

Request for Proposal

OFFICIAL LOCAL OTTAWA CRAFT BEER PARTNER – SHAW CENTRE

Pouring Rights Partnership

October 6, 2022

Questions & Answers

(Closes October 19, 2022)



RFP CRAFT BREWERY PARTNERSHIP SHAW CENTRE

QUESTION	RESPONSE
<p>1) Can you supply the percentage of Local Clientele vs Out of town bookings for Shaw center? Furthermore, can you provide a breakdown of types of bookings, i.e. weddings, conferences, tradeshow, etc.</p>	<p>1) 2019/2020 is the most accurate representation of future business:</p> <p>Number of events: 456</p> <p>Number of conventions: 46</p> <p>Number of trade & consumer shows: 7</p> <p>Number of meetings: 300</p> <p>Other events (socials, weddings and etc): 103</p> <p>Of the 456 events 74 events drew participants primarily from outside of the Ottawa-Gatineau area.</p> <p>Historical data can be found within our annual reports: https://www.shaw-centre.com/about-us/annual-report/</p>
<p>2) Can you expand on difference between clauses (5.3) vs (6.3.4)</p>	<p>2) Section 5.3 is part of the contract requirements and outlines the marketing/exclusivity fee as well as the opportunity to provide a marketing budget to support the promotion of the partnership. Section 6.3.4 is the evaluation criteria which relates to the items list in section 5.3.</p>
<p>3) What does the "Exclusivity cash component" entail?</p>	<p>3) A cash payment for the exclusivity of the craft beer pouring rights.</p>
<p>4) Do you have a breakdown of advertising options with corresponding cost of possible advertising credits? (5.4.3.)</p>	<p>4) https://www.shaw-centre.com/wp-content/uploads/2020/02/SC_Advertising_Possibilities_V7.pdf</p>
<p>5) Can you clarify what equipment would be permitted or required for certain events (ex: are we able to supply portable keg pouring systems)?</p>	<p>5) Outside of the required glassware, equipment that may be requested for certain events would be, portable keg pouring systems and marketing materials for bars.</p>

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6) Can you please elaborate on the impact of Blackout dates (5.4.6)? Would other local breweries be eligible to serve during the black outs?	6) Several events that are contracted by the Shaw Centre may have pre-existing agreements with alternative suppliers. Should this happen, a black out period will be issued. Traditionally, black out periods for craft beer suppliers have been less than five times a year. If a black out period exceeds seven consecutive days, the Shaw Centre shall provide the supplier with a pro-rated adjustment of the Fee.
7) If awarded the contract, will we be communicating with a dedicated individual or Committee?	7) There would be two points of contact, one for general partnerships items and the other for product supply.
8) What is the range of event capacity (Min – Max)?	8) Our building can host a wide range of events, from a board meeting of 10 individuals to a large 5,000 person convention. Frequently, multiple events occur simultaneously.