



GALA NIGHTS

Tender Document

- STRICTLY PRIVATE AND CONFIDENTIAL -

The vision behind it...

Sardegna Resorts, is the parent company of a group, owned 100% by Qatar Investment Authority, active in the tourism sector in Costa Smeralda

Sardegna Resorts owns directly or through its subsidiaries one of the most exclusive resorts in the world Hotel **Cala di Volpe**, managed on its behalf by Marriott International Group

Thanks to its indisputable strong competitive position, Sardegna Resorts is able to influence the trends in Costa Smeralda as a touristic destination

In the context of a comprehensive repositioning plan of the Costa Smeralda, Sardegna Resorts has the aim to:

- ✓ Revitalize & Reposition the Costa Smeralda by enhancing the value proposition its assets and the destination itself, bringing the dream of the founder, Prince Karim Aga Khan, to the next step of its history;
- ✓ Complement our existing assets with International market leading hotel, F&B & SPA brands as well as a collection of outstanding beach clubs to attract new market segments and younger generations of consumers;
- ✓ **Create appealing events & happenings.** also in shoulder. season **to increase the attractiveness of the destination, support the growth of the business;**
- ✓ Develop the destinations infrastructure to improve accessibility and enhance the customer experience;
- ✓ Position Qatar as a visionary entrepreneur who cares about Sardinia, the Sardinians and the development and growth of the local economy, becoming a well respected key business partner of the community and leader of positive change.

The Gala Nights Project ...

A LITTLE HISTORY ...

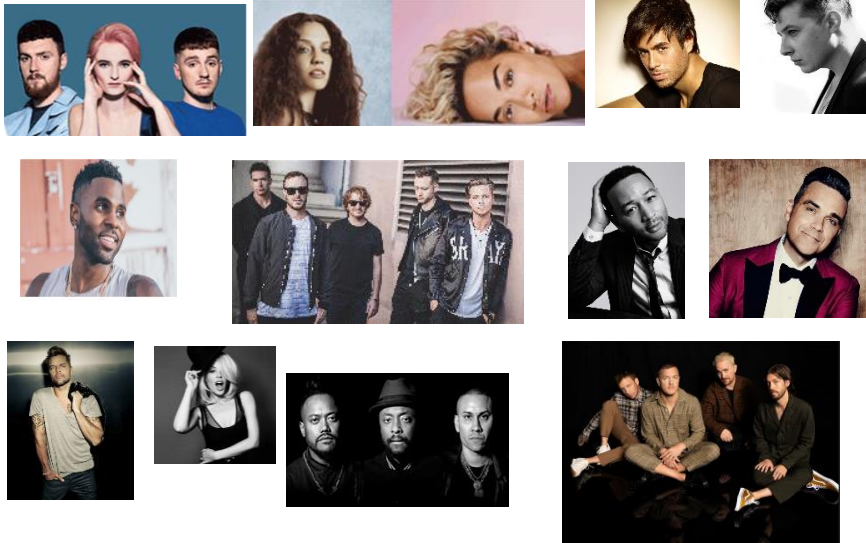
Hotel Cala Di Volpe

Each year at the glamorous Cala di Volpe Hotel holds a **gala night** that beat the tempo of summer in Costa Smeralda

Typically the Gala night is held around beginning/mid of August and is dedicated to a internationally renowned artist (Imagine Dragons in 2023) and hosts approx. 500 paying guests

The Gala night is accompanied by dishes served by renowned chefs

Past editions artists ...



... THE OUTSTANDING VENUES ...

The Gala Night is organised in spectacular venues that are the Icon of Costa Smeralda

At Cala di Volpe the night is held just by the pool (*see below*)

Venues ...



The Venue at Cala di Volpe



Cala di Volpe Gala

The proposed Scope of work ...

SCOPE OF WORK GUIDLINES

Sardegna Resorts intends to assign to an event management company a **mandate to organise the Gala Night (“Gala”)** for the season 2024

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

The Gala project will take pace during the 2024 summer season, and date will be approximately around beginning/mid of August

The business model is structured offering to international and important clients the opportunity to experience a tailored and exclusive event that will be located in the heart of one of the most glamour's summer destination of the world

The Gala will be realized in line with the repositioning of Costa Smeralda undertaken by Sardegna Resorts

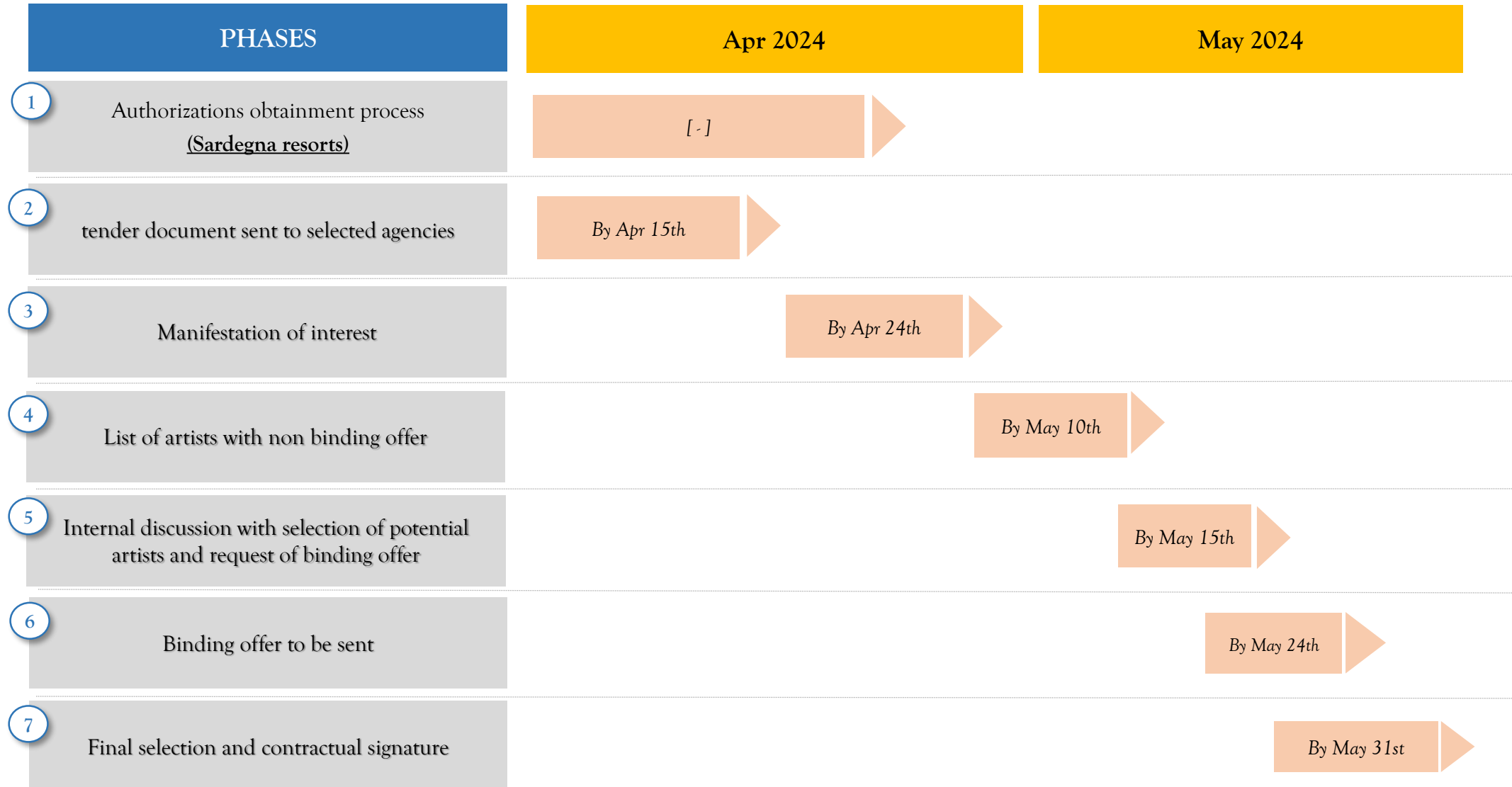
The cost of the realization of the Gala (*Turn key support*) will be bear by Sardegna Resorts S.r.l.

The advisor should offer to Sardegna Resorts a turn key support to complete the project and to identify and organize the gala nights

It is required to have two set of proposed artists with a total contractual value range of a) max Euros 600.000,00 and b) max Euros 900.000,00

Contractual value shall include artist cachet/fee, flights and transportation cost to/from the venue, fee related to artist crew/band, accommodation cost and extras for artist and crew/band, meals and incidentals for artist and crew/band, advisor fee, taxes, insurance for third party liabilities and insurance for event cancellation due to artist non appearance and bad weather covering 100% of contractual value

Scope of work - Proposed timeline



Tender process rules

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

The non binding offer shall mandatory, at least, include:

- ✓ The quotation for the realization of the Gala night project on a turn key basis including:
 - The quotation for the Gala Night
 - parterre of artist for the gala night (*maximum ten artists proposals in the scope of work*)

Non Binding offer must be submitted:

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

Binding offer must be submitted:

- ✓ *Deadline:* The proposal shall be submitted by the 24th of May 2024

Offers will be evaluated on both sides (*technical and economic*) by Management, by using a scale of marks remeasured on the best offer, attributing 60% weight on the technical offer and 40% weight on the economic proposal

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