

# **Request for Proposal: Harley-Davidson Motor Company, Inc.**

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### **Evaluation Criteria**

The following is a summary of the criteria used to evaluate the responses to this RFP, and select a vendor.

(Please note that the order listed is not relevant to its importance):

- 1) Seller's background and experience with shows of similar size and complexity to the Product/Service noted in this RFP.
- 2) Seller's financial stability and resource base.
- 3) Seller's overall management structure and capabilities, particularly the resources necessary to perform and successfully adhere to the terms of the resultant purchase agreement.
- 4) Seller's cost, and its ability to maintain and/or lower those costs.
- 5) Seller's creativity and design capabilities.

### **INTRODUCTION**

This Request for Proposal (RFP) provides an explanation of the project, as well as defines the specific requirements and obligations of the successful bidder chosen to perform the activities described herein. This document also includes a standard response format and an explanation of how each bidder and their Respective proposal will be evaluated.

Harley-Davidson Motor Company, Inc. (hereinafter referred to as "Buyer") hereby requests that all vendors acknowledge the receipt of this RFP package by advising the Buyer's representative of their intention to bid, or not to bid. Vendors choosing not to bid in response to this RFP are asked to communicate their decision by returning the RFP package, with a letter of explanation, to the Buyer's representative within five (5) business days of the receipt of this package.

This RFP and all related confidential information is considered proprietary to Buyer, and is submitted only for the purpose of soliciting a response from potential vendors, and is subject to any Confidential Information Non-Disclosure Agreement previously executed by the parties. Buyer assumes no contractual obligation, nor is any intended, by issuing this RFP. This RFP does not obligate or impose a duty on Buyer to reimburse any vendor or any of its subsidiaries or agents for any costs incurred in the submission

of a proposal or in making necessary studies or designs for the preparations thereof, nor does it commit Buyer to procure or contract for the services or material provided therein. Prospective vendor response to this RFP should be prepared simply and economically, providing a straightforward, concise description of vendor's capabilities to satisfy the requirements of this request. Emphasis should be placed on completeness and clarity of content.

Buyer reserves the right to reject any and all proposal responses, or to make multiple or partial awards pursuant to this request. Award of a contract, if any, will be in accordance with the Buyer's Purchase Order Agreement that describes the rights and responsibilities of both parties and is executed between each party. This RFP, and response to this RFP, may, at Buyer's option, become part of the executed contract.

News releases or announcements regarding this RFP, or possible resulting contract, are not permitted and may not be announced by a Seller without the express written consent of Buyer. Seller may not use the Buyer's name, or any of its trademarks in any advertisement or press release without the prior written consent of Buyer.

### **1.0 BACKGROUND/OBJECTIVE**

Harley-Davidson Motor Company, Inc. is the world's leading manufacturer of motorcycles. This American institution will be celebrating their 100th anniversary in business on the weekend of August 28th thru the 31st of 2003 in Milwaukee, Wisconsin.

To culminate the celebratory weekend Harley will be producing the .....**"Party"**...., a spectacular celebration on the Milwaukee lakefront for 150,000 guests.

#### Mission Statement

**"To create an evening show that is one that at the same time is entertaining, memorable, and unique and celebrates the start of a new millennium for the company".**

**"A show that draws from the local community and one that underlines the company's commitment both to the community and the riders".**

*Andrew Empson  
Producer*

Website Address: [www.harley-davidson.com](http://www.harley-davidson.com)

### **2.0 PURPOSE**

Buyer is accepting proposals from entertainment, production, staffing, and construction companies to rent, construct, or supply goods and services including, but not limited to: rental equipment, pyrotechnics, construction materials, event design and fabrication, graphics design and fabrication, labor for installation and dismantle, show coordination and additional services such as theme development, video production, etc.

Qualified vendors must respond in writing by Noon on the Submission Deadline Date stated in "Appendix A". Proposals will be considered based on capabilities, creativity, costs and a thorough description of services offered which satisfy the requirements of the RFP. A minimum of two companies will be selected for final oral presentation to Buyer's selection committee. You will be notified by the Buyer's representative if your company is chosen for a presentation.

## **Harley-Davidson's Objectives**

An evening of spectacular entertainment and presentations ranging from live superstar entertainment, to prerecorded anniversary wishes from dignitaries around the world to live motorcycles rides among the audience. This free to the general public event is unprecedented in Wisconsin history.

## **Harley-Davidson's Target Audience**

The target audience is a mix of the riders visiting Milwaukee for the celebratory weekend, local riders, and anyone who wishes to experience the freedom of the road that Harley has stood for since 1903.

## **3.0 DEFINITIONS**

"Buyer", a term used to identify Harley-Davidson Motor Company, Inc.

"Confidential Information" means any and all unpublished information owned or controlled by Buyer that relates to the technical, manufacturing, marketing, sales or financial operations of Buyer or the event and that is not generally disclosed by Buyer to the public, including, without limitation, talent, design. Graphics, schedules, security arrangements, technical drawings and data, production techniques, business and marketing plans and strategy, product development plans, vendor identities and the like, whether disclosed orally, in writing, or by inspection.

"Documentation" means manuals, plans, drawings, specifications, parts lists, and other material related to the Product or Service, in hard copy, magnetic media or other form.

"Product", as used herein, shall mean all goods, labor, rentals and services provided by a "Seller" to Harley-Davidson Motor Company, Inc.

"Seller" is a term hereinafter used to identify the vendor awarded an order as a result of their response to this RFP and subsequent purchase agreement negotiations with Buyer.

## **4.0 REFERENCES**

Provide a comprehensive and current client list, including but not limited to, the following information:

- Types of shows previously involved in.
- List of clients and date of last involvement.
- Experience with exceptional shows.
- Sample Timelines / Production schedules for designing/installing/striking.
- Portfolio o examples of work for key clients.

Provide the contact names and phone number for at least one major client that we may contact.

## **5.0 PRODUCT/SERVICE OVERVIEW - STATEMENT OF WORK**

Please address the specific brands, quality, tasks, controls, and management procedures required to provide your Product or Service to Buyer's standards.

### **5.1 Design and/or specify if applicable**

Provide a description of your creative services or design department's structure and staffing. Include your design process for creating the product or service. If subcontractors will conduct work, list those companies, capabilities and explain their components in the project and how their work will be coordinated.

## 5.2 Installation, Strike, & Rehearsals

Provide an overview of your company's installation, strike, and rehearsal (where applicable) services.

Address the following:

Outline any and all labor requirements to be furnished or paid for by the Buyer including; quantity, hours, quality, and schedule.

Specify all labor charges included in the quote including quantity, hours, and quality of staff.

Do you have internal staff, including supervisors and laborers?

If you sub-contract, list companies, and their duties.

Do you guarantee a fixed labor cost for specific projects and if so, what are the terms?

Describe your On-Site Management Structure and labor procedures.

Outline what your technicians operate and what requires Buyer furnished technicians.

## 5.3 Buyer furnished Equipment

Describe any and all equipment to be furnished by the buyer. Specify the quantity, make, model, capacity, and any other particulars of the equipment. Specify acceptable substitute makes and models. Outline who will operate the equipment, their names, and their qualifying licenses on the particular type of equipment.

## 5.4 Changes and Modifications

Outline the process of notification as to change orders after the initial purchase agreement has been executed. Address any and all possible scenarios and the process to be used to acquire Buyer's approval prior to instituting the change.

## 5.5 Buyer reimbursed expenses

Outline any and all expenses that will be incurred in the completion of this contract that will be the responsibility of the Buyer. Detail their description, costs, necessity and the process for payment. Please be detailed as some of these expenses may already be supplied by the Buyer and this will avoid duplicate costs, i.e.; catering/per Diem, rental car/sponsor vehicles etc.

## 5.6 Buyer furnished Utilities

Outline any and all utilities or services required to fulfill this quote. Detail type, quantity, location, and all other specifications for electrical, water, or any required utility. Also outline any technicians and their schedule needed to hook up the named utilities.

## 5.6 Rates - Request for Quotations

Please quote the items outlined in Appendix A as follows:

RENTAL EQUIPMENT - **Itemize by line** - each item its rent, replacement value and rental period

PURCHASES - **Itemize by line** - each item and its charge

LABOR INCLUDED - Specify all labor (itemized by task), included and citing hours and quantity of supervisors and laborers

ADDITIONAL LABOR - Specify additional labor costs associated with the quote (itemized by task), including hourly rates and schedule

DESIGN INCLUDED - Specify any design costs included, siting scope and limitations

DESIGN NOT INCLUDED - Specify design costs not included in the proposal and show hourly charges and hours to be charged.

REHERSAL/PROGRAMMING - Include labor hours and/or charges allocated to programming and Rehearsals. Specify if they are included in the equipment or their charges.

OVERTIME/PENALTY - Site any additional fees, late changes, finance or service charges, etc. that could be associated with the quote.

FREIGHT - Specify all cartage charges if applicable.

## **6.0 GENERAL SELECTION CRITERIA**

Please provide a general summary of your company's history, experience and capabilities including the following information:

Company name and profile

Primary and secondary contact person

Telephone numbers including 24/7 cellular phones

Address

Years in business

Types of insurance provided. Amount of coverage.

Previous involvement in Harley-Davidson events.

Other shows or commitments in the same time frame as this quote.

## **6.1 Project Management**

Buyer will manage this project through the Buyer's representative. Explain the type of assistance that can be expected from the Seller's Project Manager. Address at least the following in your narrative:

Will the project manager be present at the show, install, rehearsal, or strike?

Method for Buyer's representative, to cure any contract deficiencies, including name and cellular phone number of a principal of the Sellers company.

## **6.2 Production Schedule**

Seller shall submit a production timeline detailing the dates and times of deliveries, installation, testing, programming, rehearsal, training, and any other necessary operations. Include show and strike times as well. Include any calendars, charts or graphs necessary to define the schedule List all circumstances when the Sellers ability to complete their quoted project is effected by supporting vendors and outline the remedy in the case of supporting vendor failure.

## **6.3 Management Requirements**

Please list the contact names and credentials, for the following individuals that will be involved in the quoted project. Include your company and any sub-contractors:

Project Managers

Designers

Specifiers

Technicians

Writers

Directors

Engineers

Field supervisors

ADDITIONALLY: List any other positions relative to your company's specialty, i.e.; Sound engineer, Cameraman, Lighting designer, etc.

## **6.5 Completion / Delivery**

Seller shall provide written certification that the product/service delivered is compliant with Buyer specific requirements, drawings and/or specifications. The Buyer's Representative will perform a visual

walk through with the Seller's Project Manager to confirm successful delivery and completion of the project.

### **6.5 Invoicing**

All invoices should follow the line item detail required in the quote. No "package" pricing will be acceptable unless stated so in the Purchase Order Agreement. All invoices should be submitted in a timely fashion to the Buyer as outlined in the Purchase Order Agreement. All invoices must be original drafts. No photocopies or facsimiles will be accepted.

Please specify your payment requirements with regard to time and method. Include all terms and conditions that would apply to this quote.

### **7.0 ADDITIONAL SERVICES**

Describe additional services your company provides including, but not limited to, the following:

List all goods and services available but not required in this quote, i.e. rentals, design, staffing, etc.

### **8.0 SUMMARY**

What skills and capabilities differentiate your company from competitors?

What is the basis of your company's competitive advantage?

Can you site examples of how your company has invented cost effective solutions to customer challenges?

Why, briefly, are you qualified to handle the Harley-Davidson account?

## **APPENDIXES**

### **A. Goods or Services Specifications**