



AMERICA'S CUP EVENT AUTHORITY
AMERICASCUP.COM

Request for Proposal Workforce Catering and Public F&B Concessions 35th America's Cup, Bermuda 2017

1.1 Invitation

The America's Cup Event Authority ("ACEA") has issued this Request for Proposal ("RFP") to provide the services described in Appendix A attached (the "Services").

1.2 Background

The America's Cup is the oldest trophy in international sport and the preeminent international sailing competition. Initially a one-on-one competition between teams representing the nations of their respective yacht clubs, the America's Cup has evolved into a multi-team competition featuring the best sailors in the world on the world's fastest and most innovative boats – wing-sailed and foiling AC45 and AC50 catamarans.

The 35th America's Cup begun in 2015 and has carried on through 2016 with the Louis Vuitton America's Cup World Series, raced in venues around the world. This feeds into the main events in 2017, which will narrow the field to just two: the top challenger and the defender, ORACLE TEAM USA, who will then face each other in the 35th America's Cup Match in Bermuda in June of 2017.

The Events will be sailing races with accompanying live entertainment, an interactive sponsor, spectator and fan experience zone called the America's Cup Village, comprehensive hospitality and guest experience offerings (both on-land and on-water) and a world class global television broadcast.

The Events will take place at the Royal Naval Dockyard in Bermuda from 26 May 2017 to 28 June 2017

1.3 Objective

ACEA is seeking suppliers and vendors of record for the supply of;

- (1) ACEA WORKFORCE TEAM CATERING**
- (2) PUBLIC FOOD AND/OR BEVERAGE CONCESSIONS.**

Our goal is to obtain fair value for money while aligning ourselves with a service-oriented, socially responsible firm that best matches our principles and priorities while offering quality at competitive pricing for our supply requirements.

2. INTRODUCTION

ACEA has the responsibility of delivering the “America’s Cup Village” for the 35th America’s Cup in Bermuda in May and June 2017. The America’s Cup Village will be entirely temporary and as such a number of temporary facilities and supporting infrastructure will be required to deliver the Event in 2017.

The America’s Cup Village includes;

- 7 x Team Bases
- 3 x Hospitality Facilities (approx. 500 pax each)
- 1 x Media Centre (up to 200 media)
- 1 x Grandstand (up to 750 pax)
- 1 x Retail store
- Kidszone and technical area
- Sponsor activations
- F&B concessions
- Broadcast studios

Attendance is expected to peak at over 10,000 for the America’s Cup match days and may average around several thousand on other days.

Please find the America’s Cup Village Draft in Appendix 8.1

3. SUPPLIER & VENDOR OPPORTUNITIES

ACEA is looking to appoint;

(1) A CATERING SUPPLIER (“Supplier”) OR CATERING SUPPLIERS (“Suppliers”) that have the capacity to manage the entire full scope or alternatively we could utilise multiple suppliers to meet the same requirement **for ACEA WORKFORCE TEAM**

(2) A VENDOR or VENDORS to supply **PUBLIC FOOD AND/OR BEVERAGE CONCESSIONS** that have the capacity to manage the entire full scope or alternatively we could utilise multiple vendors to meet the same requirement for the PUBLIC

The options to tender for are;

(1) A CATERING SUPPLIER (“Supplier”) OR CATERING SUPPLIERS (“Suppliers”)

OPTION (1) A – LUNCH BUFFET

ACEA would provide a tent or facility with tables and chairs within the dockyard area and the supplier would provide all the necessary equipment to serve a warm lunch on a buffet format for a period of 3 hours and also being responsible for the setting up, managing, operating and cleaning of this area. See detailed in section 3.1 of this document.

OPTION (1) B – LUNCH BOX

Produce and deliver daily to a pre assigned location in the dockyard area a packed lunch for all the workers detailed in section 3.2 of this document.

3.0 SCOPE OF WORK

Below there is an overview of the groups that ACEA needs to cater for and the maximum number of people per group at peak periods. Please note that these numbers are indicative only;

1. Workforce ACEA (85pax/day aprox)
2. Media Center (up to 100-200 pax/day aprox)
3. Volunteers (250 pax/day aprox)
4. Extended Staff Contractors (up to 100 pax/day aprox)
5. Partner Staff (20 pax/day aprox)
6. ACTV (up to 66 pax/day aprox)
7. ACRM (up to 45 pax/day aprox)

3.1 TIME SCHEDULE

- 1 May 2017 – Catering service starts partially
- 26 May 2017 – Catering service fully operational
- 28 June 2017 – America’s Cup Village closes*

*Earliest finish date could be Sunday 25 June if one competitor wins 7 races consecutively

For Calendar of Events information please refer to Appendix 8.2

3.2 Supply of Lunch Buffet – Option (1) A

3.2.1 The lunch buffet should consist of at least one vegetarian and one meat dish choice per day and be healthy and nutritional. Other dietary requests will be passed on when and if received. Please provide examples of seven days menus within your proposal. Please also state which drinks you would have on offer and within your tender account for two drinks per person.

3.2.2 The chosen provider would need to transport all of the food and equipment to the America’s Cup Village in Dockyard in accordance with all local food health and safety regulations.

3.2.3 Chosen provider would need to provide all necessary equipment to present, keep warm and serve the Lunch Buffet.

3.2.4 Chosen provider would need to provide suitable cutlery and glassware for the clientele to eat the Lunch Buffet.

3.2.5 Chosen provider would need to provide sufficient refrigeration for any buffet cold items and/or cold drinks as well as warmers and other equipment for hot buffet, teas and coffees.

3.2.6 Please state how much space you would require for:

- a) The Buffet and other FOH equipment i.e. drink fridges
- b) BOH kitchen for holding food and storing clean and dirty equipment.
- c) Parking requirements

Please presume at this time that you will need to take away all dirty equipment to clean offsite and return the following day clean.

3.2.7 Please provide a schedule and breakdown of the staff that you would have in place on a daily basis to manage and operate the serving and cleaning of this facility.

3.2.8 Vendor to comply with ACEA green guidelines as described in Appendix 8.3

3.2.9 Please note that ALL packaging used within this option has to be sourced from Butterfield & Vallis and must be environmentally friendly

3.3 Supply of Lunch Boxes – Option (1) B

3.3.1 Please provide example menus for three days of Lunch Boxes, both vegetarian and standard. The Lunch Boxes should be healthy and nutritional and consist of at least the following items;

One healthy wrap or sandwich

One salad or something similar – Bear in mind that some packed lunches will be eaten out on the water so please ensure that these salads are ‘heavy’ (i.e. pasta, cous cous etc) rather than ‘leafy’ as they may be blown away.

One health bar

One piece of fruit

One savoury product

One sweet product

One packet of crisps or similar

One non plastic bottle of water

One other drink

3.3.2 Please ensure that each packed lunch contains suitable disposable cutlery to eat contained products and a napkin.

3.3.3 Please provide a warm lunch box option if this is something you are able to provide.

3.3.4 Supplier to comply with ACEA green guidelines as described in Appendix 8.3

3.3.5 Please note that ALL packaging used within this option has to be sourced from Butterfield & Vallis and must be environmentally friendly

3.3.6 The chosen provider would need to transport all of the packed lunches to the America’s Cup Village and store in suitable refrigeration/heating equipment (provided by yourselves) in accordance with all local food safety regulations as per Appendix 8.7

For more detailed information on pack lunch numbers please refer to Appendix 8.4

INFORMATION TO BE PROVIDED IN RESPONSE

- Indicate if your company could cater for all the groups listed on point 3.0 above or only for some of the groups. In which case indicate which group/s and which catering option (A or B) you would deliver for that/those groups. I.e. You could deliver a warm lunch buffet for the Workforce ACEA team and a lunch box for the ACRM team.
- Packed Lunches - a price per head to include production, delivery, refrigeration and/or equipment to keep food warm on site, cutlery and cleaning of the space and equipment.
- Provide examples of previous experience of working at outdoor major events and specifically any crew buffet or packed lunch solutions provided.
- 7 days of proposed menus for both the buffet and packed lunch options

(2) A VENDOR or VENDORS

OPTION (2) A – FOUR FOOD VENDORS (with Bar & Beverage Services included as part of a typical F&B concessions structure). Vendors will be Permanent throughout the entire event. ACEA to provide a physical structure that will include a back and front of house area suitable for providing such services.

OPTION (2) B – ONE FOOD VENDOR (as a stand-alone Café with Bar & Beverages)

Vendor will be Permanent throughout the entire event. ACEA to provide a physical structure that will include a back and front of house area suitable for providing such services.

OPTION (2) C – FOOD TRUCKS

All interested Vendors should apply. A rotation of different Vendors will be selected to operate on Friday, Saturday, and Sundays during increased volume. ACEA to provide necessary services for operation.

OPTION (2) D – ONE ICE CREAM TRUCK

Vendor will be Permanent throughout the entire event. ACEA to provide necessary services for operation.

OPTION (2) E – UNIQUE FOOD OFFERINGS (BAKED GOODS, NON ALCOHOLIC BEVERAGES, SWEETS)

All interested Vendors should apply. A rotation of different Vendors will be selected to operate during quieter volume days (Monday-Thursday) with Friday, Saturday, and Sundays including ALL selected vendors. ACEA to provide necessary services for operation.

OPTION (2) F – ONE BAR SERVICE PROVIDER

Vendor will be Permanent throughout the entire event. ACEA to provide a physical structure that will include a back and front of house area suitable for providing such services.

Important notes for vendors:

Appendix 8.2 provides a draft calendar of events.

Operations dates for vendors:

- 14 May 2017 – Vendor set up and prep
- 22 May 2017 – Dry run (operations testing)
- 26 May 2017 – Catering service fully operational
- 28 June 2017 – America’s Cup Village closes*

*Earliest finish date could be Sunday 25 June if one competitor wins 7 races consecutively

**Breakdown of vendor’s areas must be complete by June 30th 2017

INFORMATION TO CONSIDER IN YOUR RESPONSE:

- Potential Vendors should include a Company Profile detailing previous experience and key reasons you would be a suitable vendor for the America’s Cup.
- All vendors must provide example menus (min 5-max 10 items) and pricing (up to a max of \$25)
- Vendors must stay open during advertised hours as noted on Appendix 8.2
- Permanent Vendors must be able to scale services based on daily ticketed projections
- Vendors must be flexible and able to provide services on reserved days when needed
- Official Sponsor Beverage Brands must be used by all vendors at equal pricing without conflicting with other brands. Official Brands can be found in Appendix 8.5
- Vendor to comply with ACEA green guidelines as described in Appendix 8.3
- Please state how much space you would require for (a) FOH equipment i.e. drink fridges and food display (b) BOH kitchen for storage, prepping, cooking and cleaning (c) transportation plan

- Revenue Sharing and Daily Operating Fee – Selected vendors must enter a Revenue Sharing relationship as a percentage of gross receipts and pay a daily operational fee to cover operating services offered by ACEA. The cost of this will be determined based upon your individual vendor needs.
- ACEA to provide all POS (Point of Sale) services
- Vendor to comply with ACEA in accordance with all local food safety and regulations. Please refer to Appendix 8.6

4. ADDITIONAL INFORMATION

For additional information or queries in relation to this RFP please contact:

Noelia Morell
Operations Manager
America's Cup Event Authority
noelia.morell@americacup.com

Chris Garland
Public Food & Beverage Concessions Manager
America's Cup Event Authority
chris.garland@americacup.com

5. RFP SCHEDULE AND KEY DATES

03 Dec 2016 – RFP distribution
06 Jan 2017 – Deadline for suppliers and vendors to submit the RFP
20 Jan 2017 – Ongoing reviews and discussions
27 Jan 2017 – Successful suppliers and vendors appointed
15 Feb 2017 – Terms agreed and contracted

6. RFP SUBMISSION

Please indicate in your response which option(s) you are responding to

Deadline for responses: **6th January 2017**

Please submit all responses via email to both:

noelia.morell@americacup.com
chris.garland@americacup.com

7. LEGAL TERMS

In responding to this RFP, each Respondent accepts and agrees to be bound by and to comply with the terms of this RFP generally, including (without limitation) the terms and conditions set out below (which apply in each case equally to all Respondents).

7.1 Definitions

Unless otherwise defined herein, capitalised words contained in this RFP have the meanings given to them below.

"35th America's Cup"	Means the Louis Vuitton America's Cup World Series, the Louis Vuitton America's Cup Qualifiers, the Louis Vuitton America's Cup Challenger Playoffs and the 35th America's Cup Match presented by Louis Vuitton, as well as any other events announced by ACEA as part of the 35th America's Cup.
"Confidential Information"	Means any information, however conveyed or presented, that relates to the business, affairs, operations, customers, processes, budgets, pricing policies, product information, strategies, developments, trade secrets, know-how, personnel and suppliers of ACEA and its group companies, including all information contained in or relating to this RFP, and any other information clearly designated as being confidential to ACEA (whether or not it is marked "confidential"), or which ought reasonably be considered to be confidential.
"Event"	Means the 35th America's Cup.
"Event Village"	Means the America's Cup Event Village in Dockyard, Bermuda.
"Respondent"	Means any party that is considering whether or not to respond or which responds to this RFP.
"Response"	Means all documents and information submitted or presented by a Respondent supporting its bid to provide the Services to ACEA.
"Services"	Means those services and deliverables referenced in this RFP.
"Teams"	Means those yacht clubs and their representative sailing teams that participate in the whole or part of the 35th America's Cup from time to time.

7.2 Terms and Conditions

1. ACEA reserves the right, at any time and in its absolute discretion, to accept or reject Responses (or to permit any Respondent to resubmit its Response in the event that such Response fails to meet any or all of the desired criteria or requirements), to pursue negotiations with any number of Respondents, to withdraw from negotiations with any Respondent at any time and to suspend, discontinue, modify, amend and/or terminate this RFP and/or the RFP process at any time. Respondents acknowledge that ACEA may decide to organise the Services on its own or without appointing any third party, or through a third party not selected pursuant to this RFP.
2. Nothing in this RFP or in any communication made by ACEA or its officers, employees, representatives, agents and/or advisers in relation to this RFP shall constitute an offer of a contract or a binding contract between ACEA and any Respondent.

3. ACEA has taken reasonable care to ensure that this RFP is accurate in all material respects. This RFP is provided by way of broad overview explanation of the Services required by ACEA and ACEA nor any of its officers, employees, representatives, agents and/or advisers makes any representation or warranty or accepts any responsibility for the accuracy or completeness of the information contained in this RFP or in any subsequent correspondence by ACEA in relation to this RFP, nor shall they be liable for any loss or damage suffered by any Respondent or any other third party in reliance on this RFP or any subsequent communication with ACEA in relation to this RFP.
4. Without prejudice to paragraph 3 above, this RFP does not contain any representation upon which any Respondent or other recipient may be entitled to rely at any point in time in order to bring any claim, action or proceedings against ACEA and/or its associated entities and/or any of their respective officers, employees, representatives, agents and/or advisers (whether for misrepresentation or otherwise). This RFP is incapable of creating any liability for ACEA and/or its associated entities and each Respondent hereby irrevocably and unconditionally waives any and all rights it may have, now or at any time in the future, to bring any claim in any court of competent jurisdiction in relation to the appointment or manner of appointment of any Respondent, the selection procedure or otherwise in relation to this RFP process.
5. Each Respondent represents, warrants and undertakes to ACEA that any and all information contained in its Response and/or submitted in connection with its Response, and any and all representations made by or on its behalf to ACEA, during the course of the RFP process shall not be false, inaccurate or misleading in any respect. ACEA is and shall be fully able to rely on the accuracy and authenticity of any and all information contained in any Response and/or submitted in connection with any Response in assessing any Respondent's ability to perform and deliver the Services.
6. Each Respondent agrees to keep confidential at all times, whether during or after the RFP process, all Confidential Information and to take all necessary steps to preserve the strict confidentiality of such Confidential Information, including (without limitation) by disclosing relevant material to its officers, employees, representative, agents and/or advisers only on a strictly "need to know" basis and only for the purpose of this RFP process.
7. No Respondent is entitled to make any announcement relating directly or indirectly to this RFP or its Response.
8. Each Respondent is responsible for any and all costs, expenses and liabilities incurred (directly or indirectly) by or on its behalf in the preparation and submission of its Response and/or any negotiations with ACEA following receipt by ACEA of its Response. Under no circumstances will ACEA and/or its associated entities and/or any of their respective officers, employees, representatives, agents or advisers be responsible for any costs of any Respondent associated in any way with this RFP process.
9. Each Respondent acknowledges that any and all intellectual property rights of the 35th America's Cup and/or of ACEA (including, without limitation, to the name, marks, logos and trophies for the 35th America's Cup) remain, as between the Respondent and ACEA, the exclusive property of ACEA. Furthermore, any materials provided by ACEA to any Respondent shall belong exclusively to ACEA. No Respondent shall claim ownership over any rights including (without limitation) intellectual property rights, in relation to the ideas, concepts, material or any other rights contained in this RFP.
10. In consideration of ACEA receiving and reviewing its Response, each Respondent confirms and warrants that it has read, understood and accepted the terms and conditions set out in this RFP, which take precedence over any provisions contained in any other communications between the Respondent and ACEA.
11. No terms seeking to restrict in any way the discretion of ACEA in considering a Respondent for provision of the whole or any part of the Services will be accepted.

12. This RFP and all related documentation shall be governed by and interpreted in accordance with laws of Bermuda and any dispute arising from or in relation to the same shall be subject to the exclusive jurisdiction of the Bermuda courts.

8. APPENDIX

- 8.1 [America's Cup Village Draft](#)
- 8.2 [Draft Calendar of Events](#)
- 8.3 [ACEA Green Guidelines](#)
- 8.4 [Pack Lunch tender numbers](#)
- 8.5 [Sponsor brands list](#)
- 8.6 [Food stall guidelines](#)