



GALA NIGHTS

Tender Document

- STRICTLY PRIVATE AND CONFIDENTIAL -

The vision behind it...

In the context of a comprehensive repositioning plan of the Costa Smeralda, Management has the aim to **create appealing events & happenings** to increase the attractiveness of the destination, and overall support the growth of the business

History

Each year at the glamorous **Cala di Volpe Hotel** gala nights have always beat the tempo of Costa Smeralda's summer

Typically the Gala night is held around the middle of August and is dedicated to a internationally renowned artist and hosts approx. 500 paying guests

The Gala night is accompanied by dishes served by renowned chefs

Objective

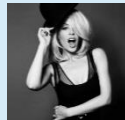
Management has the aim to **identify a show production company** that can support in **the concept of the Gala entertainment** and in particular:

1. Improve the expressive potential of entertainment
2. Improve the perceptive impact of the guest experience
3. Provide new tools and concept for the development of the dinner show format

Locations & Artists...

Past editions artists ...

A LITTLE HISTORY ...



... THE OUTSTANDING VENUES ...



The Venue at Cala di Volpe



Proposed Scope of Work

SCOPE OF WORK GUIDELINES

*“Change and innovate
the way to propose the
Gala entertainment”*

Management intends to assign to a show production company a **mandate to organise and develop the Gala Night (“Gala”) concept** for the season 2024

The business idea is to leverage on the past experience to propose again to the market three of the most important and glamour events that characterized Costa Smeralda in the recent years

Selection of the internationally renown artists (*in line with previous editions*) will be undertake directly by Management with the support of a third party provider

The show production company should offer a turn key support to complete the project and organize the gala nights by providing:

- A. Concept definition
- B. Organization of the event
- C. Research and proposal of service third-party providers (*excluding artists*)
- D. Realization and installation of decorations
- E. Invitation creation & distribution
- F. Social media coverage and marketing
- G. Preparation of the location, table dressage and reception services
- H. Detailed line-up of the event

Tender procedures rules

Following the receipt of the tender document Manifestation of interest shall be submitted by the 24th of April 2024 by email to Franco Mulas (franco.mulas@marriott.com) and Paolo Lazzari (paolo.lazzari@marriott.com)

The Offer shall mandatory, at least, include:

- ✓ The quotation for the realization of the concept for the Gala night project (*as described in the proposed scope of work*) on a turn key basis including:
 - The quotation for the project of the Gala *including the activities elaborated in the proposed scope of work*
 - Description of each event
 - Description of actions in line with required activities

Offer shall be submitted:

- ✓ *Deadline:* The proposal shall be submitted by the 10th May 2024
- ✓ *PEC email:* The proposal shall be presented by PEC email to sardegnaresorts@postecert.it cc Mulas Franco franco.mulas@marriott.com and Paolo Lazzari paolo.lazzari@marriott.com

Following the receipt of all binding offers, Management will select candidates that will be invited to present their offer (*both technical and economic*)

Offers will be evaluated on both sides (*technical and economic*) by Management, by using a scale of marks remeasured on the best offer

Assignment will be confirmed by the 31st May 2024