General Statement of Work

General Overview:

The theme of this year’s national day will be the great American road trip. American literary giants such as Steinbeck, Twain and Kerouac have helped to establish road trips as the ultimate form of freedom and a rite of passage for most Americans. Road trips have a timelessness and tradition that tap into the rugged American spirit as there is no better way to see American’s stunning and diverse landscape and explore its rich history then by driving through the heart of it.

The road trip will take guests on stops to seven American cities with the aim of highlighting the following:

- The diversity of American culture
- Trade and Tourism opportunities
- Influence of other cultures on American culture

The six stops include:

1) San Francisco
2) Detroit
3) Memphis
4) New Orleans
5) Santa Fe
6) Seattle
7) New York City

There will be approximately 450/500 guests and employees at the US consulate on March 2, 2016. The doors will open at 17:00 and last until 21:00.

Layout and Dimensions

Layout: Guests will enter through the consular entrance and follow “the highway” which will start at the consular entrance, proceed through the main promenade, and wrap around the consulate ending on the lawn. The stops will be represented by papier-mâché (or something comparable) renderings of the cities (3D), or a 2D cartoonish drawing of the city, or a combination of the two. Each stop will include a large welcome sign and easily identifiable images/landmarks or skyline of the city. There will be a large Did you Know? board that lists interesting facts about that particular city. The board could be chalk board and connected to the city display. Facts will be supplied to the vendor prior to the event. There will be cocktail tables for food/drink items from that particular city in addition to promotional material given to the Embassy by those cities’ chamber of commerce and tourism office.
A long continuous backdrop placed on the front fence of the Consulate will act as a barrier between the guests and the road. The backdrop will be located just inside of the consulate wall and could be a red white and blue cloth interspersed with images of American scenery/landscape including the skyline of New York City, the Rocky Mountains, and Appalachian mountains in fall, the Great Plains. The backdrop must look presentable from the outside as well, but need not have detailed imagery.

Connecting each city will be a rendering of “the highway” which will be a temporary decal placed on the ground. The route will end at the entrance to the lawn where the main stage will be located. There should be high top tables located throughout the lawn and “the highway.” There will be street signs placed along the entire route and welcome signs before each city.

In addition to the regional drinks/small bites served at cocktail tables at each city there will be a bar at the end of the walkway located close to the main entrance. There should be seating options for people scattered throughout the “highway.”

The 3D paper mache or 2D renderings of the cities should have a length of 15ft a depth of 7 feet and a height of 7 feet. The tables should be 10 feet long and have the depth of regular long rectangle tables. The backdrop for the fence should be 360 ft long and 10 ft high.

On the lawn we will have six miniature buffets (‘‘stalls’’) which will be built and designed by the event company that will include the food from each city (see attached food menu). These stalls should have backdrops that reflect the aesthetic of the city’s design. Waiters will also be on hand for passed food or beverage service in the lawn area. The layout of the lawn will focus on a large stage with screens, AV equipment, etc near the marine house for the program – suitable for live music, anthems and formal remarks. There will also be two additional bars on the lawn area.

Vendor should provide 1,300 invitations with a road map design in keeping with the theme of the road trip. This will be a priority as the invitations should do out no later than the first week of February 2016.

Taste testing and walk-throughs for the event will be mandatory for all potential contractors.

**Theme and Content Specifics**

Each stop is an opportunity to showcase that particular American city. With a focus on tourism and trade we will be include information provided to us by the local chamber of commerce and tourism office. This will include pamphlets, maps and small token gifts that reflect that locale. To showcase the cuisine we will have small bites and a signature drink at each table. Listed below are ideas/photos to include in the papier-mâché (or something comparable) structure and in the signage in addition to food and drink suggestions.

1) San Francisco
   a. Golden Gate Bridge
   b. Cable cars
   c. Home of a number of startups and silicon valley,
2) Detroit
   a. Include three classic American car (circa 1950-1968), so guests can take photos with the cars.
   b. American car industry
   c. Motown

3) Memphis
   a. BBQ
   b. Elvis cutout/3d display
   c. Beale Street - musical center of Memphis and home to a number of blues clubs
4) New Orleans
   a. French quarter and bourbon street
   b. Mardi Gras / beads and parade float
   c. Jazz/blues music

5) Santa Fe
   a. Georgia O'Keeffe museum
   b. San Miguel Mission and the Palace of the Governors
   c. Highlight Pueblo-style architecture and creative arts capital
6) Seattle
   a. Starbucks/Tata Partnership
   b. Tech capital of the U.S.: Microsoft and Amazon headquartered there
   c. Pike Place market
7) New York City
   a. Ellis Island/Statue of Liberty
   b. Empire State Building
   c. Broadway
   d. Cultural capital of America

List of Specific items to be provided:

3D/2D renderings of each city
Stage
Audio equipment
screen
FOOD MENU

- Provide food and beverages to service approximately 550 people. All food and beverages are to be served/consumed at the Consulate.
- Food can be prepared before the event at the vendor’s facility then heated at the Consulate.
- All non-alcoholic beverages (e.g. soft drinks, juice, water, etc.) will be provided by the vendor.
- The Consulate will supply the alcohol for the alcoholic beverages.
- The vendor should plan on supplying the following food items, grouped by stall:
  1. San Francisco (Indian food)
     i. Pakoras (veg)
     ii. Samosas (veg)
     iii. Paneer satay (on kabob sticks)
     iv. Masala Chai
  2. Detroit (Middle Eastern food)
     i. Spread of Middle Eastern snacks, to include:
        1. Dips: hummus, tzatziki sauce, baba ghanoush
        2. Cut vegetables: cucumbers, celery, carrots
        3. Olives and nuts
  3. Nashville (BBQ)
     i. BBQ chicken (small pieces) and vegetables on skewers (some with a mix of chicken and vegetables, some all veg)
     ii. Fried chicken (finger-food sized)
  4. New Orleans
     i. Beignets (pastries)
     ii. Plain shrimp and cocktail sauce
  5. Santa Fe (Tex-Mex/Mexican)
     i. Corn tamales, some with cheese (veg), some with chicken (non-veg)
     ii. Sliced quesadillas with cheese (veg)
  6. Seattle (East Asian/Chinese immigrant community)
     i. Sushi – variety of sushi rolls, veg and non-veg
     ii. Teriyaki chicken (small pieces) and vegetables on skewers (some with a mix of chicken and vegetables, some all veg)
     iii. Coffee – vendor should provide regular and decaf coffee, along with required condiments (sugar, milk, cream) in paper cups
  7. New York
     i. Pizza bites (finger-food sized pizzas, veg)
     ii. Bite-sized hot dogs with condiments (preferably pork)
• The vendor should also plan on supplying the following beverage items:
  o Bottled water
  o Soft drinks (Coke, Sprite, Fanta, Ginger Ale, Root Beer)
  o Juice (Orange, Pineapple, Cranberry, Apple)
• The vendor should plan on providing sample food and beverage items 30 days ahead of time for Consulate approval.
• The vendor should have tables, serving trays, containers and utensils to serve the food and drinks.
• The vendor should provide the necessary equipment to ensure items which are to be served hot remain hot, and items which are to be served cold remain cold.
• The vendor should be ready to serve beginning at 17:30.