absolute
PRODUCTION SERVICES

The Taste
City of Park Ridge

July 12th-14th 2012
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Absolute Production Services is a full service experiential marketing & event production company. Since its inception over 16 years ago, Absolute has established itself as a leader in the event industry, hosting a wide range of events locally, nationally and internationally. Marrying Absolute’s expertise with the City of Park Ridge is a logical step to meet future goals.

From sponsorship initiatives to festival event production, Absolute’s rapport rings throughout the industry. Absolute is known as a trustworthy partner that provides clients flawless execution and superior services. Event Marketer Magazine, among others, has issued numerous awards to programs guided by Absolute’s logistical and ideological prowess. The Taste Event in the City of Park Ridge is an excellent opportunity for Absolute sponsors to grow and flourish, as well as an opportunity for our production team to showcase locally.

Our team guarantees a professional and successful event atmosphere from conception to execution, and beyond. We appreciate the opportunity to produce an event in the idealistic downtown of Park Ridge. The community and Taste Event will benefit from Absolute’s three fundamental principles:

Our People, Our Process, and Our Partners.
Event Capabilities

- Production Services and Event Management
- Cad Drawings & Renderings
- Site Survey and Venue Selection
- Security
- Talent Hospitality & Technical Rider Requirements
- Coordinate Celebrity Guests, Speakers
- Media Partnerships
- Audio, Video, Lighting & Power Needs
- Experiential Marketing Campaigns
- Budget and Revenue Analysis and Implementation
- Production Schedule & Show Flow
- Union & Non-Union Labor, Production & Stage Management, Technical Direction
- Volunteer Orientation and Placement
- Permitting
- Catering, Beverage, and Event hospitality
- Hotel, Air & Ground Transportation Coordination
- Post Event Recap
Case Study: Burger King Fam Fest

- 6 City Nationwide Tour
- 15,000 Attendees
- Parent/Kid-Friendly Activities
- Free Food
- A-List Entertainment
- Strategic Partnerships
Case Study: NOCC Walk For The Cure

- Annual 5K Walk Run
- 5,000 Attendees
- Various Sponsors
- Money Raised For Cause
- Radio and Media Partners
- Main Stage
Case Study: Camp Jeep 1999 - 2007

- 4 Day Owner Loyalty Event
- 6,000 Guests
- Remote Locations Across America

- Various Sponsors
- A-List Entertainment
- Strategic Partnerships
Case Study: Green Tie Ball

- Outdoor Charitable Gala
- 60+ Restaurants
- Numerous Sponsors
- Celebrities
- Media Partners
- Main Stage Performances
Event History - 2011 Taste Of Park Ridge

- 3 Day Festival
- 8,000 – 10,000 Attendance
- 20+ Local Food & Beverage Vendors
- Entertainment (Local, Youth, Organizational, etc.)
- Kidz Fun Zone
- Community Tie-Ins (i.e. Movie Night)
- Community Organization Partnerships
- Local and National Sponsors
2012 Goals

- Celebrate the Park Ridge community
- Create a sense of community around the overarching theme of healthy lifestyles and local foods
- Three or four days of all-ages activities, games, musical and dance performances
- Increase outreach and integration of the Park Ridge community into the event
- Provide and enhance collaboration with community-based organizations
- Promote community values

Chrysler Block Party
Our Concept
The Taste in the City of Park Ridge

“Welcome to The Taste: Park Ridge’s exclusive opportunity to enjoy local flavors in the heart of downtown. Bring the whole family and don’t forget your appetite, because after the fun filled activities and entertainment, you will want to sample food from each and every fine eatery the local area has to offer!”

- Three day event (Friday-Sunday)
- Food-centric summer festival
- Local Restaurants, artists, and merchandisers
- Family friendly atmosphere
- Three nights of local entertainment
- Child and organizational entertainment
- Morning kids and moms stretch and exercise classes from the stage
- Local garden sharing market
- Community tie-ins and peripheral events within local businesses
- APS relationships, sponsorship partners, and efficiencies
- Marketed through city relationships, local businesses, media outlets, and community organizations
- Preview parties at local businesses leading up to event, with raffles sponsored by participating vendors
Our Approach

Operational and Management: The healthy lifestyle and local food theme will be carried throughout the event in the following key sectors or zones: Main Stage, Food Vendor Row, Kids Area, Sponsorship Area, Artists Corner, Cooling Zone, and Adult Refreshment Area.

Organization/Vendor Management: APS will procure and manage all vendors utilizing an Account Executive, 2 Production Managers, 2 Production Assistants and a diverse full time staff.

Food and Art Vendors: Area restaurants will be approached to participate first. Space allowing, artists will be offered space to expand interest. A Production Manager and Production Assistant will manage all vendor ingress/egress along with physical needs.

Entertainment: Local musicians and cover bands will headline each evening. Local Dance, Singing and other entertainment groups will be encouraged to perform throughout the day to support community involvement. A Stage Manager and Technical Director will manage all stage activity.

Marketing/Publicity: APS will form social media pages as well as a web page for the event. Flyers and posters will be distributed locally and in surrounding cities. APS will utilize media ads, local organizations, and Park Ridge newsletters at strategic times. The Account Executive and a Production Manager will be assigned to marketing.
Our Approach

Sponsorships: Utilizing relationships from past and present APS events, we will bring numerous sponsors to help offset expenses and add activities to The Taste.
Our Approach

Business Plan: APS will balance the size of the event with the projected revenue and costs. Since past data is unavailable, APS will base all revenue upon its history in event management practices.

Income:
- Percentage of Food & Beverage Sales
- Beverage Sales
- Vendor, Merchant, and Artist Space & Additional Requirements
- Sponsorships

Expenses:
- Marketing and Advertising
- Supplies and Products
- Tents and Infrastructure
- Private and City Services
- Utility Equipment and Power
- Stage and Entertainment
- City of Park Ridge Fee
- APS Service Fee
Our Approach

Business Plan: Due to the adherent changes in the event structure/management, APS is dedicated to a 3 year plan in order to assure longevity and create long term efficiencies.

3 Year Plan

<table>
<thead>
<tr>
<th>Year</th>
<th>Expense</th>
<th>Income</th>
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<tbody>
<tr>
<td>2012</td>
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<tr>
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<tr>
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Our Approach

Business Plan: In order to assure upkeep for the event space throughout the year, APS will include a percentage for the City of Park Ridge in addition to service fees. This percentage will be a mutually agreed upon amount based on the gross earnings and paid 30 days after the event.

The Taste
City of Park Ridge
Tentative Event Production Timeline

1/16  City Meeting: Introduction
1/17-2/12 Pre-Planning: Marketing and Advertising Plan
2/13  City Meeting: Site Walk Through
2/14-3/11 Pre-Planning: Organizations, Food Vendors, Sponsors, Services
3/12  City Meeting: Marketing Approval and Cooperative Effort Plan
3/13-4/08 Pre-Planning: Entertainment, Infrastructure, Finalize Layout
4/09  City Meeting: Layout Approval, City Services Expenses Assessed
4/10-5/13 Pre-Planning: General
5/14  City Meeting: 50% of Projected Services Paid, Entertainment Approval
5/15-6/10 Pre-Planning: Finalize Equipment
6/11  City Meeting: Budget Assessment
6/12-7/01 Pre-Planning
7/02  City Meeting: Budget Assessment and Contingencies
7/09  City Meeting: Venue Walkthrough (All Service Heads)
7/10-7/11 Preparation
7/12  Event
7/13-7/15 Load In/Vendors Arrive
7/15  Load Out Begins @ 6 PM.
8/13  City Meeting: Service Expenses Paid in Full, Let's talk 2013!
Thank You!

Thank you for the opportunity to take part in this process. We here at Absolute believe in the future of a Taste Event in the Park Ridge community. In the discussion about this program our team has come up with many ideas around the theme that will keep the event fresh and fun. We look forward to sitting down with you to share concepts and details.

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