ComiCon 2017 Show Guests, VIP's, Staff and DWBIA to come on-site at no charge (a master list and/or code for reference will be provided);
- A monetary contribution of \$500 payable to Windsor ComiCon;
- **SEE ADDITIONAL OPPORTUNITIES FOR MORE IDEAS!**

#### **ComiCon After Dark Party Benefits:**

The successful respondent to this RFP sub-event will receive:

- Presentation Rights for the ComiCon After Dark Party event "*ComiCon After Dark Party presented by x*";
- Inclusion into Media Release Announcement and Windsor ComiCon promotions;
- Ability to use the Windsor ComiCon hybrid logo, subject to pre-approval;
- Ability to distribute materials on-site at Windsor ComiCon relating to your event and/or provision of marketing materials for distribution amongst ComiCon staff (at registration). Print costs are at the sole discretion of the successful RFP recipient;
- Exploration for other promotions to drive attendance either online (or at the show), which may be available at time of confirmation;
- Brand logo and link on Windsor ComiCon website ([windsorcomicon.com](http://windsorcomicon.com));
- Eight (8) Weekend Passes to Windsor ComiCon (August 12-13, 2017).

#### **Opportunity #4 - Volunteer Recognition Celebration**

What: Volunteer Recognition Celebration  
Who: Windsor ComiCon, DWBIA and a Downtown Business (TBD)  
Where: Local Downtown Business - TBD  
When: Sunday, August 13, 2017 (7:00 – 10:00 p.m.; or beyond).  
Why: The Volunteer Recognition Celebration will recognize the hard work and contributions of those who make Windsor ComiCon great! The successful RFP recipient can craft the opportunity to fit the event.

#### **Volunteer Recognition Celebration Requirements:**

Interested parties who wish to host this event, must provide:

- A venue adequate for up to 60 people;
- A designated space for volunteers;
- A general provision of non-alcoholic refreshments, food, discounts, gifts cards or other provision in-kind for the volunteer group (drink specials permitted 19+);
- Electrical AV power capabilities for use by staff if required;
- A monetary contribution of \$200 or an equivalent in food, gifts cards or other provision in-kind for use by Windsor ComiCon to award key volunteers;
- Access for ComiCon VIP's, staff, DWBIA volunteers to come on-site at no charge (a master list and/or code for reference will be provided);
- **SPECIAL NOTE:** The Volunteer Coordinator may seek to host a pre- Windsor ComiCon orientation session at the successful recipient's venue if required. Non-alcoholic refreshments may be required. Anticipated date: Week of August 7, 2017.
- **SEE ADDITIONAL OPPORTUNITIES FOR MORE IDEAS!**

#### **Volunteer Recognition Celebration Benefits:**

The successful respondent to this RFP sub-event will receive:

- Presentation Rights for the Volunteer Recognition Celebration event "*Volunteer Recognition Celebration presented by x*";
- Inclusion into Media Release Announcement and Windsor ComiCon promotions;
- Ability to use the Windsor ComiCon hybrid logo, subject to pre-approval;
- Brand logo and link on Windsor ComiCon website ([windsorcomicon.com](http://windsorcomicon.com));
- Two (2) Weekend Passes to Windsor ComiCon (August 12-13, 2017).

## **Opportunity #5 – Alternate / Overflow Host Accommodations Provider**

What: Alternate / Overflow Host Accommodations Provider  
Who: Windsor ComiCon, DWBIA and a Downtown Business (Hotel TBD)  
Where: Local Downtown Business - Hotel TBD  
When: Weekend of August 11-13, 2017  
Why: To provide an alternative solution and price point option for patrons and guests attending Windsor ComiCon.

### **Alternate / Overflow Host Accommodations Provider Requirements:**

Interested parties who wish to host this event, must be, include or provide:

- A hotel in the downtown core;
- A designated room block code for Windsor ComiCon guests;
- A general provision or 'package' of amenities for potential guest (occupants);
- An in-kind contribution of 3-4 rooms to be used at the discretion of Windsor ComiCon;
- An in-kind provision of meals and / or refreshments serving guests that may be housed with the 3-4 rooms procured by the successful respondent;
- Access for Windsor ComiCon VIP's, staff, or cosplayers to utilize the room block code.

### **Alternate / Overflow Host Accommodations Provider Benefits:**

The successful respondent to this RFP sub-event will receive:

- Presentation Rights as an Alternate / Overflow Host Accommodations Provider  
*"Wording to be determined in collaboration with hotel"*
- Ability to promote package to current and potential patrons of Windsor ComiCon through the show's available networks;
- Inclusion into Media Release Announcement and ComiCon promotions;
- Ability to use the Windsor ComiCon hybrid logo, subject to pre-approval;
- Brand logo and link on Windsor ComiCon website ([windsorcomicon.com](http://windsorcomicon.com));
- Four (4) Weekend Passes to Windsor ComiCon (August 12-13, 2017).

## **Additional Opportunities:**

Successful respondents to the RFP process for each event may wish to explore additional opportunities with potential 2017 show guests. **Exploration for these type of activations will be considered along with “Additional Fees” above and beyond the RFP process.**

- Costs will be determined through an “Additional Fee” that is above and beyond the traditional “Appearance Fee” and “Guarantee” that Windsor ComiCon (WCC) promoters will manage;
- Should guests be open to off-site visits, WCC will determine the costs of any Additional Fees (in tandem with the Special Guests) and will work with a potential RFP recipient toward arranging (for ex.) a meet and greet or private function that will be subject to pre-approval;
- Off-site visits (if any) will be conducted outside of WCC regularly scheduled hours;
- Special arrangements of off-site visits will be developed while covering all costs born of a marketing “activation” including but not limited transportation, food services, autographs, photographs or paid media;
- Interested parties must anticipate the inclusion of handlers and Windsor ComiCon staff in the delivery of an event should the activation occur;
- WCC will work with the interested party subject to availability, interest and cost of the Special Guest;
- WCC has open opportunities for the likes of Jake ‘The Snake’ Roberts, Kenny Hotz and Spencer Rice, Tony Lee and potentially Angus MacInness to name a few.

---

### **DEADLINE: Details for Submission:**

Businesses who wish to respond to this RFP can submit their interest in writing to Debi Croucher by email [debi@downtownwindsor.ca](mailto:debi@downtownwindsor.ca) no later than end of day, Monday, July 17, 2017.