

BUMBERSHOOT®

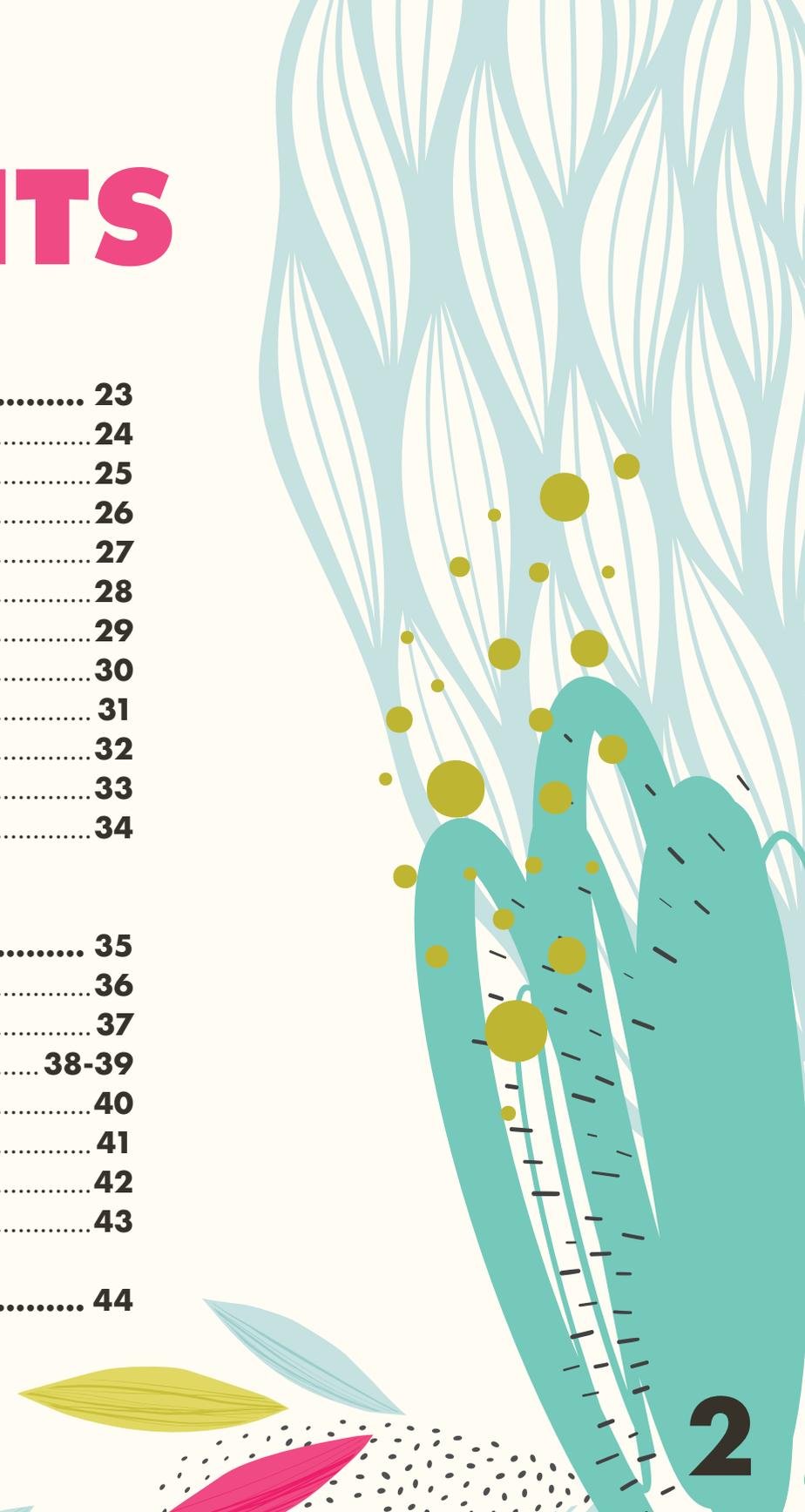
2022 AND BEYOND RFP

OCTOBER 25th, 2021

LEO

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LETTER OF TRANSMITTAL

October 25th, 2021

City of Seattle
C/O Seattle Center Executive Office
Attn: Marc Jones
305 Harrison Street
Suite 215
Seattle, WA 98109

Mr. Marc Jones –

On behalf of the entire LEO Events team, thank you for the opportunity to present our proposal in response to your RFP for Bumbershoot Event Management Services.

This proposal really excites us; why, is pretty simple to explain. LEO has been involved with producing large-scale music festivals for decades and has provided a myriad of services throughout the years. In this respect, we are excited for the opportunity to provide “turn-key” event services for these events – to be able to demonstrate ALL of our expertise and skillsets that LEO has crafted over decades of experience, and to showcase them for a client and audience that is well-known.

In our response, you will also see how LEO Events has the proven record, creativity, and technical and production expertise to give Bumbershoot attendees the experience they’ve come to expect, while maintaining the tight controls on budget and process that you will come to expect from the LEO team.

We look forward to hearing from you to further discuss Bumbershoot, and how LEO Events can provide your attendees and your organization with an exemplary event.

If you have any questions at all, please feel free to contact me.

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EXECUTIVE SUMMARY

ON BEHALF OF THE ENTIRE LEO EVENTS TEAM, THANK YOU FOR THE OPPORTUNITY TO PRESENT OUR PROPOSAL IN RESPONSE TO YOUR RFP FOR BUMBERSHOOT PRODUCTION SERVICES.

In this document you will find all of the items requested in your RFP, as well as a number of additional items as to our structure, experience and process. We hope this will give you the sense of confidence and purpose you would discover in working with LEO as a “turn-key” service provider.

We recognize there are a number of vendors vying for this project, but we believe LEO stands above all other options for a variety of reasons:

- **TEAM** LEO has assembled a peerless team to service this project – deep in both experience within the Bumbershoot environment, and outside public events as a whole, providing a fresh and purposeful outlook.

- **KNOWLEDGE** Separate but connected to our team is the knowledge base we bring to the table. With an archival perspective we recognize the landmines and actions of Bumbershoot festivals past, and are able to utilize that experience to avoid historical mistakes while capitalizing on the brand’s successes.

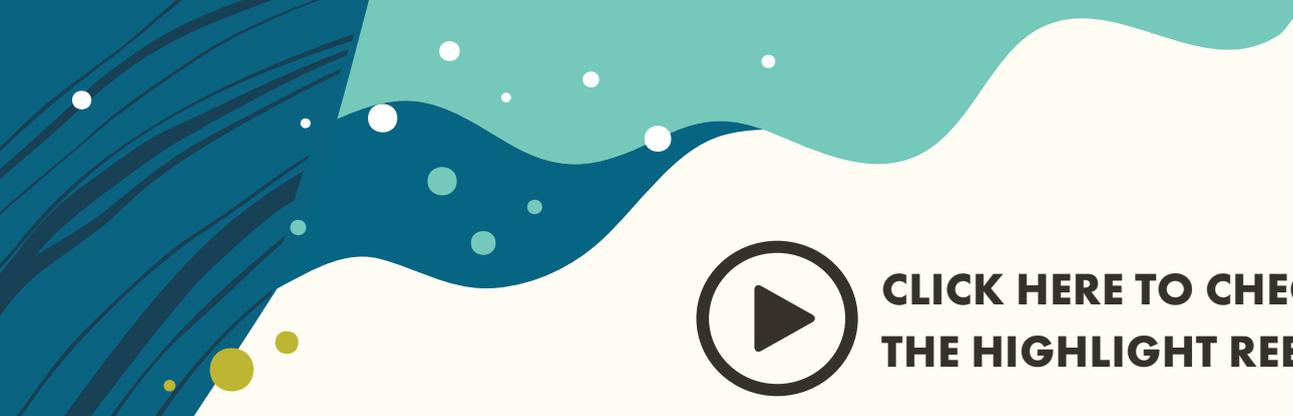
- **COMPANY** As a long-standing events agency, we are more than a conglomeration of freelance staff and affiliated vendors. LEO has an existing, robust infrastructure in place as to project software, administrative support, insurance, facilities and more – all of the structure we know you are looking for in a producer.

- **CORPORATE** Unlike most festival production companies, LEO has a prime focus producing corporate events – we see this as an advantage. We recognize that Bumbershoot’s “high-touch” viewpoint and first-class guest experience more closely mimic the expectation of corporate production than the gritty reality of today’s festival landscape.

- **DESIGN** LEO’s creative and design capabilities are both comprehensive and dynamic. We employ a full-time team of graphic designers, art directors, creative directors and production designers in-house, and additionally maintain a broad network with artists, muralists and artisans.

In short, you would know what to expect because in a number of ways you already know us. You understand the quality and level of commitment that LEO brings to our events – it’s the same that you want for Bumbershoot. And we’re here to help you deliver that to your audience.

You have asked us in the RFP to clearly indicate enhancements or exclusions to the particular requirements as described in your documents. In an effort to adequately outline these, we have included them in separate sections later in this proposal.



CLICK HERE TO CHECK OUT THE HIGHLIGHT REEL

WE ARE LEO EVENTS

Founded in 2002, LEO Events has produced events nationally and internationally for over 15 years. And collectively, our team's decades of high-level strategy and execution experience have converged to create thousands of flawless, innovative and on-target events, in both the corporate and public space.

LEO Events is an independently owned LLC, managed by three equal partners. Our global headquarters is in Memphis, Tennessee with additional offices in Nashville, and Chattanooga, TN.

Two big reasons our clients have made LEO their event production partner are the team and management approach. The LEO team is comprised of a dedicated full-time staff of more than 60, and a network of longtime permalancers, just as dedicated. Its makeup balances capacity that we can increase as needed, with the ability to better manage overhead for a leaner client cost structure. This team organization also broadens our already wide experience profile in live events.

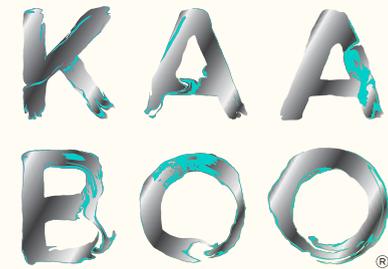
Our management approach allows us to keep hold of all the production strands so our clients can concentrate on the big picture. We advocate for them, managing all the members of an expanded festival team, acting as the communication conduit, the point of contact and our client's liaison. We also coordinate and collaborate with internal and external marketing teams to maintain brand continuity, ensuring that the Bumbershoot brand will be the same for the internal team as it is for your audience.

As energetic visionaries, we keep an eye on the final moment while staying in command of the details and your bottom line, working nimbly around your needs – your culture, audience and desired result. Throughout the process we're there for you, open-minded and solutions-oriented, whenever you need us, whatever the time.

We hope that after reviewing our proposal, you will see how a Bumbershoot and LEO partnership can make that happen.

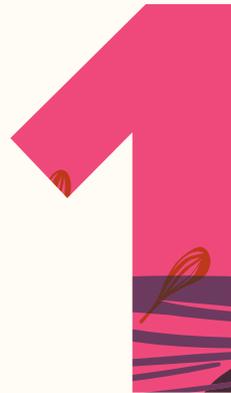


OUR CLIENTS



OUR PROCESS

5 STEPS TO SUCCESS



STRATEGIC PLANNING & DEFINING OBJECTIVES

Your dedicated account manager and core team members meet with your internal team, Seattle Center, and external partners to clarify scope, confirm the details, source resources, create action plans and develop design, as well as refine the budget.



CREATIVE & PROJECT DEVELOPMENT

Once strategies and objectives are in place, we continue to collaborate with your team to develop the overall production & creative approach and a communications plan begins for your event, including a customized Project Management plan as addressed in the next section.

PRE-PLANNING

In the pre-planning phase, we engage vendor operations and assign additional staff roles; continue facility and partner communication; plan venue layout and design; prepare schedules, site visits, travel, logistics and timelines; and finalize the communications plans and the budget.



EXECUTION

We execute each event with on-site staff for the duration, including pre- and post-event days. We coordinate all on-site activities and logistics, in addition to organizing and executing all program elements as listed in your RFP.



POST-EVENT & POST-PRODUCTION

After the attendees have departed, we manage the event strike and load-out, reconcile the final budgets, evaluate the event with a scorecard or other ROI methods, and follow up with key stakeholders for a final billing review and post-program debrief. With the results of our experience and learnings from the event, we then begin planning for the next festival!



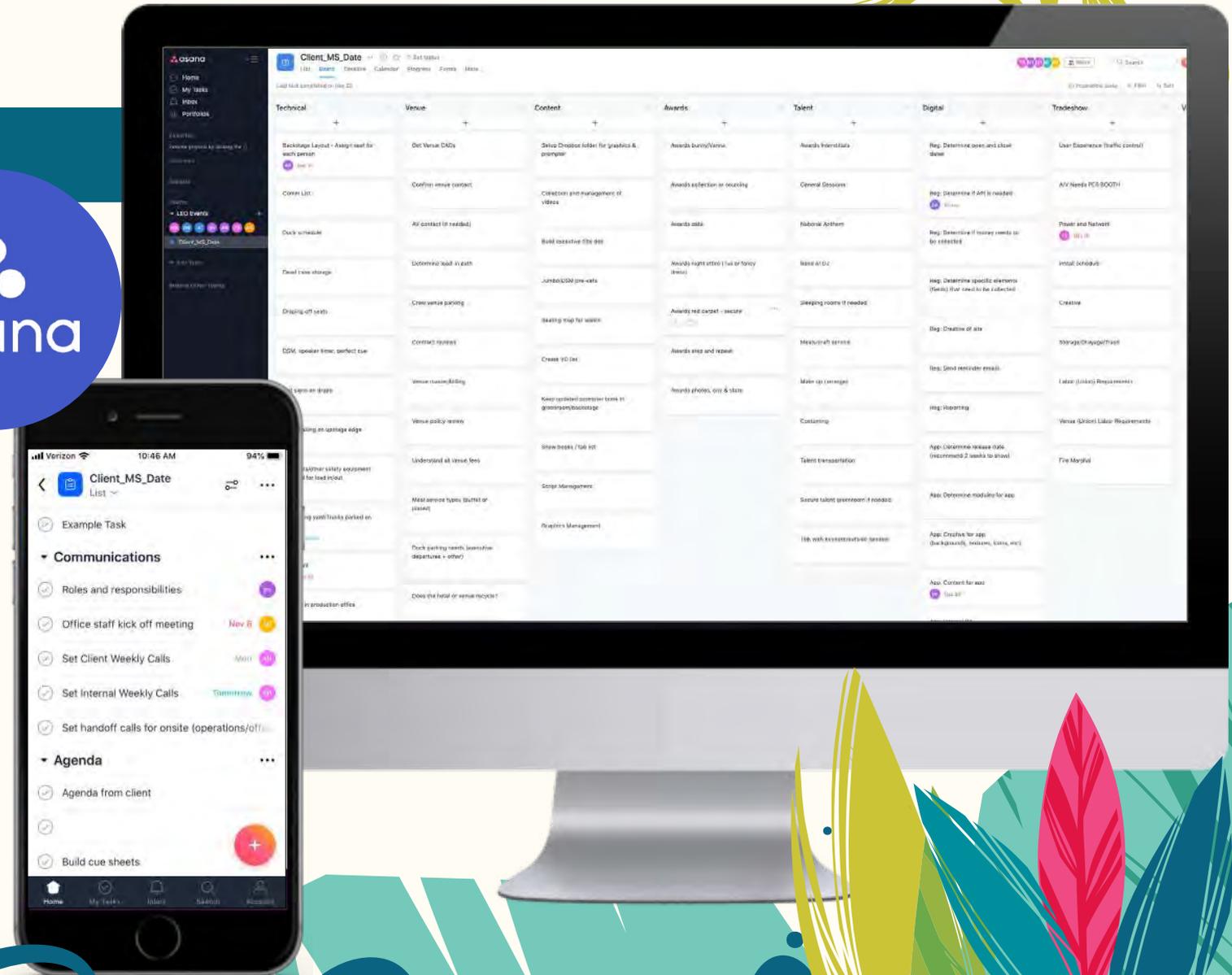
PROJECT MANAGEMENT

ENSURING YOUR EVENT IS A CUT ABOVE THE REST.

To ensure proper project management, our approach is to set up regular all-hands core team meetings with all departments, teams and vendors involved. The participation of key client-side stakeholders is critical to the success of the core team process. There is always a set agenda for these sessions, sent out prior to the meeting, which incorporates all partners and vendors so that everyone is on the same page on a weekly basis. Subsequent to each meeting, action-oriented meeting notes are published. In addition to these calls, we would have weekly one-on-one calls with the Bumpshoot team that focus on specific areas and deliverables.

LEO Events primarily utilizes a centralized platform, Asana, for our disparate projects allowing for a multitude of project management options and maximum flexibility. By leveraging the powerful tasks and sub-tasks feature, every aspect of your project is assignable and trackable to the proper stakeholder. Robust timeline creation & management tools coupled with an overall workload chart clearly divides tasks and provide a quick reference to project progress. As the project scope grows, LEO Events can provide clearer onboarding to new members joining the project as well as an efficient way for supervisors to track overall project progress. All projects are permanently archived for easy referral to past endeavors.

- In addition to Asana, LEO Events is well versed in and utilizes multiple cloud-based storage and communication tools, including WebEx, Google's G-Suite, Dropbox, Teams and more.



OUR FESTIVAL CAPABILITIES



ACCOUNTING, FINANCE & RISK MANAGEMENT

- Budget Management
- Banking and Merchant Account Setup
- Revenue Stream Management
- Vendor and Staff Contract Management
- Event Cash Flow and On-Site Cash Handling
- On-Site Revenue Settlement
- Payables / Receivables
- Event Insurance + Risk Management
- Service Provider Limits
- General Liability



BOOKING, TALENT & ARTIST RELATIONS

- Stage Scheduling
- Talent Management and Settlement
- Hospitality and Rider Requests
- Accommodations, Travel, Transportation and Dressing Rooms
- Contract Execution and Service Provider Management



CONTENT, CREATIVE & ENVIRONMENTAL

- Content Management and Scheduling
- Commercial Asset Management
- Video Streaming
- Branding + Graphic Design
- Merch Design
- Website, App & Social Media Management
- Ticketing & Credential Design
- Print and Digital Signage
- Contract Execution and Service Provider Management
- Environmental Strategy



GUEST SERVICES

- Lost & Found Management
- Create and Lead a Guest Services Program
- Contract Execution
- Service Provider Management



DIGITAL, TECH & IT

- Frequency Coordination
- Point-to-Point Wireless Network
- Support On-site POS, RFID Network, Streaming, etc.
- Contract Execution and Service Provider Management



FOOD & BEVERAGE

- Beverage
 - Concessionaire RFP, Selection, Management
 - Label Management
 - POS Menu's, Pricing, Offerings per Location, Personnel
 - Licensing and Auditing
 - Coordination with State Alcohol Beverage Commission
- Food Vendors
 - Food Vendor Application Creation and Selection
 - Contract, COI, W9 Management, Settlement
 - Vendor Communication
 - Dietary Restriction Plans
 - Chef Rider Management
 - Equipment Rental, Install and Oversight
 - Oversight of Purveyor and Suppliers
- Catering
 - VIP Catering
 - Artist Hospitality
 - Caterer RFP and Selection
 - Event Catering Advance and On-Site Execution
 - Contract Execution and Service Provider Management



MAPPING & SITE LAYOUT

- Develop Site Plan/Create and Manage CAD Drawings
 - Identify Utility Lines
 - Provide Scaled Drawings
 - Collaborate with all Departments

OUR FESTIVAL CAPABILITIES



MEDIA & MARKETING

- Consultation Services:
 - Manage External Media
 - Creation of External Media Applications and Acceptance
 - Post-Event Collection of Publications and Articles
 - Manage Day-of Event Media
 - Manage On-Site Event Media Photography/Videography Teams
 - Collection and Archive Event Photography/Videography
- Contract Execution and Service Provider Management



SAFETY & SECURITY

- Coordinate with Local Agencies on Deployment
- Develop Private Security Plan, Budget
- Creation and Implementation of Emergency Management Plan
- Manage Fire and EMS Contracts
- Manage On-Site Private Security Team(s)
- Coordinate with Departments on Internal/External Security Needs
- Contract Execution and Service Provider Management



PROJECT MANAGEMENT

- Create Event Timeline and Task List
- Manage Departmental Deliverables
- Oversee Platform Budgets
- Organize and Manage Event Intellectual Property and Inventory
- Coordination and Maintenance of Licenses and Permits; Road Closures, Health Permits, Special Events Permit, Liquor Licensing, etc.
- Contract Execution and Service Provider Management



RETAIL

- Retail Vendor Application Creation and Selection
- Contract, COI, W9 Management
- Vendor Settlement
- Vendor Communication
- Contract Execution and Service Provider Management



MERCHANDISE

- Manage On-Site Festival Merchandise Vendor
- Manage On-Site Artist Merchandise
- Oversee Artist Merch Settlement
- Contract Execution and Service Provider Management



PRODUCTION

- Contract Execution
- Service Provider Management
- Consulting Services
- Talent Buyer Support
- Manage Production Budget and Expenses
- Manage all Production Documents, Artist Riders, Technical Drawings, etc.
- Production Crew Staffing
- Manage Quotes, Contracts, Invoices, Payments and Settlement
- Manage Crew Event Advance; Travel, Accommodations, Catering, Credentials and Parking
- Manage, Communicate and Execute Artist Technical Advance with Agents, Management, Tour Managers and Production Managers



SITE OPERATIONS

- Demarcating of Festival Grounds to Show Placement of all Participants; including F&B Vendors, Stage/Production, Power Equipment, etc.
- Campground Management
- Logistical Operations to Include: Power Layout, Access Plan, Operational Vendor Management and Management of Operational Schedule
- Selection and Oversight of all Festival Operation Vendors to Include Power, Tents & Structures, Restrooms, Fencing, RV's & Trailers, Ground Cover, etc.
- Oversight of Any Needed Remediation
- Creating and Managing all Event Maps
- Contract Execution and Service Provider Management as Needed
- Review of Final Invoices

OUR FESTIVAL CAPABILITIES



SUSTAINABILITY

- Minimizing Unnecessary Giveaways
- Providing Compostable and/or Recyclable Food/Beverage Containers
- Limiting of Single-Use Plastics
- Post-Waste Collection Sorting
- Waste Diversion from Landfills
- Composting and/or Donating Food Waste
- Source Food Locally (when possible)



VIP

- On-Site Logistical Oversight
- On-Site VIP Management Team
- VIP Catering Management
- Contract Execution and Service Provider Management



SPECIAL PROGRAMMING

- Special Programming Development
- Financial Feasibility Analysis
- Provide Specialized On-site Team
- Contract Execution and Service Provider Management



TICKETING & CREDENTIALS

- Cashless, RFID Integration
- Credential Plan, Advance and Management
- Ticketing
- Ticket Types, Pricing Structure and Capacities
- Online Sales and Reporting
- Event Box Office Management
- Coordination with Marketing and Sponsorship
- Group Sales, Street Teams, Influencers and Third-Party Ticket Outlets
- Contract Execution and Service Provider Management



STAFF & VOLUNTEER GROUPS

- Departmental Scheduling
- Scope and Job Descriptions
- Manage/Source Staffing Agency
- On-Boarding/Training
- Time sheet Management, Contracting and W9s



TRAFFIC & PARKING

- Manage Event Traffic & Road Closures
- Pre-Event Ingress/Egress
- Coordinating with Third Party Transportation Services
- Coordinate with Safety & Security on Agency Presence/Barricade Placement
- Contract Execution and Service Provider Management
- Collaboration with Public Transportation as needed
- Establish Relationships with Local Hotels



TRAVEL & LODGING

- Oversee all Talent and Crew Travel/Transportation
- Oversee all Guest Shuttles and/or Transportation
- Manage Lodging Requirements for all Programs; Artist, Staff, VIP, etc.
- Contract Execution and Service Provider Management
- On-Site Artist Transportation Management
- Manage Budget and Expenses
- Organize, Contract and Manage all Transportation positions for Event
- Create and Manage all Documentation
- Artist Transportation Advance
- Manage, Contract and Oversee; Staff Rental Vehicles, Staff Shuttle, Airport Pickup/Drop-off
- Manage Service Provider; Quotes, Contracts, Invoices, Payments and Settlement
- Manage Staff and Vendor Event Advance; Travel, Accommodations, Catering, Credentials and Parking



SPONSORSHIP ACTIVATION

- Operations Management
- Deliverable Management
- Coordination with Sponsors/Partners to Acquire and Return Resources
- Vendor Settlement
- Sponsor Communication
- Contract Execution and Service Provider Management

OUR WORK

KAABOO DEL MAR

In 2014, the founders of KAABOO wanted to create a festival like none that had ever been produced before, one that would appeal to a demographic they felt was being overlooked.

They turned to LEO Events and this team to help stage this first-time festival with an artist lineup comparable to any top-tier festival in the nation and a sensory fueled festival experience that brought together music, food, arts, comedy, technology, and personal indulgences.

The performances, of course, all came off without a hitch – that’s what LEO Events is known for – but the organizers wanted much more: They wanted us to develop “the vibe,” to create, plan and execute a VIP experience for every person who walked through the gates at the festival. And that’s exactly what this team did. We looked to the name “Del Mar” for inspiration and with 200 truckloads of sand, we created a beach – in just six hours. Over the beach, we designed and built a boardwalk covering 23,000 square feet. The site was close to the ocean, but we still couldn’t bring it to our beach, so we created Bask, a pool to rival any in Las Vegas and offering a clear view of the main stage.

We extended the beach vibe to the concessionaires, transforming standard festival fare into a casual culinary experience, offering food not usually found at music festivals. For the upscale demographic, we created Palate with an exclusive feel showcasing California’s food culture with small plates from some of San Diego’s best restaurateurs, accompanied by products from local wineries, breweries and distilleries.

The organizers also wanted to incorporate art; we obliged in a big way. Eleven murals were arranged around the grounds, four that were painted over the course of the weekend, turning the muralist into live performers.

As wide-ranging as the festival attractions were, the logistics were even more overwhelming. Ticketing, parking and shuttles, security, facilities – the tasks seemed endless. But this team delivered the best first-year festival on record and kept refining and enhancing the experience for years to come.





KAABOO CAYMAN

In 2019, KAABOO had a larger vision that would shift the festival paradigm and carve its name among international and destination events as a lifestyle and live entertainment brand. Bringing the same multi-faceted experience from Del Mar to the Cayman Islands helped expand and distinguish KAABOO on a global scale – and made island history as the first music festival to be produced in Grand Cayman. At KAABOO Cayman, guests enjoyed a world-class music and Humor Me comedy lineup; an on-site Contemporary Art Fair in Artwork executed in a custom-made art gallery constructed of shipping containers, plus a display of outdoor murals and installations; Palate gourmet food and craft libations tastings; a Las Vegas-style day/night club called Bask; plus spa and relaxation services at Indulgences.

Our team continued to serve as a proud partner and vendor by:

- Developing the “vibe” and executing a VIP experience for every person who walked through the gates of the event
- Overseeing all food and beverage operations, including bar operations, concessionaires, restaurateurs, hospitality, and catering
- Managing all production elements, including staging, audio, production/environmental lighting, LED, video, scenic, and more, as well as all artist advance and communication
- Leading the design process for the venue and grounds where the event was held including space planning, site layout, infrastructure requirements, aid in engineering specifications, landscape and ground cover assessments, and more
- Providing a host of other duties including security, credentialing and safety oversight; medical and emergency planning; transportation planning and execution, and; management of the Bask and Humor Me program components



LEO



MEMPHO MUSIC FESTIVAL

Designed to blend today's featured artists with Memphis' storied musical heritage, Mempho Music Festival is a two-day experience dedicated to music, food and culture. Thousands of fans from all over the U.S.....flock to Shelby Farms Park in Memphis, TN each fall to pay homage to the community's unique role in shaping and influencing the global music culture. Boasting two stages of music, attendees are able to easily navigate one of America's largest urban parks to discover a curated retail marketplace, hand-crafted provisions and libations, a diverse and curated VIP program, in a one-of-a-kind outdoor setting. LEO Events was brought in during planning for the festival's third year and was contracted to produce all festival operational elements for Mempho – a nearly identical list of responsibilities to those set out in this RFP.

Rather than list the extensive list of duties we executed, some highlights from the 2019 festival included:

- Performances by artists including The Raconteurs, Wu-Tang Clan, Brandi Carlile, and The Revivalists
- An Incendia Dome – complete with DJs, a late-night dance floor, and lots of fire
- The Sports Lounge, allowing attendees to catch up on college and NFL football games and scores throughout the day
- Exclusive merchandise by renowned designer Billy Reid, targeted specifically to our attendee demographic
- A curated assortment of tasty food and beverage options with local and Southern flair. We even crafted a specialty MEMPHO Beer through a regional brewer; the 16 oz. cans were branded with the festival look and name, and the label contained the stage schedules for the weekend – it was our most popular selling beer of the event





WALMART SHAREHOLDERS WEEK

The annual Walmart Associate and Shareholders Meeting is a one-of-a-kind show in the corporate world.

Combining elements of a Grammy Award-level spectacular with general sessions, it is an enormous opportunity to share future plans with thousands of Associates from around the world – as well as recognize and reward their dedication and enthusiasm for the company. Held annually in June, more than 14,000 Walmart associates gather in Fayetteville, AR for a week-long celebration – beginning with separate business unit meetings for U.S..., International, Sam’s Club, and Supply Chain Associates, the week’s events include a concert night with A-list talent, and concludes with the Walmart Associate and Shareholders Meeting.

LEO Events handles all aspects for these multiple annual meetings including: all aspects of sound, light and video production; stage/set design and build; content (video, graphics and presentations) development and production; artist relations; webcast, and more.

The 2019 event featured:

- An energetic opening number that not only allowed Associates to become a part of the show, but also let them announce the surprise guest host, actress Jennifer Garner
- Augmented reality to incorporate themes of change, innovation, and problem solving into President and CEO Doug McMillon’s keynote address
- A revolving stage, revealing acts by Lady Antebellum, Neon Trees, Bebe Rexha, Maren Morris and One Republic



FINANCIAL CLIENT FINAL NIGHT CELEBRATION

One of the largest financial services companies in the U.S. turns to the LEO Events team to help them celebrate their core values and family roots. For this, LEO creates a themed Celebration Night, with interactive entertainment, musical stages, Larger Than Life gaming, dining pavilions, and custom entertainment spectacles. This event is held in and around a college football stadium and is designed to entertain and engage a widely diverse audience.

In 2018, three waves of approximately 12,000 guests over an eight-day period attended this event, totaling to an audience of over 36,000. The Celebration Night consisted of an Opening Event area where guests were fed top-flight cuisine, watched a variety of concerts, play Larger Than Life outdoor games and activities, had dessert from an 11,000 square foot candy store, and competed against other guests in the life size Pac-Maze. The host and DJ kept the energy high while contestants ran through the maze, gathering fruit while avoiding ghosts. Inside the stadium, guests were treated to a full concert featuring headline talent followed by a 15-minute, world-class fireworks display. LEO has innovated and grown this program over the last 20 years, with the 2018 event wrapping up to accolades from attendees as "the best one yet."

LEO manages this turnkey program and produces all aspects including:

- Creative Concepting
- Talent Procurement
- Custom Show Creation
- Environmental Design
- F & B Coordination



CLIENT REFERENCES

MEMPHO

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**OUR PEOPLE
YOUR TEAM**

YOUR CORE TEAM



KENT UNDERWOOD
Principal, LEO Events

From music promoter to event ticketing, from venue management to exhibit and convention services, Kent's seen and done it all. As Principal of LEO, he oversees the company's B2B programs and heads up LEO's Festivals and Public Events division, making sure that logistics, creative, production, and digital strategy are all in place for dozens of private and public events each year. Kent's ability to create strategic business and entertainment solutions is why companies like Walmart, ExxonMobil, and Sherwin-Williams depend upon LEO for their most important events, worldwide. His passion for innovation and the next cool thing led to his involvement in the creation of KAABOO Del Mar and the resultant iterations of that event, and his leadership continues with LEO's production of the 2020 Ryder Cup Opening Ceremonies. These ventures keep Kent – and therefore LEO Events – at the forefront of both private and public event innovation.



APRIL HARBOUR
Director of Public Events
and Festivals

As Director of Festivals and Public Events, April leads the charge in designing and executing large scale festivals and public-facing events. She has worked with clients including Mempho Music Festival in Memphis, TN, Double Decker in Oxford, MS, and KAABOO in Del Mar, Cayman Islands and Texas. April began her public events career as General Manager for all Country Thunder Music Festivals in the U.S. for seven years. As your designated Account Director, April's primary responsibility is as the advocate for Bumbershoot's goals and objectives, while leading the strategy and implementation for the overall components. Acting as a liaison between the Bumbershoot and LEO teams, she will ensure team members and roles are defined, operations are running flawlessly, deadlines are being met, budget is being managed, and communications and project timelines are in place. April flourishes in high-stress environments and excels in keeping clients happy, team members motivated and morale high.



ERIN REGRUTTO
Senior Event Manager

With over seventeen years of festivals and public events management experience, Erin has managed everything from farmers' markets to three-day camping and music festivals, providing her with ample experience in all facets of event management. She uses her trademark skills of problem solving, creativity, and flexibility to produce memorable events for clients including KAABOO Del Mar, Virgin Fest LA, and Mempho Music Fest in Memphis, TN. As LEO's Senior Events Manager, she excels at logistics and operations, and her attention to detail means that programs run smoothly from concept to completion. Erin spent six years as the Festival Director for the Oregon Jamboree Music Festival and has previously overseen site management for the Luke Bryan Farm Tour, CMA Music Festival, LRS Music Festival, and the World Food Championships. She has overseen the beverage program for KAABOO Texas and KAABOO Cayman as well as developed and executed the camping program for Party in the Pines Music Festival. Erin shines under pressure as evidenced by her exemplary work on hundreds of public events encompassing millions of attendees.

YOUR CORE TEAM



JIM DORROH
Senior Technical Director

As LEO's Senior Technical Director, Jim has more than 13 years in the event production industry. He works with our production team on all staging needs, including set design, exhibits, sound, lighting, video and electrical requirements. He also manages the many vendors and subcontractors to make these programs a success. As Technical Director, Jim will ensure the flawless orchestration of all Bumbershoot production elements including music stage production equipment, infrastructure requirements and labor. Jim brings a multitude of production experience to our team. Previously, he worked in Chicago managing event design, subcontractor management, manpower planning, event logistics and execution. While there, he worked on events such as Budweiser's Super Bowl "Bud Bowl" parties and the Southern Comfort Music Experience. Recently, Jim served as technical director for clients including KAABOO Del Mar, Farmers Insurance, Walmart, Hilton and Sherwin-Williams.



EMMA HARRIETHA
Project Manager

As Project Manager for LEO's Festivals and Public Events division, Emma is responsible for the oversight of projects, assisting with creative, thoughtful programming, strategic planning, and budget and progress monitoring. Emma brings a wealth of project management, digital marketing, content execution, and music business experience to the team from roles in major events including KAABOO in Dallas, Texas, KAABOO in San Diego, California, Mempho Music Fest in Memphis, Tennessee, and Double Decker Festival in Oxford, Mississippi. Emma graduated with a bachelor's degree in Music Business and Marketing from MTSU and has worked within the music industry ever since.



BRETT ARENDT
CEO, INGRESS Events

Brett Arendt is co-founder of Ingress Events and serves as the President and CEO. Previously, Brett was the Security Manager at AT&T Stadium and the Dallas Cowboys from 2014-2016 where he oversaw 24/7 security and event security operations. Brett played an instrumental role in the management and planning of all public safety operations, including police, fire/rescue, medical, and contract security for such events as WrestleMania 32, the 50th Annual Academy of Country Music Awards, the Inaugural College Football Playoff Championship Game and, of course, Dallas Cowboys football games.

Brett currently serves in roles ranging from Public Safety Director of the Great American Beer Festival, Event Operations at NCAA Final Four Fan Events and consults with venues such as Yankee Stadium. The KAABOO team know Brett well as GM of Virgin Fest LA, and AGM of both KAABOO Del Mar and Cayman. For Bumbershoot Brett will oversee permitting, public safety planning and city coordination.

SKILLS SET

PRODUCTION SERVICES

FLAWLESS, INNOVATIVE, AND **ON-TARGET EVENTS.**

This is in fact our sweet spot! LEO Events knows how to manage the lead actor of the experience – the music artists. Our Production team has bid and contracted every piece of production equipment for all of the performance stages of each festival. And we have advanced and produced the performances of every music artist, comedian and presentation – from flying P!nk over a massive audience to ensuring chefs have the proper microphone in place for their demonstrations.

Additionally, the LEO team understands that “production” is more than just what happens on the stage. Entrance arches, mural and seating structures, delay towers, video boards and digital signage – the list is unending as to what constitutes the production surrounding a festival. Be assured that LEO knows the right partners for any given production needs, and understands the technical questions to ask to ensure a safe and budget-conscious solution, for every scenario.

With LEO Events, Bumbershoot would primarily experience the same production team that has fulfilled all of the production duties for the entirety of its festival series.

Our production services include:

- General Production Site Layout
- A/V RFPs, Sourcing & Procurement
- Audio Visual Management
- Technical Direction
- Run of Show/Schedule Development
- Lighting Design
- Content Management
- Acoustical Engineering
- Stage Management
- Production Crew Staffing
- Rigging Design and Engineering



PUBLIC SAFETY

SECURITY, RISK MANAGEMENT & MEDICAL

The LEO team has experience with security at the highest levels. The safety and security team aligned within this proposal has experience at nearly every level of status – from Presidential/Secret Service on down to overnight security for equipment containment. We recognize that each level has its importance and place, and that's reflected in our event security planning and budget management.

For the large crowds and high visibility of past events, we coordinated with the multiple security resources in the deployment of hundreds of personnel. An active perimeter was created and monitored with vapor wake dogs, who conducted vehicle and attendee searches. Additional security searches for crowds were conducted at entrances utilizing metal detectors. All security operations were managed from a unified command post with multi-camera site visibility. LEO also managed the medical tent.

Separate from the security measures were the work put into public safety overall. All permitting was handled at all levels by the LEO team. Multiple agencies and municipalities were coordinated with in order to provide the safest environment for all workers, staff and attendees. Traffic control and management added another layer of support and oversight for the safety of everyone outside the perimeters of the event site. Similar to the services we provided for the events in the past, and a myriad of other public and private events, LEO is ready and prepared to work with your team to whatever degree of involvement is necessary to ensure the safety and security of Bumbershoot.



FOOD & BEVERAGE MANAGEMENT

WINING & DINING GUESTS CAN BE COMPLEX... **ENTER LEO EVENTS.**

Beverage programs can be complex, but that's why we're here. Finding that perfect signature cocktail, ice-cold draft beer, or kid-friendly concoction is right up our alley. By offering beverage programs with unique ingredients and hand-crafted libations, we are able to increase per-caps and drive the bottom line. We've been in the trenches with the top concessionaires in the nation and have put in the time to learn the ins and outs of Point of Sale operations. Bartenders? We'll train them. Sponsors? We'll activate them. Liquor License? We'll walk you through the whole process with the experience that comes with years of execution.

Services include:

- Concessionaire RFP and Selection
- Concessionaire Management
- Liaise between Sponsorship and Concessionaire on Labels
- Oversee Licensing
- Manage POS Menus, Pricing & Personnel
- Oversight of Audit
- Coordination with State Alcohol Beverage Commission and Other Agencies

Cuisine is one of the most integral parts of any memorable experience. One of the main ways to keep people happy is to feed them and we understand that on every level. Our team is abreast of the latest culinary trends and curate menus that satisfy picky eaters as well as those with food sensitivities. Whether you're feeding your most exclusive VIPs, or your volunteers and staff, LEO Events works closely with catering partners that can execute at any level to ensure your team and attendees leave with a lasting impression.

Services include:

- Coordinate VIP, Artist Hospitality, Menus and Scope
- Caterer RFP and Selection
- Event Catering Advance and On-Site Execution
- Contract Execution and Service Provider Management
- Crew and Staff Catering



ENVIRONMENTAL DESIGN & LOGISTICS

WE UNDERSTAND AND VALUE THE IMPORTANCE THAT **CONSISTENT BRANDING & DESIGN BRING TO THE EVENT.**

While design is always an important element of Bumbershoot, it is in the spotlight further this year as the event moves into a new space. Having an environment that represents the Bumbershoot culture and message will be a direct reminder as attendees engage each and every space.

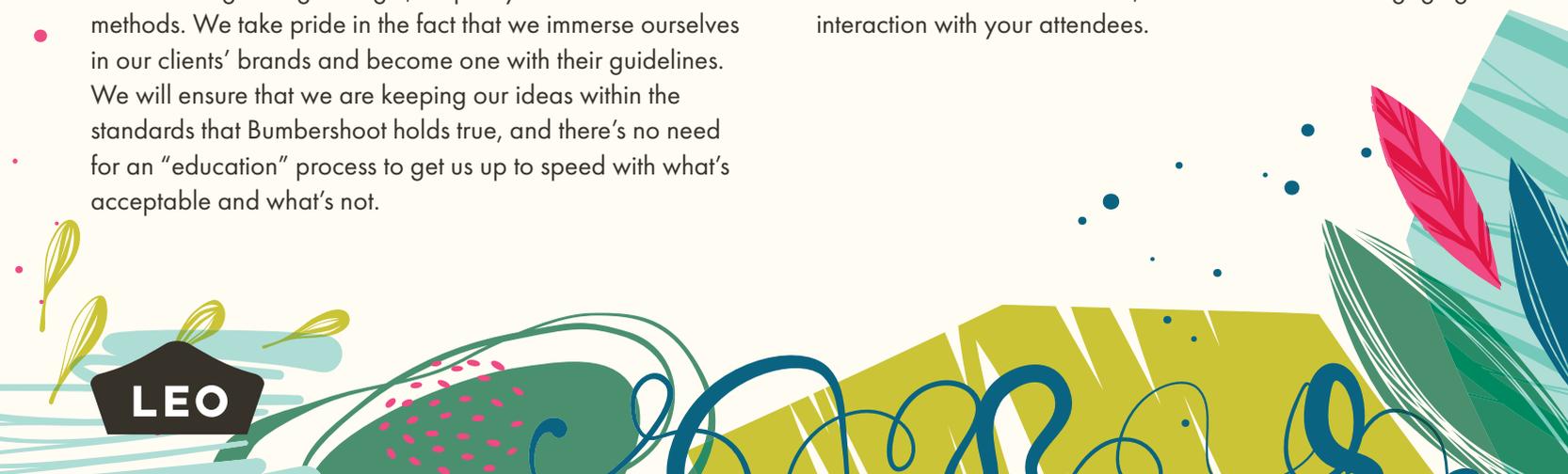
Starting with pre-event buzz, incorporating all on-site functions, and ensuring ease of travel through the facility, LEO has assembled a team with the archival knowledge and fresh outlook to ensure that the overall design is cohesive and woven throughout each touchpoint of the event. Our design process is very collaborative, and we understand that you know your brand better than anyone.

We will provide assistance with environmental production and help you produce the best designs that highlight the brand, while thinking through budget, simplicity and attachment methods. We take pride in the fact that we immerse ourselves in our clients' brands and become one with their guidelines. We will ensure that we are keeping our ideas within the standards that Bumbershoot holds true, and there's no need for an "education" process to get us up to speed with what's acceptable and what's not.

Because you are in a sports facility that hosts other music events, you want every attendee to understand:

- This is your event and you own this space in an utterly unique manner
- They are here for a purpose and it is about Bumbershoot
- How to navigate the space easily

Because we are used to going into new venues, we will take a close look at the architecture of Seattle Center and utilize insets, windows and soffits as the framework for our environmental design. In other words, we want the space to feel as if the branding we incorporate is intentional and was always meant to be there. Not only do we consider the look, it must be functional and utilize smart solutions to help keep cost down where needed. As part of our visual toolkit, we will also recommend the use of digital signage where appropriate to serve as a flexible resource, as well as create an engaging interaction with your attendees.



DIGITAL & TECHNOLOGY

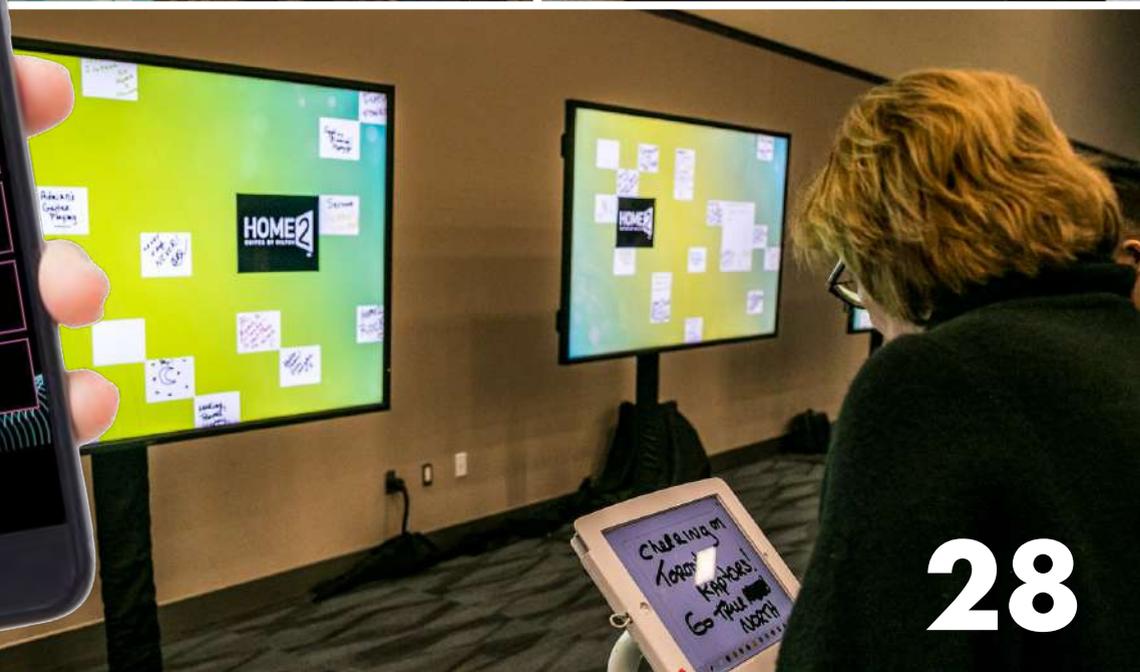
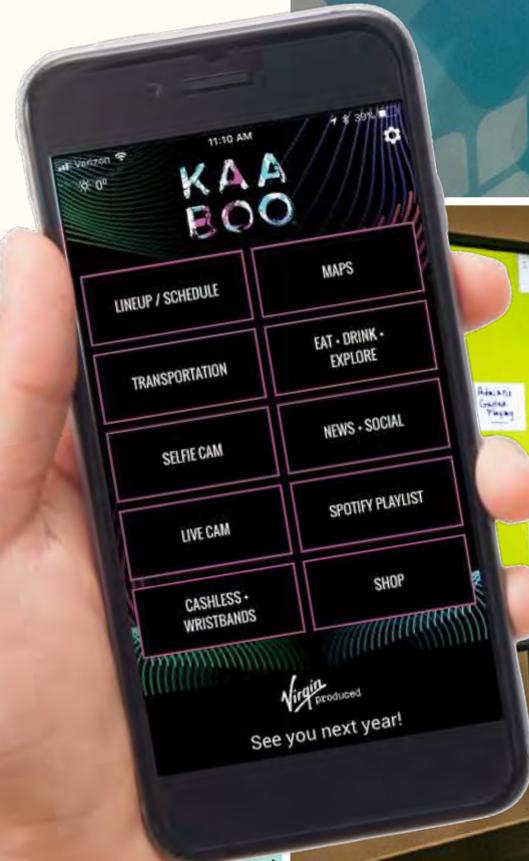
YOUR ONE-STOP-SHOP FOR **EVERYTHING TECH.**

Our digital department takes pride in being on the cusp of the latest event technology and thinking ahead of the current trends. Because LEO Events maintains a full-time, in-house digital team including coding, we are able to leverage our production experience in real-time to create custom experiences for our attendees and partners. Gone are days of the event or sponsor having to fit their vision into the capabilities of the system. With our flexible and customizable approach, anything is possible!

From event registration to ticketing, event apps to experiential activations, our digital team is more than up to the task. We make the process as easy and transparent as possible by connecting to existing infrastructures or utilizing ours from the ground up. Always keeping on trend, we can produce valuable metrics from any of our experiences that help fuel the decision-making process and provide invaluable insight into the attendee behavior.

Capabilities include:

- App Design and Development
- Geolocation & Bluetooth
- Website Design
- RFID and Digital Access Control
- Social Media Strategy and Implementation
- Webcast Creation and Execution
- Event Network and IT Management
- AR/VR
- Operational Analytics & Logistics
- On-Site Digital Activations
- App-Based Gamification



MANAGING SUSTAINABILITY

REDUCING OUR ENVIRONMENTAL FOOTPRINT.

LEO Events has a long-standing commitment to sustainability efforts, both in our daily actions and in the production of our events. We have had the benefit of working within the festival industry for decades, a market segment that has created innovative and practical conservation measures to reduce the impact of their events. As we know you understand, sustainability efforts for your festival are more than a list of duties for staff and attendees to carry out. It starts with an overall assessment that will ultimately fit into a long-term goal (2-3-year plan) for your festival to achieve improvements and secure efficiencies in measurable categories.

For many of our events, we've accomplished this by first obtaining accurate baseline metrics of all activities that are directly linked to the event. Metric categories include energy, waste, water, GHG and community, and are measured from the beginning of load-in to the end of load-out. Once accomplished, we provide general observations of behavioral trends of vendors and participants, gather metrics on usage, and provide suggestions for improvements and reductions that fit into the long-term plan.

As an example, at KAABOO, we helped institute unique initiatives such as composting pre-consumer food to a local worm farm, as well as mainstream efforts such as donating meals and leftover food to community resource centers and annually recycling tons of aluminum, plastic and cardboard.

We acknowledge that Seattle Center maintains a robust sustainability program incorporating energy and water efficiency, recycling and waste diversion, and other environmentally sound practices. We look forward to working with all parties to put measures in place to enhance and forward a sustainability effort for Bumbershoot.



VENDOR TO CONSUMER DESIGN

AN UP-FRONT CONNECTION WITH **YOUR AUDIENCE.**

We understand innovative and exciting experiences are a top priority for Bumbershoot, and that directive doesn't stop at sponsor and brand activations.

At LEO, we are already very active in the business-to-consumer space, helping our clients create and produce top-tier activations for consumer engagement. Many of these are mobilized within high-traffic, public event spaces – festivals, sporting events, etc. – and our unique perspective of all facets of this industry allows us to develop engaging, impactful activations that reflect our client's brands and resonate with their audiences.

Our team of designers mesh creative concepts with seamless logistics resulting in thoughtful, personalized and exciting attendee moments. Now, more than ever, attendees anticipate higher levels of engagement and sensory appeal – and we keep this top of mind when designing events. Incorporating technology engagements, social media opportunities and culinary trends are a few key areas of focus.

While we recognize this is an optional segment that may or may not be implemented or needed depending on your sponsors and brand partners, you can rest assured that LEO is experienced and at the ready to aid in the creation, design and execution of any B2C needs.



HEADLINE ENTERTAINMENT

WE KNOW GOOD TALENT. IT'S IN OUR GENES.

While we understand that talent buying is not one of the requests in this RFP, we still wanted to highlight our chops regarding this capability. Why? As a major buyer of talent of all kinds over our histories, we've come to build a great network and reputation. And we can put that strength to work for Bumbershoot through any needed interactions with artists, agents and managers.

For over thirty years, our entertainment team has booked and produced some of the largest private musical events in the industry, managed theaters and amphitheaters, and promoted public concerts and shows. We've also advanced and worked with the talent for over 100 music and arts festivals in the U.S.. Over that time, our team has helped produce events featuring a galaxy of stars: Pearl Jam, Carrie Underwood, Taylor Swift, Bon Jovi, Gwen Stefani, Foo Fighters, Zac Brown Band, Brad Paisley, Sheryl Crow, The Rolling Stones, Kenny Chesney, Metallica, Keith Urban, Journey, Jason Aldean, Jimmy Buffet, Luke Bryan, The Eagles, Snoop Dogg, Depeche Mode, ZZ Top, Katy Perry, Jason Derulo, Don Henley... to name just a few.

Sound like we've seen and done it all? Almost – we're currently finalizing an appearance by an A-list musician for a virtual performance for a private audience spread across the U.S.



ARTWORK

THE VISUAL HEARTBEAT OF YOUR EVENT.

Nothing highlights the difference in Bumbershoot and other festivals as much as its focus on art and design. Both music and art bring together people from all walks of life, and the spotlight Bumbershoot places on both is what has created such a unique flavor for a public festival – it's one of the key components that creates the "Mix-perience".

Our team provides both key individuals and a historical group perspective in the creation and execution of all components of the art programs for KAABOO since its inception. A few key differentiators of our level of experience and expertise in this regard include:

- The structural design and process for the mural presentations
- A solid plan of attack for creating an engaging art fair inside the boundaries of a reduced footprint in Seattle Center, and within the existing infrastructure currently owned by Bumbershoot
- Years of experience producing multiple art fairs across the U.S., at all levels of participation, with the ability to utilize this experience in revitalizing Bumbershoot's Artwork into a robust, cost-efficient model

While we understand Bumbershoot is looking to provide a reduced experience for art due to special and budget constraints, the impact that art brings to the equation need not be diminished. LEO, with Bumbershoot's help, has the experience to make this a reality.



VIP EXPERIENCE

ABOVE & BEYOND SPECTACULAR. **IT'S WHAT WE DO.**

More than anyone, we understand the “high-touch” aspect of the VIP Experience – we produce it everyday for our top-flight corporate clients, and we understand the expectations of the Bumbershoot brand and patron. Our team of experts know exactly what it takes to go above and beyond to give your guests an unforgettable and elevated festival experience. Bumbershoot’s multi-tiered VIP ticketing program offers attendees the exact experience they desire at the exact price they’re willing to pay – and we understand the outlook for each tier. We will oversee every aspect of the VIP operation from coordinating all VIP hospitality needs to managing on-site special programming. LEO will manage and train all VIP staff to ensure a seamless execution during the event while providing your VIP’s the assistance they need.

A successful VIP program can create a one-of-a-kind experience for your guests but goes beyond anticipating their needs. It’s about understanding what your guests are passionate about and helping create a program that makes them feel exclusive and unique. Better than anyone, LEO knows how to execute the type of upgraded experience that will leave Bumbershoot’s VIPs impressed and returning wanting more.



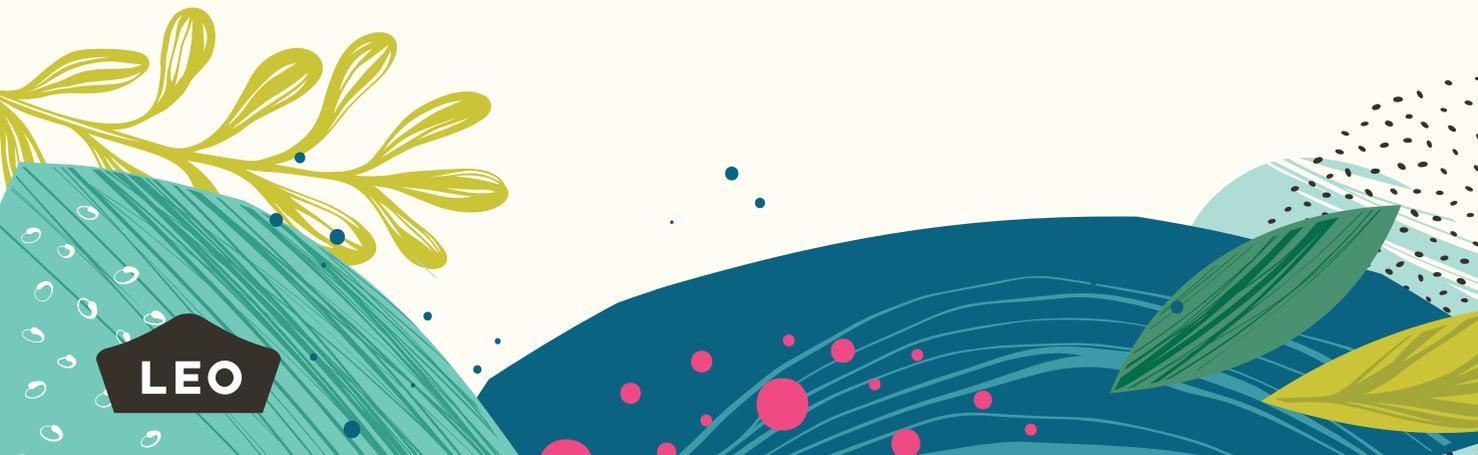
SPONSORSHIP ACTIVATIONS

CATERING TO YOUR IMPORTANT **BRAND PARTNERS.**

Brand partners and sponsorship alignments are a vital element in the success of any public event. The trust of putting your valued brand partners in the hands of a sponsorship activation team is no small decision, and you'll want to ensure that group becomes a seamless extension of your team.

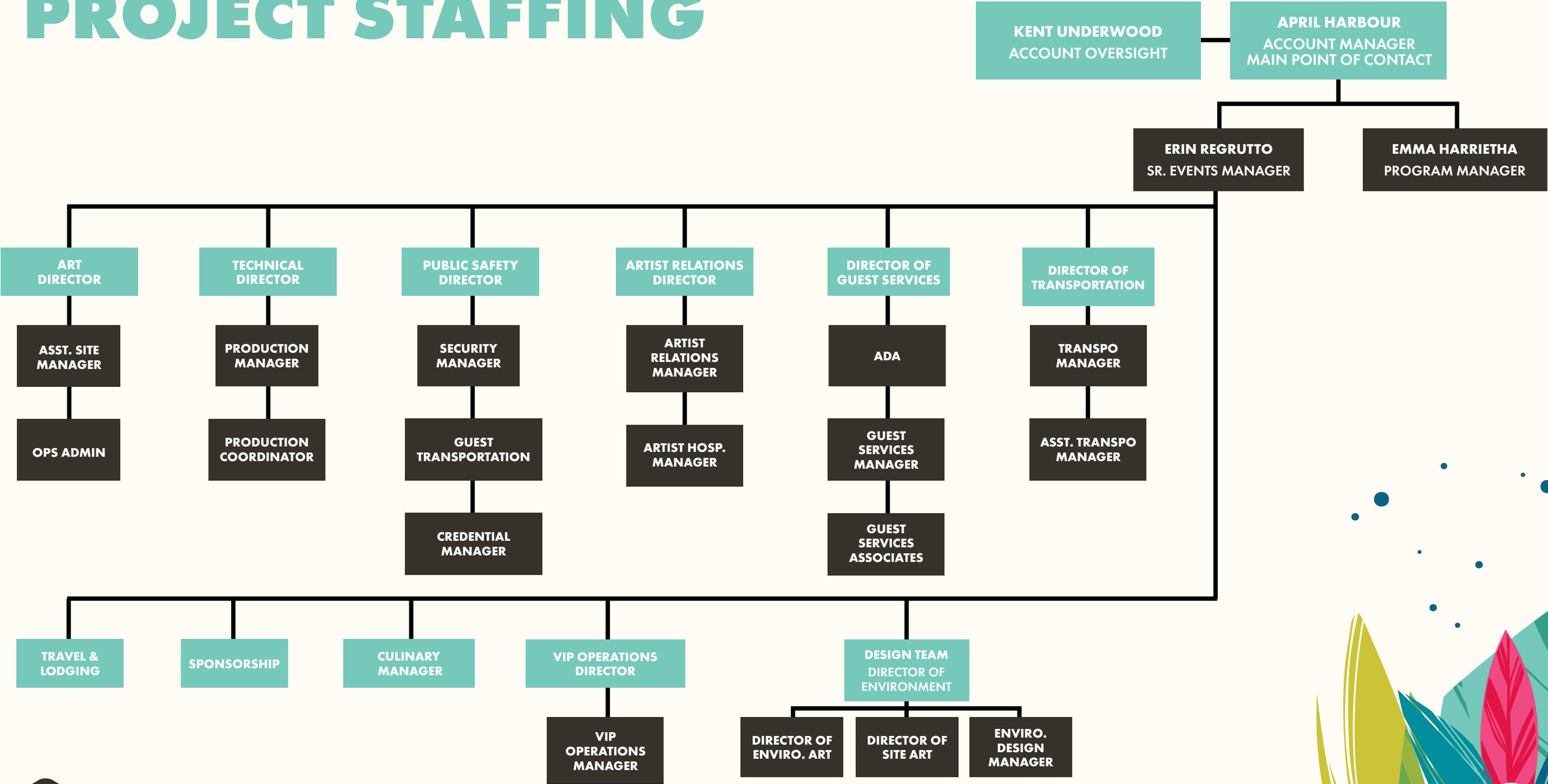
LEO has a wealth of experience in sponsorship activations, and our roots as a company in Event Marketing go back over 25 years. Our years of expertise on multiple levels blended with our extensive experience with events are an unbeatable combination when it comes to ensuring you and your brand partners mutually reach your strategic goals. We do this through:

- Client Communication – the most important element. We schedule lots of calls and provide detailed status updates, so your brand partners are always in the know. We're available to them questions and prompt in response. And we will provide pre- and post-show reports and recaps based on your preferences and their expectations
- Pre-Event Logistics – we make sure to confirm all of the details needed for the success of their activations. Passes, parking, signage, maps and site plans – we'll be to them for whatever you need us to be
- On-site Management – LEO will be at Bumbershoot to personally ensure each sponsor's experience is positive and streamlined. And in this turn-key production, our SA team can be solution-oriented, knowing exactly where to go within the festival team to get the answers and results they need



YOUR EVENT: SUBMITTAL REQUIREMENTS

PROJECT STAFFING



THE ESSENCE OF BUMBERSHOOT

Present a detailed plan of how you plan to sustainably work with the City of Seattle to maintain Bumbershoot's essential artistic and culturally diverse character while maintaining the Festival as an affordable celebration of arts and entertainment.

Our goal, as the Producer of Events is to satisfy the needs of the City of Seattle, Seattle Center, its affiliated associations and neighborhoods. In order to do this, we propose meeting with the Event committee on a regular basis.

LEO Events would recommend an initial in-person meeting with all necessary and pertinent parties as an Event committee, in order to organize and determine key objectives and goals. Following the in-person meeting, we would suggest a virtual monthly meeting in order to keep key goals aligned and to ensure proper tracking of milestones.

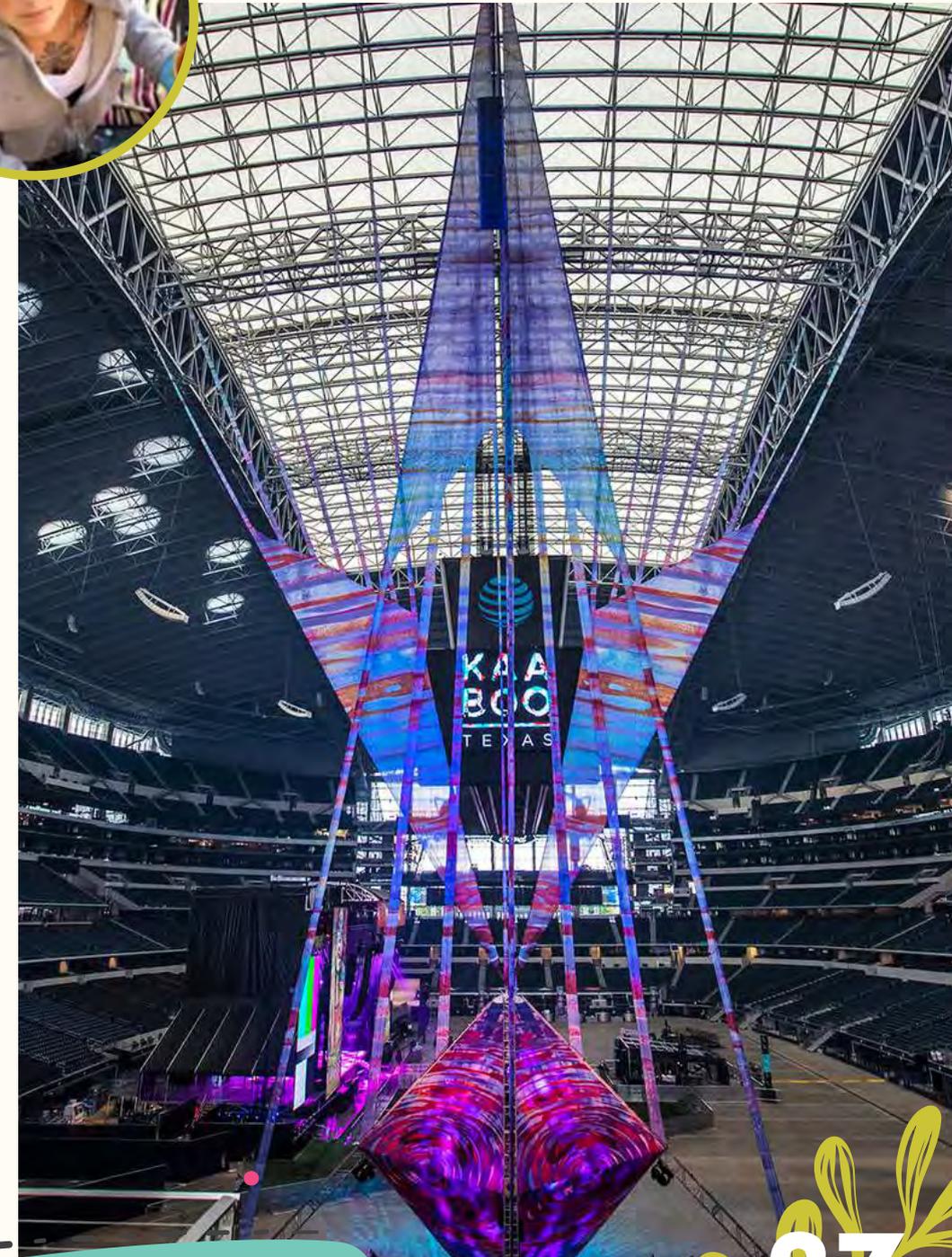
The objective is to provide a DEI Seattle-based multi-disciplinary and family friendly arts programming agenda that highlights the arts and cultural organizations within the region. LEO Events has produced art events in small and large scales. Our largest arts programs included art-in-motion, where visual artists painted live on buildings, 50' canvas or created temporary sand art while the festival(s) were happening. We would recommend a mix of visual and performing arts programming while maintaining a vision on "capturing the essence of art."

We envision having a [local] Director of Art for this Event, to assist in creating programming, overseeing quality control and working with local artisans to participate in Bumbershoot and its affiliated Events. This would likely expand to Seattle Center architecture, and the possibility of permanent art installations that can be appreciated throughout the year.



AMANDA LYNN

Muralist, Fine Artist, Conservator, and Art Director.



OUR PROPOSAL

Outline your proposed term of agreement with Seattle Center, including any extension periods. Explain how your proposal contributes to Seattle Center purpose, objectives and essential characteristics statement and the new vision for Bumbershoot purpose and objectives outlines above.

LEO Events strategy would be to assign a cost for overall production of the Bumbershoot Events, which would be budgeted alongside all other expenses and revenues to ensure positive cash reserve and break-even year-over-year. Depending on the level of involvement desired, LEO Events typically oversees the master budget and reports financials to their Client for final budgetary approval.

We are recommending a contract of 4 years with Seattle Center in order to Produce these Events, with the option of a 4-year extension. We believe in this amount of time; we'll be able to have a proven concept built and sustaining for long-term success.

OUR PROPOSAL

Identify how you would intend to engage Seattle Center, including the roles you and Seattle Center would play in communications, decision making, marketing, branding, and other elements of your proposal.

As the Production Partner, LEO Events would view Seattle Center as the Client. We would take the lead direction in terms of overall goals from Seattle Center while planning, creating and implementing all operational elements of the events. We would organize scheduled meetings, create and agree on a list of objectives that LEO Events would then execute on behalf of Bumbershoot, Seattle Center and its affiliates.

LEO Events would work with your existing positions, if there are any, to supplement where needed and to consult or manage whole departments on a case-by-case basis. We have a process for this that has worked well in the past, and minimizes effort on the part of the Client, without them having to give up control.

Identify how you would intend to work with community partners, Seattle Center Resident Organizations, and the neighborhood surrounding Seattle Center.

Special Events are not only an economical benefit to the community but often times require community involvement for successful events. Challenges may arise during the planning process which have to be mitigated such as residential establishments. Assigning a community relations director is often the best way to trouble-shoot conflicting challenges as they would act as a voice and representative on behalf of the community as a whole. LEO Events has experienced this type of situation previously, and this tactic has proven to deescalate situations before they arise.

PROPOSED SCHEDULE & OPERATIONAL PLAN

| | |
|------------------|---|
| September | Post-Event Wrap Meeting Event Load-In/Out |
| August | Pre-Event Meeting |
| July | Pre-Event Meeting Build Schedule Finalized Service-Provider Contracting Finalized Booking [Talent] Fees Paid Ticketing Sales Cont'd Marketing Strategy Continued |
| June | Artist [Visual/Creative] Contracting Food Vendor Contracting Ticketing Sales Cont'd Marketing Strategy Cont'd Mapping Finalized |
| May | Tickets On Sale Vendor Applications / Forms |

| | |
|-----------------|---|
| April | Venue Contracts Mapping Finalized |
| March | Venue Negotiations Community Outreach Finalized Marketing Plan Preliminary Ticketing Budget/Outline |
| February | Preliminary Mapping Plan Preliminary Marketing Plan Preliminary Budget Preliminary Booking [Talent] Preliminary Artist [Visual/Creative] Assets |
| January | Kick-Off Meeting + Site Visit Affiliate Introductions |



BUMBERSHOOT

FESTIVAL
MAP 2022

SEATTLE CENTER SEATTLE, WASH.

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GATES: 2:00 PM

BOX OFFICE HOURS
PASS SALES & WILL CALL

THURS 9/1: 12PM - 4PM
FRI 9/2 - SUN 9/4: 12PM - 4PM

BUMBERSHOOT

SEATTLE CENTER  SEATTLE, WASH.

SEPT. 1-4, 2022
50TH ANNIVERSARY

**DRAKE · DOJA CAT · BILLIE EILISH · THE WEEKND · BTS
ED SHEERAN · LIL WAYNE · TRAVIS SCOTT · OLIVIA RODRIGO · SZA
LIL DURK · YOUNG THUG · LORDE · FUTURE · GUNNA · HALSEY · LIZZO
GLASS ANIMALS · NF · KHALID · LIL TECCA · FLEETWOOD MAC · KID CUDI
SLEEPY HALLOW · FLORIDA GEORGIA LINE · 21 SAVAGE · FRANK OCEAN · SOLANGE
COLDPLAY · BAD BUNNY · POOH SHIESTY · FRANK OCEAN · BLACKBEAR · JOJI · ABBA
42 DUGG · LANA DEL REY · ZAC BROWN BAND · TYLER CHILDERS · LINKIN PARK · LEE BRICE
CAMILA CABELLO · CHILDISH GAMBINO · WILLOW · RINA SAWAYAMA · GORILLAZ · KALI UCHIS
MELANIE MARTINEZ · THE PINK SLIPS · 6LACK · NICK JONAS · SHINEDOWN · YUNG BLEU · LOGIC
CLAIRO · SHYGIRL · KIRBY · SKI MASK THE SLUMP GOD · BREE RUNAWAY · RICO NASTY · NIGHT LOVELL
TEMS · BRENT FAIYAZ · UMI · KAYTRANDA · BEACH HOUSE · KELSEY LU · MEN I TRUST · LOLO ZOUAI**

COMEDY & CONVERSATION

**KEVIL HART · CEDRIC THE ENTERTAINER · MOODY MCCARHY · SHARON LACEY
NEAL BRENNAN · ARMY YOUSSEF · IAN KARMEL · ZACK FOX · JO FIRESTONE
JUSTIN JAMES · MATT BAKER · JULIAN MARTIN · ANDREW SLEIGHTER · JO FIRESTONE**

CULINARY & VISUAL ARTS

**JESSICA HAAS · URBAN ARTWORKS · KSENIYA SIMONOVA · MEELI KÕIVA
DONALD JUDD · CHRISTINA QUARLES · NIKI DE SAINT PHALLE · ZANELE MUHOLI
THE WHITE SWAN · THOMAS KELLER · PAOLA VELEZ · YOSHIHIRO MURATA · GABY MAEDA
CARME RUSCALLEDA · WOLFGANG PUCK · ANNE-SOPHIE PIC · DOMINIQUE CRENN**



seattlecenter

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PLACEHOLDER TALENT



BUMBERSHOOT

SEATTLE CENTER · SEPT. 1st-4th, 2022

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BUMBERSHOOT.COM

MUSIC · ART · COMEDY · FOOD · KIDS' ACTIVITIES · FILM · MUSIC · ART · COMEDY · FOOD

FINANCIAL CONDITION

LEO Events has remained stable and profitable for the last 5 years, and throughout its existence – including during 2020, despite the cancellation of a great number of our events due to the pandemic. As a privately-owned company, we do not release our financials as a regular course of doing business. On numerous occasions, because we are regularly working for Fortune 500 companies on their large productions, we are asked to provide proof of financial stability which we are happy to do, always to their satisfaction. However, in those cases, all financial documents remain confidential under the terms of our contracts. We understand under the conditions of this RFP that all materials provided would be considered public records, and therefore open to anyone who seeks it, including our competitors. We are more than happy to divulge any information necessary to provide assurance of our financial certitude, proof of which we are confident we can convey. We would ask for a conversation as to the manner of presentation of those materials at a future time, in a way that – if possible – is not open to public record.

THANK YOU!

We have the people, experience, resources and commitment to collaborate with your team to generate a truly memorable experience for all your attendees.

We hope you have enjoyed this proposal as a sampling of our history, experience & capabilities, and that we demonstrated our ability to execute the deliverables in your RFP.

We would be thrilled to partner with Bumbershoot in 2022.

If you have any questions, please do not hesitate to reach out.



A handwritten signature in black ink, appearing to read 'Kent Underwood'.

Kent Underwood
Principal, LEO Events
kunderwood@leoevents.com
d: (423) 602.2195



A handwritten signature in black ink, appearing to read 'April Harbour'.

April Harbour
Director of Public Events & Festivals
aharbour@leoevents.com
d: (423) 954.7617

LEOEVENTS.COM

The LEO logo, consisting of the letters 'LEO' in a bold, sans-serif font, centered within a white pentagonal shape.