



**REQUEST FOR PROPOSAL (RFP) 5938**  
**Booking Agent Services for Two Concerts**  
**City of Mobile Events Department**

**Issue Date:** March 6, 2025

**Proposal Due Date:** 4:00 pm, March 25, 2025

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## **I. Introduction**

The City of Mobile Events Department is inviting proposals from qualified booking agents or agencies to secure artists for two concerts. The selected agent will be responsible for identifying, negotiating, and contracting artists that align with the City's entertainment and community engagement goals. The concerts are designed to provide quality entertainment for the public and support community engagement.

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## **II. Scope of Services**

The selected booking agent will be responsible for the following:

### **1. Artist Booking**

- Identifying and securing artists for the Gulf Coast Grooves concerts scheduled for **Saturday, May 31, 2025**, and **Saturday, August 23, 2025**.
- Negotiating artist fees, contracts, and riders, ensuring all agreements align with the event budget and City policies.
- Selecting artists who reflect the City's entertainment vision and who appeal to the targeted audience for each concert series.

### **2. Contract Management & Coordination**

- Handling all necessary paperwork, including contracts, riders, and any required documentation.
- Coordinating with the City to ensure compliance with all policies, including budget and timeline considerations.
- Assisting with securing any required performance permits or approvals as needed.

### **3. Artist Logistics**

- Facilitating artist travel, accommodations, and hospitality as necessary.
- Ensuring timely communication between the City and artists regarding event details, including performance expectations, schedule, and venue specifics.

### **4. Promotion & Social Media Coordination**

- Providing promotional materials (artist bios, photos, videos) to the City for marketing purposes. The City will manage all official event announcements and social media posts.
- The booking agent must ensure artists and their representatives do not publicly announce their participation before the City's official announcement.

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### III. Proposal Requirements

Proposals must include the following:

1. **Agency Profile** – An overview of the agency’s experience in booking artists for municipal or large-scale events.
2. **Proposed Approach** – A detailed plan outlining the process for identifying and securing artists, managing contract negotiations, and handling logistics.
3. **Fee Structure** – A transparent, itemized pricing structure for booking services, including any applicable additional costs.
4. **Experience and References** – Examples of past concert bookings, including at least three professional references who can speak to the agency’s ability to deliver similar services.
5. **Timeline** – A proposed timeline for artist selection, contracting, and event execution, outlining key milestones.

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### IV. Evaluation Criteria

Proposals will be evaluated based on the following factors:

1. Experience and proven success with similar artist bookings and large-scale events.
2. Transparent, competitive, and itemized fee structure.
3. Ability to meet the City’s entertainment goals and audience expectations.
4. Strength of references and past performance.
5. Overall proposal quality, clarity, and attention to detail.

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### V. Submission Instructions

Submit proposals to be received by 4:00 pm, March 25, 2025, via electronic mail to [Jenyia.Rocker@CityofMobile.org](mailto:Jenyia.Rocker@CityofMobile.org).

The City may make additional inquiries and conduct interviews in its sole discretion.

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### VI. Terms and Conditions

1. The City of Mobile reserves the right to accept or reject any or all proposals.
2. All submitted materials become the property of the City of Mobile.
3. The selected booking agent will enter into a formal agreement with the City and comply with all relevant policies, laws, and regulations. The selected Booking Agent will be required to register as a vendor with the City and obtain a City business license.



4. Business liability, auto, and workers compensation insurance, naming the City as an additional insured, and indemnification of the City also will be required

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## **VII. Contact Information**

For questions or additional information, please contact:

### **JeNyia Rocker**

Events Manager

City of Mobile

48 N. Sage Ave

Mobile, Alabama 36607

251.208.1558

[Jenyia.Rocker@CityofMobile.org](mailto:Jenyia.Rocker@CityofMobile.org)