



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • March 3-22, 2020

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

REQUEST FOR QUOTE:

On-Grounds Photo Activation

Quote: #20-012

RFQ Released: June 6, 2019

Deadline for Quotes: Monday, June 24, 2019 by 2:00 p.m.

BACKGROUND

The Houston Livestock Show and Rodeo™ (the “Rodeo”) has been an institution in Houston for more than 85 years. With 34,000 volunteers and 2.5 million-plus attendees annually, the Rodeo is an iconic event with significant support throughout the region. Volunteers, exhibitors, donors and attendees feel immense ownership and pride both in the Rodeo and in Houston.

The Rodeo is continuously looking for new ways to improve the overall experience for its patrons and stakeholders, including activations on the grounds that appeal to a younger audience and help promote their experiences via social media. For the 2020 Event (the “Show”) the Rodeo is actively looking for a new on-site, interactive photo activation.

While we are open to all suggestions, some items we have considered include a branded 360° video, a social mosaic wall, like 2019 (see example below), or a four-sided photo structure that allows fans to interact with each side differently. Ideally the photo activation would have a tie into another current project the Rodeo is looking to enhance — gamification via our mobile app.

PREVIOUS PHOTO & ENGAGEMENT ACTIVATIONS

At the 2019 Show, we built a “social tower” which allowed attendees to interact with augmented reality filters and see their own social media images live on the screens by use of hashtag moderation. Additionally, we also added a “social mosaic wall” made up of individual photos taken at the Rodeo in our Social Station (social media activation area).

In years past, the Rodeo has had a photo booth (both still images and animated GIFs), however we are looking to enhance the overall engagement aspect of the photo activation into an emerging experience for the public. The Rodeo continues to look each year at new and inventive activations that visitors can connect with the Rodeo both on-site and online.

OTHER REQUIREMENTS

1. Photo activation must be able to live outdoors, either exposed to elements or in an open-air covered tent.

2. Electrical needs must be included in bid summary, as well as any supplementary items needed (WiFi, additional hardware, backdrop graphics/printing, etc.).
3. 24-hour customer support or tech support for any and all issues that may arise during the Show.
4. Any outside or third-party individuals involved in this project must reside in the United States, and the Rodeo reserves the right to reject developers who are located overseas.

SUBMISSION PROCESS

Quotes should provide a complete, straightforward and concise description of the firm's capabilities to satisfy the requirements within this RFQ. Bidders are welcome to propose alternative solutions to satisfy the goals and objectives mentioned above.

Should also include:

1. Anticipated scope of services/project approach to accomplish the expectations stated above.
2. Anticipated schedule of timeline for delivery and setup.
3. A description of the firm's capabilities to provide these services in its entirety or partner with other firms to fulfill the project including case studies of similar work.
4. Overall cost proposal for all elements included within the scope of services.

NOTIFICATION

The Rodeo can change, modify, withdraw or cancel this quote at any time, if the Rodeo feels it is in its best interest to do so. Any expenses incurred in the preparation of the responses will not be reimbursed by the Rodeo.

CONTACT INFORMATION

Firms may contact Betsy Moorehead, Managing Director, Brand, for any questions regarding this proposed work. Betsy may be reached at 832.667.1063 or moorehead@rodeohouston.com.

EXAMPLE

2019 SOCIAL MOSAIC WALL

