



October 2, 2025

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: RFI #1, Q & A, RP #: MB-11-25

This RFI (Request for Information) aims to transmit "Questions and Answers" regarding the technical components of the RFP Entertainment Marketing & Booking Specialist. All terms and conditions of the original RFP notice remain unchanged.

Questions and Answers

Questions:

1. Budget Transparency

Can the District clarify whether there is an established internal budget range for this contract, so proposers can better align their bids with the District's expectations and ensure cost transparency?

Answer: There is no internal budget range for this contract. The bidders must look at the RFP, determine what would be needed financially to fulfill this role, and submit those numbers accordingly.

2. Scope of Marketing Responsibility

Will the Contractor be responsible for funding and executing paid media buys (digital, print, radio, etc.) from the proposed fee, or will the District provide a separate marketing budget for media placement?

Answer: There is a separate marketing budget.

3. Show Volume Forecast

The RFP guarantees 23 shows with a per-show fee for additional performances. Can the District provide historical data on the average number of shows per season beyond the 23-show guarantee, so proposers can realistically estimate workload and pricing?

Answer: This varies. In 2024, there were 14 performances outside of the Fair. In 2025, there were 4. It all depends on availability. An average number of non-Fair performances is around 8/year.

The above answers will be incorporated as part of the contract.

Please send an email to RFP@ocfair.com to acknowledge in receiving RFI #1 if you intend to bid this project.

-End RFI #1-