



REQUEST FOR PROPOSALS (RFP)

HALLOWEEN EVENT PRODUCTION SERVICES

Date Issued: AUGUST 15, 2025

Deadline for Submission: AUGUST 29, 2025

ELECTRONIC AND HARD COPY PROPOSALS MAY BE SUBMITTED TO

IVRPD@IVPARKS.ORG

961 Embarcadero Del Mar, Isla Vista, CA 93117

UNTIL THE HOUR OF 5:00 PM, FRIDAY AUGUST 29, 2025

Contact:

ISLA VISTA RECREATION & PARK DISTRICT

Luis Valerio, Assistant General Manager



REQUEST FOR PROPOSAL

HALLOWEEN EVENT PRODUCTION SERVICES

I. PURPOSE OF THE PROPOSAL

Utilizing the 2024 Halloween Pumpkin Patch Site Map (Pg.6) as an event layout template. The Isla Vista Recreation and Park District is requesting proposals from Event Production firms to lead the event planning and management of the 2025 Halloween Pumpkin Patch in Isla Vista. The project scope is described in Paragraph V below and RFP schedule of events are set forth on page 5.

II. BACKGROUND AND HISTORY

In October 2021, the Isla Vista Recreation and Park District (IVRPD) hosted the inaugural three-night Halloween Pumpkin Patch event at Estero Park from October 27 – 29 which featured state-of-the-art lighting, audio, and visual decorations that provided a safe and multi-generational Halloween experience in Isla Vista. The Event was created to provide a fun alternative event for Isla Vista residents to celebrate Halloween and engage in community recreational event. The District has continued to host the event each Halloween with the most recent iteration taking place in Anisq'Oyo park over two nights and featured Live Actors, a Costume Contest, Carnival Games, Pumpkin Patch, and Photo Booth. The District has previously worked with Lucidity LLC, The Environment Makers, Branches Mobile Gallery, Fishbon, and The Guardian Team to produce the event.

III. COMMUNITY ENGAGEMENT

Community engagement is an essential part of the event. The event should connect with the multi-generational community of Isla Vista and provide activities that spark the interest of community members of all ages. Collaboration with community groups, organizations, and UCSB affiliated groups has been an essential part of the success of the Halloween Pumpkin Patch over the past four years. The UCSB Fashion Club assisted in the production of the Costume Contest from 2022-2024 and AS Program Board assisted in the production in the Silent Disco in 2025. The District has been successful in receiving community grants totaling up to \$25,000 per year and seeks to continue receiving grant and sponsorship support in 2025.

IV. ROLES AND RESPONSIBILITIES

This event is a public event lead by IVRPD. The contract for this project will be held by IVRPD, who will oversee the contract, including billing and payments, and provide ongoing support for the project. The Event Production Team Primary Contact will work with the IVRPD Project Manager on a day-to-day basis. Weekly meetings, throughout the duration of the project, are expected and will include the IVRPD Project Manager, Design Team Primary Contact, and any sub-contracted vendors. It is expected that the Design Team Primary Contact will be a senior member of the Event Production firm.



V. TASKS / SCOPE OF SERVICES

A. Task 1: Planning

Planning is the critical next step to advance the 2025 Halloween Pumpkin Patch event. The production team will assist in developing a timeline with milestones and goals that outline the necessary permits, marketing plan, build schedule, and production management services to assist the District with quality control during the planning of the event.

1.1: Event Planning Development

- 1.1.1: Production Timeline
- 1.1.2: Build Schedule
- 1.1.3: Identify Subcontractors / Vendors
- 1.1.4: Cost Estimate

1.2: Marketing

- 1.2.1: Marketing Plan
- 1.2.2: Identify Potential Sponsors
- 1.2.3: Press Release Development

1.3: Meetings

- 1.3.1: Initiation Workshop with District Event Project Team
- 1.3.2: On-Going Meeting Schedule with District Event Project Team leading up to the event
- 1.3.3: Fire & Safety Meeting with IVFP, COSB Fire, UCSB PD, and IVRPD Event Project Team
- 1.3.4: Close-Out / Event Debrief Meeting with IVRPD Event Project Team

B. Task 2: Event Production

The production team will refine the event layout and activities by providing routine updates and submittals to the District for review and approval. Plans, specifications, details and cost estimates to be submitted to the District for review at each sub-task.

2.1: Production

- 2.1.1: Infrastructure
- 2.1.2: Audio and Visual Services
- 2.1.3: Performers / Actors
- 2.1.4: Event Map / Layout
- 2.1.4: Final Build & Breakdown Schedule
- 2.1.4: Final Event Run of Show

2.2: Event Safety & Security

- 2.2.1: Coordinate Safety and Security Plan with District contracted Security company
- 2.2.2: Submit County of Santa Barbara Fire Special Event Permit Application
- 2.2.3: Event
- 2.2.4: 100% Construction Documents Cost Estimate



VI. SUPPLEMENTAL SERVICES

Supplemental Services to this Agreement expressly include but are not limited to:

- Additional Meeting
- Sponsorship and Grant Funding Support
- IVRPD Board Meetings

VII. **EVENT BUDGET BACKGROUND - \$136,000**

- In 2024 IVRPD allocated \$61,000 towards event security, A/V, pumpkins, carnival games, and event supplies.
- In 2024 IVRPD allocated \$75,000 in event production services.
- IVRPD Board of Directors have ***not approved an event budget*** as of the issuance of this RFP.

VIII. **SUBMITTAL CONTENTS**

The proposal submittal should include the following:

1. **Cover Letter (Limit to One Page)**

A letter summarizing your team's interest in the project and a summary of the proposal. It must also include the name, address, phone, and email of respondent's representative.

2. **Cost Proposal**

Submit an itemized fee proposal, broken out by scope of work and proposed schedule for providing the services. Provide detailed basic fee structure and breakdown of any other charges related to your firm's proposal. Cost proposal shall include the billing rates or range for each classification of key staff members, including sub-consultants.

3. **Team & Key Personnel**

Provide the resumes of all key personnel, a list of the staff, and subcontractors proposed to work on the event. Please indicate all team members of the lead design firm and their roles and responsibilities on the project. Indicate who will be the primary day-to-day contact (i.e., who will report out on the project status and participate in weekly meetings. Summarize relevant experience in relation to the project and firm qualifications (include contractor license numbers where applicable). Including business structure i.e. LLC, Corporation, S-Corp, C-Corp, etc.

4. **Related Project Experience Highlights & References**

Describe at least three successful events of a similar nature completed by your team members. Each project description shall include:

- Client name
- Contact person and information
- Brief description of the services provided including dates



- Include a description of how the events are relevant to the scope of work

5. Insurance Certifications

Provide a copy of your organization's certificate of general liability insurance. A general liability certificate of insurance with an endorsement naming the District as an additional insured will be required once the Professional Services Agreement is finalized.

6. Project Schedule/Timeline

Outline a proposed project timeline for Task 1 and 2. The proposed event dates for 2025 are **October 30 & 31.**

IX. SUBMISSION REQUIREMENTS

Proposers should submit one (1) sealed hard copy and one (1) digital copy of their bid proposals to Isla Vista Recreation and Park District at the address on page 5 by the deadline listed. "Halloween Pumpkin Patch Proposal" should be written in the subject line for the email submittal AND on the lower left of the sealed envelope for the hard copy submittal. **LATE SUBMISSIONS WILL NOT BE CONSIDERED**

QUESTION SUBMISSION DEADLINE:

Submit questions to ivrpdp@ivparks.org, by **5:00pm on August 22, 2025**. Responses to questions will be sent out to all Production Teams.

PROPOSAL DEADLINE:

The digital and hard copies of the bid proposals are due at the email and address below at **5:00pm on August 29th, 2022**. IVRPD will confirm receipt of proposals before 5:00pm on the day of receipt. It is the responsibility of submitters to contact IVRPD if you do not receive a receipt confirmation.

SUBMIT PROPOSALS TO:

Isla Vista Recreation & Park District

By email to: ivrpdp@ivparks.org

By mail at:

961 Embarcadero Del Mar

Isla Vista, CA 93117

Re: Halloween Pumpkin Patch Proposals

CONTACT INFORMATION:

Luis Valerio

Assistant General Manager

(805) 350 – 8833

Email: Lvalerio@ivparks.org

X. EVALUATION CRITERIA



Proposals will be reviewed on September 2nd, 2025, by a panel made up of the IVRPD Board of Directors, General Manager, Assistant General Manager, and Assistant Recreation Coordinator. The evaluation panel may choose to interview top production teams.

XI. RFP SCHEDULE OF EVENTS

The schedule of events set out herein represent the Isla Vista Recreation & Park District best estimate of the schedule that will be followed. The Isla Vista Recreation & Park District reserves the right to amend the schedule below as necessary. All referenced times are in Pacific Standard Time (PST).

SCHEDULE OF EVENTS	
Issuance of RFP	August 15 th , 2025
Deadline for submissions of questions and/or request for clarification or information	August 22 nd , 2025
RFP proposal due date	August 29 th , 2025
Oral Interviews	TBD
Notification to selected firm of IVRPD intent to award	September 3 rd , 2025.

XII. MISCELLANEOUS

Upon receipt, each proposal becomes the sole property of IVRPD and will not be returned to the respondent. Each respondent is solely responsible for the costs it incurs to prepare and submit its proposal. IVRPD reserves, in its sole discretion, the right to reject any and all proposals, including the right to cancel or postpone the RFP or the project at any time, or to decline to award the contract to any of the respondents. IVRPD reserves the right to waive any immaterial irregularities in a proposal or submission of a proposal. IVRPD reserves the right to reject any proposal that is determined to contain false, misleading, or materially incomplete information.

IVRPD employees are prohibited from participating in the selection process for this RFP if they have any financial or business relationship with any respondent. This RFP process will be conducted in compliance with all laws regarding political contributions, conflicts of interest, or unlawful activities.



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SEE PAGE 6 FOR 2024 EVENT SITE MAP

