



Event Planning Services (Informal RFP Event Planning Services - Laredo Convention & Visitors Bureau)

FESTIVAL DEL ANTOJO + AVOCADO FESTIVAL

19 / 06 / 2024

Description of services

Our Brand Apodaca group is a company with more than 40 years of experience in the industry of entertainment. Since 1978 “Representaciones Artísticas Apodaca” has impacted this industry developing a lot of regional artists and innovating in the way concerts and festivals are made. Nowadays, this company makes more than 300 concerts a year and have in their catalogue 9 different music festivals all around México, one of them being Tecate Pal Norte, the biggest music festival in Latin America, hosting more than 300 thousand people during the weekend of the event, 9 different stages and more than 100 artists.

In 2019 Apodaca Group associates with the foodology brand “El Blog del Gordo”, a brand with 10 years of experience in food marketing. Starting in Facebook, where they have more than 3.5 million followers, and emigrating to diverse social medias as Instagram and Tik Tok where they impact and engagement have seen a growth during the years. Both brands come up with this alliance with the mission of developing a new gastronomic experience in México, developing a new branch of gastronomic festivals called “Festival del Gordo” with the goal of being the biggest Food focused festival in México. Nowadays both brands have reached this objective, with their third edition together of the festival on the last 18th and 19th of May and receiving more than 100 thousand people between both days of the event.

The main purpose of this event is creating a space for families and friends to have a good time, where they can enjoy their day and taste some of the different plates that the different 120 restaurants and food trucks that are inside the festival have to offer. This festival includes different zones for different interests where you can find foodtrucks, restaurants, desserts and also a small market for different local entrepreneurs. Also, in this last edition we have 2 different stages, the secondary stage was focused in local musicians and the principal stage had as headliners “La Sonora Dinamita” and “La Fiebre Loka”. Also, between all the different experiences we had a Kids zone, a Ferris wheel, photo opportunities, a carousel, 4 different contests and several brand activations.

With the growth of this brand, they developed a second festival called “El Festival del Antojo”, this one was focused in bringing flavor to the weekend of Mexican families, attracting more snacks, desserts and markets, creating a space for the entrepreneurs to show their different business with the reactivation of massive events post pandemic. With 9 different editions of this event, being the last one on the past 13th and 14th of April with more than 30 thousand people and reaching different cities around Mexico like Tijuana and Torreon.

This food festival brand reached the U.S. in August of 2023 when we held our first edition of “El Festival del Gordo” in Houston, Texas. There were approximately ten thousand attendees during the weekend event. It was such a success that we have plans to return to the great city of Houston for our second edition of the festival.

Over the years, Apodaca group have made a lot of alliances with sponsors to develop great experiences for all the attendees in our events. In the last edition of El Festival del Gordo we have international sponsorship such as Pepsi, Nissin and Miller Highlife, and other national brands (Mexico) as Bimbo and Afirme and more. Where they contribute to our festival bringing their own plates and products for people to enjoy. Each brand had the opportunity to create their own space of activation to offer unique experiences during the event.

Apodaca Group have seen in the last couple of years a growth in the events they're making in the U.S., developing tours for different artists like Alicia Villarreal, Pesado and Jose Madero. In the case of "El Festival del Gordo" is already developing new markets. With the plans of reaching Guadalajara, going for second time to Houston, and now our new goal, to develop the Avocado Festival in Laredo Texas.

We are known for creating great experiences, and make from the ordinary something extraordinary, we have a great career creating concerts and festivals and the achievement of having the biggest food festival in Mexico. We have the expertise and the brand recognition to make the Avocado festival a great attraction for Laredo and reach new markets with our ideas, and this is how we are going to make it.

Strategic Plan

This kind of gastronomic events are constantly adapting to the city that will be hosting the festival. Depending the capacity, we could make a bigger event that can receive more attendees.

We would like to bring to the Avocado Festival the next areas.

- | | | |
|-------------------|----------------|--------------------|
| -8 restaurants | -10 Foodtrucks | -15 desserts |
| -35 entrepreneurs | -kids zone | -brand activations |
| -Restrooms | - foodcourt | -ferris wheel* |

**TO BE CONFIRMED*

Our master plan for the development of the festival will start 2 months before the opening day and consists in 4 different phases.

1. Planning phase:

1.1 Budget

It consists in create the plan we are going to follow for the development of the event and it all starts with the budget and the sales forecast. The promoter sits with the different share holders to determine the different costs we are going to have during this process and establish the different sources of income that the event is going to have, this includes the prices for the different vendors and the sponsorship packages. In the next chart we could see the primary expenses we are going to have during the event.

CONCEPT	QUANTITY	UNITARY COST	DAYS	TOTAL
TOLDOS 3X3	50	\$55.00	2	\$5,500.00
TOLDOS 5x5	8	\$100.00	2	\$1,600.00
VALLA POPOTE	200	\$25.00	2	\$10,000.00
ACCESOS	2	\$3,500.00	1	\$7,000.00
LIMPIEZA	40	\$350.00	2	\$28,000.00

MESA PICNIC	30	\$55.00	2	\$3,300.00
BAÑOS	16	\$90.00	2	\$2,880.00
MESAS DE JUEGOS	3	\$80.00	2	\$480.00
INFLABLES	2	\$100.00	2	\$400.00
SERVICIOS MEDICOS	1	\$500.00	2	\$1,000.00
SEGURIDAD	45	\$400.00	2	\$36,000.00
SISTEMA ELECTRICO	1	\$10,000.00	1	\$10,000.00
IMPRESIONES TOTAL	1	\$10,000.00	1	\$10,000.00
PERMISOS TOTAL	1	\$30,000.00	1	\$30,000.00
PHOTO OPPORTUNITY TACO	1	\$4,500.00	1	\$4,500.00
GASTOS VARIOS	1	\$5,000.00	1	\$5,000.00
FLETE	1	\$12,000.00	1	\$12,000.00
VENUE	1	\$30,000.00	1	\$30,000.00
VIATICOS 10 PERSONAS	1	\$600.00	5	\$3,000.00
PERSONAL MONTAJE 6 PERSONAS	1	\$1,200.00	5	\$6,000.00
ALIMENTOS PERSONAL MONTAJE	1	\$360.00	5	\$1,800.00
HOSPEDAJE 10 PERSONAS	1	\$750.00	5	\$3,750.00
TRANSPORTACION PERSONAL	1	\$415.00	6	\$2,490.00
PUBLICIDAD	1	\$3,000.00	1	\$3,000.00

TOTAL EXPENDITURES: \$217,700 TWO HUNDRED SEVENTEEN THOUSAND AND SEVEN HUNDRED DOLLARS 00/100 DLLS

There is also an **operation fee** for **\$49,999.00 dlls** that includes the next concepts:

- Use of brand "Festival del Antojo"
- Use of personal image Edgar Elizondo/Blog del Gordo
- Operative team (10 personas)
- Social media campaign
- Beverage sales supervisor
- Assemble supervisor
- Operative director
- Person in charge of customer service

Although it looks like an ambitious project, all these costs are necessary for the development of a great-quality event, some of the expenses are centered and giving a good space of work to the different vendors, where they develop correctly their work and create a great experience for all the assistants that interact with their stands. Also, it considers all the team of people that are going to be working in developing this project, we will talk about the specific role of each person in the team ahead in the document, but is important to consider this at the expenses because are the people that are well experienced to develop and make this event come to reality.

Sometimes cheap things could be more expensive at the development of an event, that's why we search for quality suppliers and workforce that can help us to develop the event as it has to be. We

need to focus in developing an extraordinary event and sometimes to achieve that we need to use some of the budget we have. Also, we want to collaborate with the city of Laredo, for helping us with their expertise and contacts to find the best alternatives for some suppliers.

The different costs we show are an estimate based in our experience in other events at the US.

1.2 Vendor service plan

Once the budget and sales forecast are completed the sales and commercial team starts with their part of the work.

For the different vendors we are going to have during the event we have 2 different sales teams, one focused in food and another one focused in entrepreneurs, both teams make public the call for vendors to register for this event and analyze different aspects for determine which ones will be at the festivals. Commonly we analyze the quality, variety and innovation that each vendor sells, also each team communicate the prices for each category of vendors, the prices could go around the \$150 to the \$800 dls depending on the category (markets are the cheapest ones and restaurants the most expensive), and start to close the sales for the operation team have a precise idea of how to distribute each of the different areas. Also is important to know that the different prices are determined by the different costs that each space will have, like the sunshade, electricity and branding of the space. We search a good amount of local and foreign vendors, to give a reason for local people to support the business they already know and a foreign taste to attract new markets and give a different value proposition to the people of Laredo.

We expect that the distribution for this team will be 8 restaurants, 10 foodtrucks, 15 desserts and 35 market entrepreneurs. giving us a total of 68 vendors for the event.

1.3 Sponsorship service plan

On the side of the sponsorships, we have a commercial team that is focused only on the big brands that could have interest in this event. For these brands the prices are bigger, going around the \$5,000 to \$15,000 dls. We already have databases and contact with a lot of different brands that we know that a festival of this style could be of their interest, the commercial team starts with calls and meetings with different brand managers and the negotiations starts to generate win-win situations that could give an extra value to the event. Each brand is different, and the metrics each brand wants to see an impact on can vary with the purpose of each of them. One side is focused to see an impact in their sales and they want to do sampling or sell a new category of products inside the event. Other ones go through the way of achieving more brand recognition and like the presence in social media, product placement and photo opportunities for people to interact with their brand. As we mentioned before our experimented commercial team has close a lot of different brands just in the gastronomic events like Bimbo, Pepsi and Miller, so the existence of brands that could be interested in an event of this style already exist and it grows with a lot of brands wanting to reach the American market.

In the next images we could see a little bit of how the brands make their activations during the event.



1.4 Beverage sales plan

Another fundamental part that starts to develop in this phase is the planning for the beverages sales and for this category we have another side team that develops this part of the event. The first task is to develop a different sales forecast just for the beverages (it should be also considered in our main budget). This area, unlike the food category, is operated by the team of Apodaca Group, so the sales of this zone are reflected during the event. The role of this team is to estimate que quantity of beverages that we are going to sell during the event, following tendencies of past events and the market growth in each place. Also, they work along with the commercial team that searches the exclusivity of certain products as soda and beer. Our team establish a main operator for the sale of beverages of the event and that person is in charge of obtaining all the supplies that are needed during the event, like ice, product, labor force that will help us selling the products during the event.



For an event of this size, we could estimate around 2500 beers and 5500 sodas/water that we could sell during the event.

1.5 Permits

And last but not least in this phase we expect the city of Laredo to support us to get all the permits we need for the development of the event and to sell alcoholic beverages during it.

1.6 Closure of Planning

These different activities are fundamental for the planning phase because they give us a perspective of how so much money we are going to need for the development of the event and also with the flow of income it gives us the perspective of how so much money we have to start with the next phase.

2. Pre-production

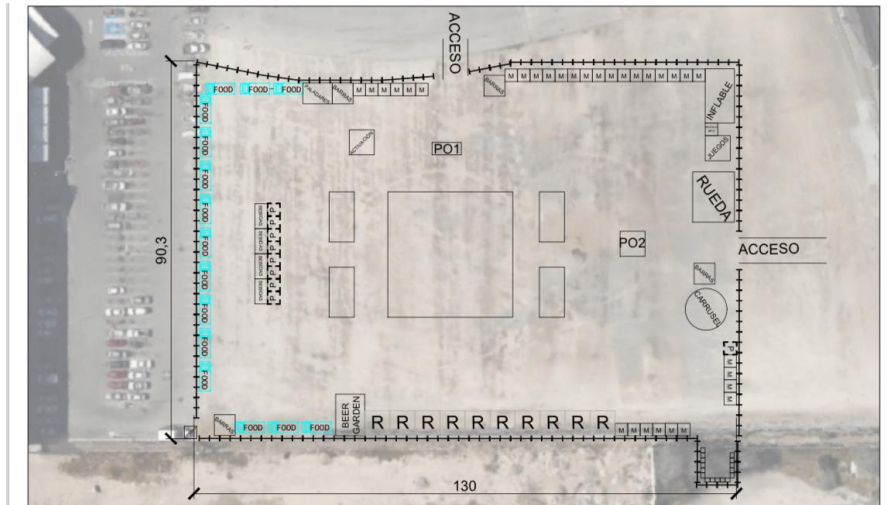
Once we have the planning phase completed, we can have visibility of the different things we are going to have inside our event, the quantity of different vendors, some idea of the quantity of sponsors that could develop a brand activation and we can start to develop a layout of the event.

2.1 Venue and layout

For starting to do the layout is important to have a clear budget to understand which venues we could use for this event, at the time of choosing a venue we consider some characteristics for developing the perfect event, some of them are the next ones.

- Dimensions or size of the terrain: A food event has a constant flow of assistants, although we expect a large quantity of people, the maximum quantity of assistants at the same time inside the event can vary with the dimensions of the venue. For the type of event, we expect to do we would recommend a venue that could have around 5000m² for develop the whole event.
- Parking Space: A lot of people at the time to assist to a free event this is a critical aspect for them to stay more or less time or even to arrive to the event. Having in your event a great space for parking lot could be key for the easy access and to attract even more people to stay in the event. We recommend a space that could contain around 500 to 800 cars at the same time.
- Accessible for assistants: Similar to the parking space aspect, at a free event if your venue is too far away of town, isn't well known by people just by hearing the name or there isn't a lot of public transport flowing by this place it could be very difficult for people wanting to reach out to visit our event, so is important to consider this at the time of choosing a place for the festival.
- Quality space: This is the most important aspect. If the quality of the venue is great it would generate a positive impact for the development of the festival. Its important to consider that its not only good quality for the assistants but also for the assemble of the event, that we could make a great distribution of the different zones, that it has shadow is a plus value added for all the involved parties, and that it checks all the marks for creating the event in that space. It's recommended to it be an outdoor venue because it generates a better experience for this kind of events.

This is how a layout of this type of event will look like. There are variations depending on the size of the venue, the different vendors and activities we would like to include, to adapt it to each event.



2.2 Suppliers

Once we consider all these aspects and we choose our venue for the Avocado Festival, we can start making our layout and see really the quantity of things we will need during the event. We need to have already estimated quantities of the things we need and how so much it will cost us, this numbers we will have them in our initial budget, and now we have to quote different suppliers to decide the best options for the development of the event. For this aspect we would expect the collaboration with the team of Laredo to help us connect with new suppliers to have a greater variety of options to choose. Important to consider quality-price aspect. This phase will start 2 months before the event to start and we have 4 weeks to review the different options and consider the best ones to see the numbers compared to the budget. At the end of this time, we need to have selected most of the suppliers and start to make the down payments.

2.3 Marketing plan

Also, during this month, we will start with big quantity of marketing and publicity. Although the date of the event can be announced since the first month of work, the big scale promotion will be centered during the last month of work. As it's a free ticket event, if we show all our publicity in advancement the people will forget the information about the event, we want to generate a lot of presence in a short lapse of time for generate the acknowledge of our assistants and constantly have the presence of the date in their mind, also to create that feeling that is next to happen this event so the people start to separate their weekend for this festival.

Our publicity will be centered and taking the most of the presence in social media of our associate El Blog del Gordo. With content in Facebook, Instagram and Tik Tok we will search to attract 2 primary segments. The first one youngster between 21 and 27 years old, a segment that is already in university or early graduates that already generate their own income and that can visit the event primarily in groups up to 4 people, where they can purchase different plates and enjoy of the variety of taste that we have in our event.

Our other segment are parents in their 35 to 45 years old, searching to attract families that have from 2 – 3 kids at different ages, generating a nice moment of gathering between families where they can enjoy of the different attractions as the kids' zone and would love the variety of desserts we can offer.

We have different goals that we want to achieve with our strategies like the next ones.



- Generate a whim in our new viewers

This will help us to attract a lot of people that want to search plates that they don't eat every day, rising the promise that at our event they will find their favorite plates to attack their whims. We will achieve this generating short videos that will show the process of preparing different plates that they can find at the event, generating intrigue and hunger for the viewers and showing them that at this event they can found the food they saw at the videos and more.

- Maintain informed our loyal costumers

We upload a lineup of the different vendors we will have, making allusion to the line up that music festivals generate. Also, different posts with countdowns and tips that will make the experience of visiting this festival a more comfortable one. This will show how easy is to come visit the festival and motivate the people that already know us to come to this new event.

- Exclusivity of the Avocado plates

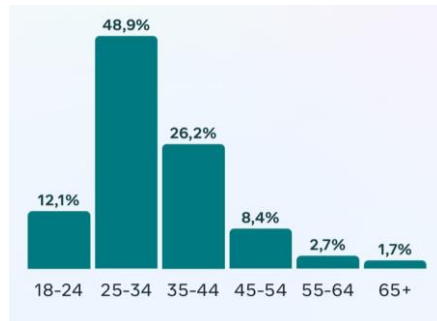
The plan is that the different vendors come with new plates using the avocado as a main ingredient in their recipes, and showing that only at this event they could find these exclusive especial plates that are design for this occasion. People like this kind of content because we generate that idea that are plates that they won't find in other places.

- Extra exposure of our vendors

We generate a template for our vendors to upload to their social medias, if their followers don't know our event, they will start hearing about us knowing that their favorite restaurants now they will be in this event, attracting new consumers that will search them at the festival. Also, this will give us different content where we can repost them and also generate presence at our social media.

Something important in marketing is the data, here we have some of the statistics of the last month of the social media during the events.





As we say, the market of people we want to focus on is the primary segments in our social media, commonly our social media have a big growth 2 weeks before the event and during the event, in that moments is where we need to generate more presence in social media for generate a bigger impact with our audience.

2.4 Closure of pre-production

With all this work done we start the planning of our most important phase that is the production where we need to schedule all the different suppliers and vendors we have during our weekend. We have to do this with time for mapping all the process of the development of the event and seeking that everything is ready for the big day.

3. Production

With all the pre-work we made in the last 2 phases we should have everything ready for starting to assemble the festival. This phase divides in 3 steps for the development of the event.

3.1 Arrival

If our event is going to start on Saturday, this step should start on Tuesday, we start loading the truck with the cargo needed to move to the event, this took around half a day to dispatch the truck to their destiny, and the next day we start to moving all the team to the city of destiny.

This phase has to occur pretty quickly and with a lot to attention to bring all the necessary material and to arrive with time to the city of destiny to do a quick check of the venue and the material we bring to see that everything is in order and ready to start the step of assembly.

3.2 Assembly

This step varies depending on the size of the event, for this one we expect to use 2 days (Thursday and Friday) for the assembly of the whole event. For this we need stage hands that will help us to develop all the different things we need to assemble during the event and also, we will have a schedule for the different suppliers we are going to have.

We schedule most of the big suppliers the first day of assembly for the different restaurants, food trucks and other vendors to arrive the second day of assembly to prepare the details of their stands. We have to consider all the different times we are going to need for the assemble develops orderly.

Once we have all staged in order with all the different involved parts and every stand is ready, we have to supervise all the safety matters. First of all, the security, an event of this size can be operated with 25 security elements where 10 elements are used for entrance, 8 are used for the perimeter and 7 are inside the venue securing different checkpoints.

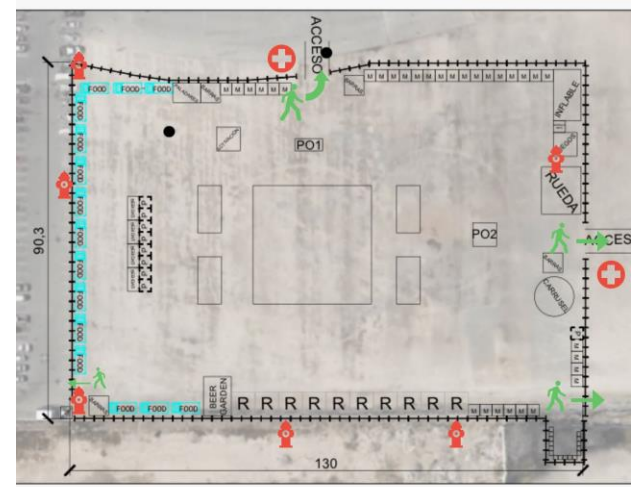
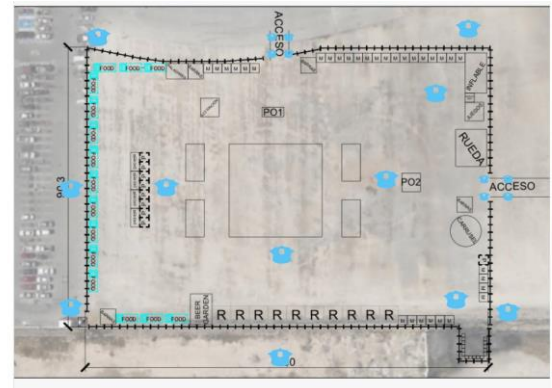
3.2.1 Safety

For the safety guidelines we made some regulations that the different vendors need to follow, the primary aspects are that everyone needs to bring their own and new extinguisher, if they use gas tanks for their kitchens, we inspect each of them searching for leaks and if we found one the vendor can't operate during the event. Also, we have different procedures depending on the type of situation that can occur inside the event.

We situate evacuation routes inside the venue and we explain to the private security how are we going to operate in case we need to treat some malfunction during the event.

Also is fundamental to have an ambulance always inside the venue and a medical care spot inside the event for every circumstance for small it is.

All the different safety guidelines will be adapt with the suggestions the city of Laredo and the local authorities (police and fire department) establish.



3.3 Operation

The event duration is from 12:00 hours to 23:00 hours and we have 3 critical moments that we need to be monitoring constantly. The first one is the opening of doors because we need to be monitoring the flow of people since the first moment, is the time to recognize if there is a mistake to solve it meanwhile there is still a small quantity of people. The second moment is when it gets dark, this because are the moments when the consumption of electricity is the highest, and more problematics can emerge in this area, we need to be supervising that everything is working correctly and functioning well. The third moment is the close of doors, because we need to make it in order to make it quickly and start to clean up and leave everything ready for the second day of the event.

3.3.1 Operational team

Also, we have a great team of people that are centered in the operation of different areas during the events. The first area is everything around food (restaurants, desserts, and food trucks) this person is in charge to supervise that everything is ready at the moment of opening doors, this person supervise that all the guidelines of safety and regulations are being fulfilled, and any inconvenience with the vendors he is in charge of solving it.

Then there is a person in charge of the entrepreneur's market. This role is similar to the one of the people in charge of food, this person looks out that everything is ready on time in this area but the size of the vendors is larger because this person is supervising around 40 different entrepreneurs.

There is a person in charge of social media and creation of content during the event, is in constant movement trying to get the best pictures and videos for make a good promotion for the event and also for generating personalized content for the different vendors that are in the event.

We have a person in charge of customer service, that is attending the different inconveniences that can come up with the clients, this aspect is very important because we need a person that can solve fast and have some tact for keeping the clients happy. Along with this area there is a person in charge of the different services like a kid's zone, if we have contest and other extra areas, this person is in charge of keeping control of this.

Also, a very important operator is the electrician, because this person is in constant movement reaching all the areas and seeking that the consumption of electricity is going with the planning we made. If some area is having a technical problem with the electricity, this person needs to solve it at the moment because those inconveniences could affect other areas in the festival if isn't solved correctly.

And finally, we have the main operator, this person is in charge of coordinating all the different groups of people and also gives a hand to all the different areas seeking that everyone is accomplishing their role. This person is mainly in charge to coordinate the private security, cleaning teams, local authorities, brands, entrances, flow of people and tries to anticipate to the different problems that can emerge during the event.

With this group of people constantly working and focusing in their role we can secure that everything is going to flow as it is planned. And after 2 days of event, we close doors and we can go to the final step of this process.

4. Post Production

4.1 Dismantle the event

This is the last phase of the event where we dismantle all the different things in the event, normally we schedule the suppliers to start coming just when the doors are closed of the event, so the dismantle of it starts since all the assistants of the event are gone. The night dismantle is focused in taking all the things that are going in the truck and just leave the material of some of the suppliers for them to take all of it the next day.

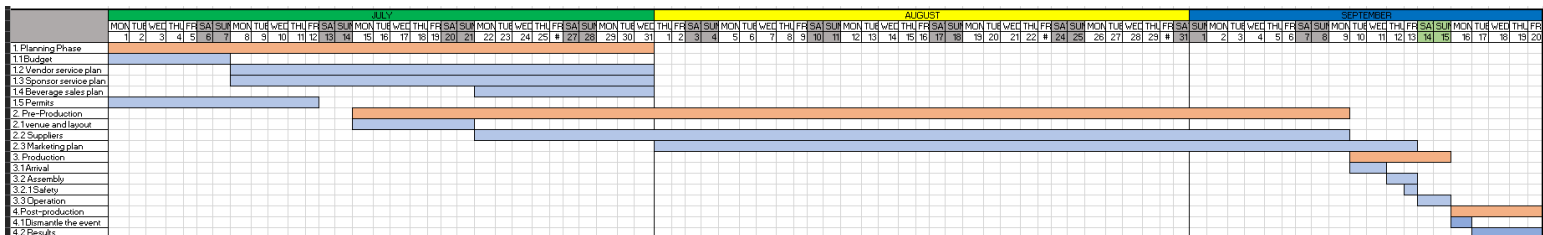
4.2 Results

Also, we establish an extra cleaning team for leaving the venue in perfect conditions, they stay all the posterior day of the event, taking out all the garbage that was left. The foodtrucks leave of the venue also once the doors are closed and the event is finished, and the restaurants and the rest of vendors need to take out all their material also that same night.

Once we headed back to our home town, we need to start to generate report for measure the success of the event. The metrics that we use the most are the next ones.

- Assistants: We have counters in all the access of the event, this for having a control of how many people we have at the same time inside the venue and the total of assistants at the end of the event per day.
- Social media: We look at how many interactions and how many new users we reach during the weekend of the event. Also, which type of content was more attractive to our users and generate a bigger engagement. Also, as we commonly have other brands involved in the project, as the sponsors and vendors, so we look out the impact we generate with our content to their brands how many followers they grow and how many interactions the content we made for them have.
- Income: we look out all the different expenses we have and all the variable costs we have during the event, to make the final cash flow and understand how profitable this event was.

Also, we can search different metrics for understand our growth depending on what are we looking for at each event. And with all these aspects we complete the process of developing the Avocado Festival. We can see all these things reflected in the next Gantt chart that resumes all the work we are going to do.



LINK GANTT CHART:

<https://docs.google.com/spreadsheets/d/1otgaASqDuA6YI88KQnLPc4tqwBE-8bupCpS4rXbA3E/edit?usp=sharing>

FESTIVAL DEL ANTOJO + AVOCADO FESTIVAL

With all the different information shown during the whole document, we consider we have the experience and expertise to develop massive events as no other. We are focused in continue developing the food festivals all around Mexico and the U.S. We believe in our capacity demonstrated performing 9 different music festivals and just this year in plans of performing 7 gastronomic festivals and wanting to include Laredo to this List.

We have the contacts to make this event different like no other, to attract a lot of vendors to give taste to this event, and get help of big brands for develop a quality event like no other. We want you to see how all our expertise is shown with our planification, that is part of the success that we develop around the years.

Our work in the United States is growing every year, and we want that the Avocado Festival to be part of the development we are having in this new market.

REFERENCES

In the next link you could see 3 recommendation letters of clients we had for different events at U.S.

https://drive.google.com/drive/folders/1-kMWhokFp4sFG7qVVMWvq41twsdM1wHH?usp=drive_link