



NEBRASKA STATE FAIR  
REQUEST FOR PROPOSAL

FOR

TALENT BUYER FOR  
MAINSTAGE CONCERTS

2026 - 2028

Issued by:

Nebraska State Fair

PO Box 1387

Grand Island, NE 68802

October 15, 2024

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**Section 1. RFP Timeline**

The Request for Proposal timeline is as follows:

	Date
Request for Proposal Issuance:	October 16, 2024
Q&A Session for Potential Talent Buyers:	November 4, 2024, at 3 PM Central Time
Request for Proposal Due Date:	November 13, 2024
Meetings with Potential Candidates as Needed:	November 31 – December 13, 2024
Award:	February 5, 2025

**Zoom Link for Q&A Session:**

<https://us06web.zoom.us/j/3083853928?pwd=XrQGJ40MDhpiOia8OP3fqBX7Lrm44V.1&omn=81371071919>

Meeting ID: 308 385 3928

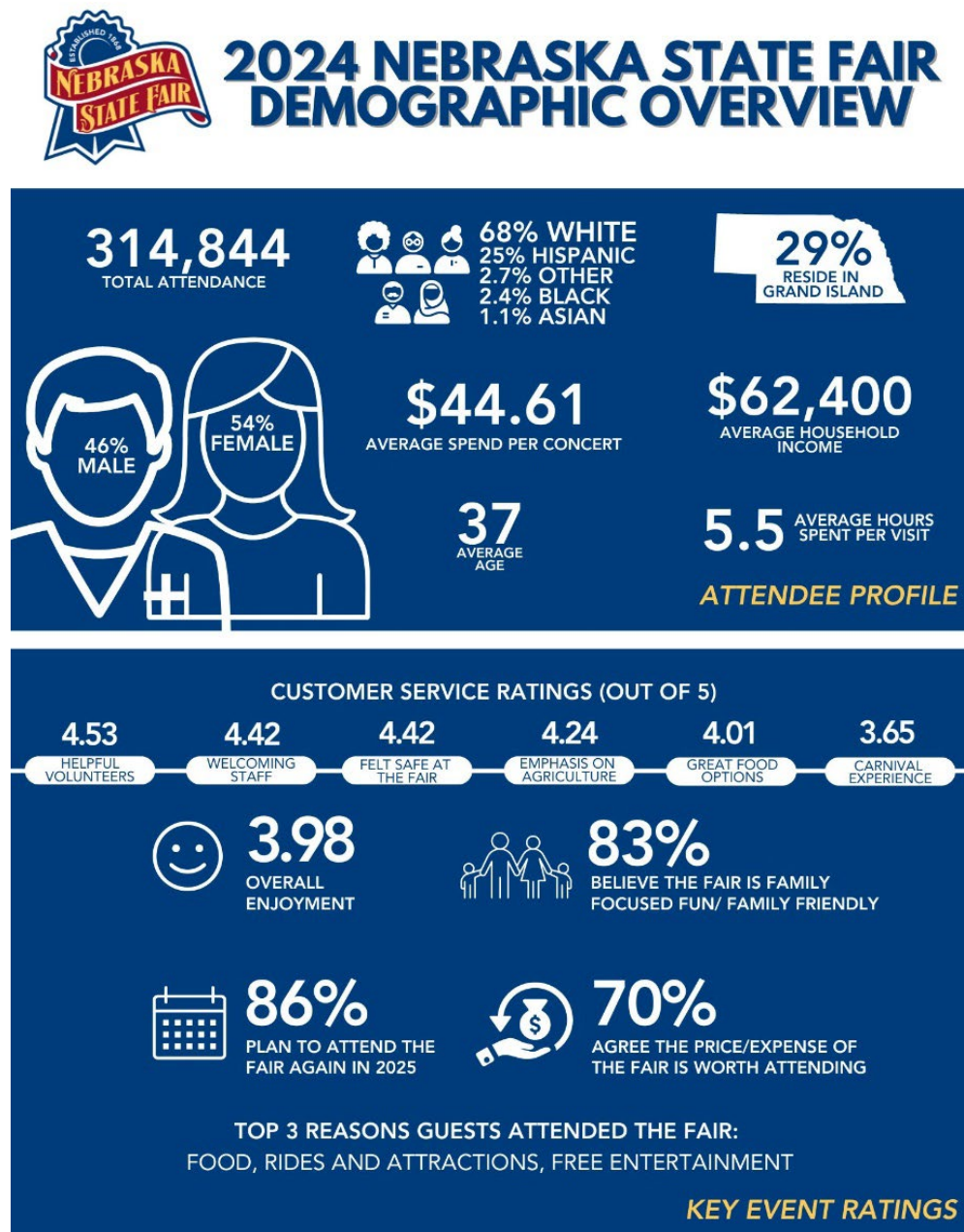
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## Section 2. Introduction and Background

Nebraska State Fair (NSF) is seeking a qualified fair/event/concert talent buyer to purchase talent, manage artist services, and assist with marketing strategy for the Nebraska State Fair.

**About Nebraska State Fair:** Nebraska State Fair, entering its 156<sup>th</sup> year in 2025, is an event held at Fonner Park in Grand Island, Nebraska. The regional event is the largest in Nebraska, drawing an average of 300,000 patrons each year since moving to Grand Island in 2010. Concerts, livestock shows, Wade Shows Carnival, dozens of free grounds acts and 4-H and FFA shows are all a part of this 11-day-long event ending on Labor Day.

### Demographics:



**Concert History:**

	2024	2023	2022
<b>Expenses</b>			
Talent	\$1,287,500	\$702,500	\$594,117
Production	\$202,198	\$176,377	\$174,924
Total	\$1,489,698	\$878,877	\$769,041
<b>Revenue</b>			
Concert Sales	\$799,201	\$811,778	\$786,253
Venue Fees	\$21,304	\$0	\$0
Merch, F&B	\$146,177	\$136,890	\$51,700
<b>Total</b>	\$966,682	\$948,667	\$837,953
<b>P/L</b>	(\$523,016)	\$69,791	\$68,912
<b>Total Tickets Sold</b>	21,322	20,873	21,215

**2024 Concert Tickets Sold:**

	Tickets Sold	Revenue	% of House Sold
Casting Crowns w/ Anne Wilson	5,034	\$155,212	94%
Gatlin Brothers and Lorrie Morgan	4,780	\$71,700	89%
Riley Green	2,925	\$146,225	33%
Los Huracanes del Norte	1,619	\$70,195	18%
Turnpike Troubadours w/ Shane Smith and the Saints	3,866	\$263,393	43%
Yung Gravy w/ Tayler Holder	2,242	\$92,476	25%
<b>Grand Total</b>	<b>20,466</b>	<b>\$799,201</b>	<b>44%</b>

**Section 3. Instructions**

- I. Review the RFP carefully.
- II. RFP questions should be directed by e-mail to Karli Schulz at [kschulz@statefair.org](mailto:kschulz@statefair.org)
- III. Interpretations, corrections, revisions, and amendments to this request for proposal shall be issued to all RFP recipients in the form of written addenda.
- IV. Proposals are due by hand delivery, mail or e-mail November 13, 2024, at 5:00 PM to:

Physical Address:  
 501 E Fonner Park Road, Suite #200  
 Grand Island, NE 68801  
 E-Mail: [kschulz@statefair.org](mailto:kschulz@statefair.org)

Mailing Address:  
 PO Box 1387  
 Grand Island, NE 68802

**Section 4. Overall Scope**

- I. **Terms:** The contract will become effective September 2, 2025, through September 4, 2028 with the option for an additional two (2) year term.
- II. **Exclusivity:** NSF reserves the right to retain up to (1) one national act per year through a third-party purchaser at no risk to the Fair. All other national acts will be exclusive to the winning bidder(s). This exclusivity does NOT include talent purchasing for our smaller stages, etc.
- III. **Other Promoters:** Any other promoters facilitating business with NSF, including Fonner Park and its partners, Aksarben Stock Show or the Grand Island Livestock Complex Authority and its partners, shall not be bound by any agreement made as the result of this request for proposal.

- IV. **Agreements Made:** NSF may accept a proposal as written by issuing a written agreement with the selected buyer. This agreement will be signed by both parties.
- V. **Exceptions:** Any exceptions to any piece of this RFP shall be noted on the Proposal Addendum, Attachment A, and submitted.
- VI. **Contracts:** To be executed between NSF and Talent Buyer. All contracts shall be executed by the NSF Entertainment and Events Director or Executive Director.
- VII. **Responsible Parties:** NSF final decisions on all talent purchased will remain with the Entertainment and Events Director, in cooperation with Executive Director and upon consultation with Talent Buyer, Production Manager, and radio partners. It is expected that NSF Board reporting will be communicated on a regular basis.
- VIII. **Onsite:** This contract will require Talent Buyer to have an onsite representative for all booked shows.

### Section 5. Conditions

- I. **Laws:** Terms and provisions of this solicitation and any agreement resulting from this shall follow any governing law applicable to this process. Any litigation or actions in connection with this proposal and subsequent award shall be instituted in the appropriate Nebraska courts.
- II. **Assignment:** Any contract resulting from this solicitation may not be assigned, transferred, or delegated in whole or in part by the production agency, without the prior written consent of NSF.
- III. **Termination:** NSF may terminate any agreement made as a result of this process at any time that the agency fails to carry out the provisions under the agreed-upon terms.
  - a. Upon termination, NSF shall provide written notice within 10 days of termination. Any monies owed to NSF shall be due within 30 days of written notice, and vice versa.
- IV. **Indemnification:** NSF hereby agrees to indemnify and hold harmless *Awardee*, as well as their agents, representatives and directors from and against any loss, damage or expense associated with a claim arising out of the negligence of NSF. *Awardee* hereby agrees to indemnify and hold harmless *NSF* for any loss, damage or expense associated with a claim arising out of the negligence of the *Awardee*.
- V. **Insurance:** NSF shall maintain, comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better rated carrier. This policy shall name the Awardee and their agents, representatives and directors as additional insured as it pertains to the negligence of the NSF. Awardee shall maintain, comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better rated carrier. This policy shall name the NSF, and their agents, representatives and directors as stated in Addendum B as additional insured as it pertains to the negligence of the Awardee.
- VI. **Retention of Rights:** The Awardee shall not have any rights to use the name, logos, trademarks or copyrights of NSF outside of the purposes of promotion related to NSF, without written permission.
  - a. NSF reserves the right to not award this offer to any vendor based on any reason.

## Section 6. Proposal

### I. General Information

- a. List the following:
  - i. Company Name
  - ii. Contact info for Talent Buyer:
    - Physical Address
    - City, State, Zip
    - Phone
    - Email
    - Contact Name of Person Responsible for this RFP
    - Title
    - Phone
    - Email
- b. Provide a Letter of interest
- c. Provide a complete profile of your firm
- d. Describe three (3) examples of your firm's past performance success with other clients.
- e. Describe an example of a difficult challenge you overcame in booking talent for a like organization and how you rectified the issue.
- f. Provide three (3) references of clients from your CURRENT roster. As least one (1) must be a Fair.

### II. Scope

- a. Please give an overall strategy for booking talent based on up to six (6) genres and explain your competitive edge.
- b. Provide an analysis of the Nebraska marketplace, considering saturation levels, urban markets, rural markets, demographics, etc.
- c. List how you would enable support to our marketing team regarding strategy, tactics, artist relations (liners, giveaways, meet and greets, etc.)
- d. Provide your approach to on-site full-service support (assistance to our production crew, artist management, guest visits, sound intervention, when necessary, etc.)
- e. Provide a proposed talent budget for 2026, based on Heartland Event Center capacity of 5,300 – Up to three (3) shows and TD Landing capacity of 9,000 – Up to four (4) shows; recommend pit size, if any, within said capacities.
- f. Describe how you interact with a client throughout the course o the year, including communications, talent reporting, feedback, face-to-face meeting time, etc.
- g. Explain how you typically work with a governing board, but with a professional staff that handles most of the decisions.
- h. Describe any reports you typically produce for a client.

### III. Bid

- a. List your complete bid, either flat rate or percentage structure. Provide any incentive considerations.
- b. Will Talent Buyer guarantee in (a) above that pricing shall 1.) not increase over the life of the agreement, or 2.) guarantee price increases will not exceed a set percentage per year or a set percentage over the life of the agreement?
- c. One sleeping room will be provided, up to 10 nights. Will you require any additional per show?
- d. Please reflect on the opportunity of retaining the agreement for three (3) consecutive years and provide commentary.
- e. List any other fees or changes in Addendum A.

## **Section 7. Evaluation of Proposal**

- I. Evaluation of all proposals shall be performed by NSF officials. Evaluation shall be based on, but not limited to, the following criteria in no particular order or weight. Firms with previous Fair experience will be scored accordingly.

- Complete bid

- Overall strategy in booking, including artist cost reductions

- Support to marketing team

- Onsite service

- Off season communication approach

- Reporting functions

- II. Evaluation committee shall consist of:

- Jaime Parr, Executive Director

- Karli Schulz, Entertainment and Events Director

- Nebraska State Fair Board Events Committee



**Section 8. Certification**

Include this form with your proposal

Name of Company \_\_\_\_\_

Physical Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Contact Name of Person Responsible for RFP \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Manager Name (If different from above) \_\_\_\_\_

The Talent Buyer representative hereby certifies by signing below that this proposal is genuine and is made under no false pretenses.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**Proposal Addendum – Attachment A**

**EXCEPTIONS TO PROPOSAL AS NOTED.**

The following exceptions to this request for proposal are listed as such:

RFP ITEM NUMBER	COMMENTS
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\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Proposal Addendum - Attachment B**

**INSURANCE**

Talent Buyers submitting a proposal are required to make evident certificates of the following minimum coverage. Such certificates shall be included with the proposal:

- Workers Compensation Insurance meeting the statutory requirements of the State of Nebraska.
- Employers’ Liability Insurance providing limits of liability in the following amounts:
  - a. Bodily injury by accident: \$100,000 each accident
  - b. Bodily injury by disease: \$500,000 policy limit
  - c. Bodily injury by disease: \$100,000 each employee
- Commercial General Liability insurance providing limits of liability in the following amounts, with aggregates applying separately on a “per project” basis:
  - a. General aggregate: \$2,000,000
  - b. Product/completed operations aggregate \$2,000,000
  - c. Personal and advertising injury liability \$1,000,000
  - d. Per occurrence \$1,000,000
  - e. Fire legal liability \$50,000
  - f. Automobile \$1,000,000

If the Awardee does not carry its own required insurance coverage or fails to return proof of such ay the due date, Nebraska State Fair may at its option obtain through an insurance carrier the necessary coverages noted by this agreement. The expense of this coverage will be billed to the Awardee.

Nebraska State Fair Board, Fonner Park Exposition and Events Center, The Hall County Livestock Improvement Association, and the City of Grand Island shall be listed as additional insured at no cost to the Nebraska State Fair.

**LIABILITY**

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The Awardee agrees to hold Nebraska State Fair Board (legal entities, employees, board members and thereof) harmless from any liability, cost or expense in connection with or growing out of any claim whatsoever for injury, loss or damage to person and/or property at activities involved with this agreement in or upon the Fonner Park/Nebraska State Fair premises, its facilities and appurtenances OR upon the hotel premises, facilities and appurtenances including any transportation of persons, property or items in any way related to Nebraska State Fair.

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I acknowledge that I have read the above insurance and liability requirements and acknowledge my organization’s responsibility as such.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date