



## Evergreen Charitable/Community Activation Opportunity REVISED October 23, 2020



**NOV. 28 – DEC. 21, 2020**

**Halifax Waterfront/Downtown Halifax**

### **OVERVIEW: Evergreen Festival**

Evergreen Festival is a new event in 2020 curated by Develop Nova Scotia from November 28 – December 21. As a multi-week outdoor experience celebrating Nova Scotia's culture, food, spirits, craft, art, music, and performance, this Festival uniquely and intentionally embraces Nova Scotia's approaching winter and holiday season.

Dispersed along the Halifax waterfront and downtown Halifax, Evergreen Festival features a walkable, safe collection of outdoor experiences linked together through a series of illuminated installations and activations encompassing both businesses and public spaces. The Festival is an invitation to Haligonians, Nova Scotians and visitors to dress for the weather and gather outside to enjoy the sights, sounds, tastes and smells of the festive season as they savor time with friends and family, by day and night.

The Evergreen Festival represents a significant and impactful opportunity for Nova Scotia, especially so this year. As a motivator to engage Nova Scotians in a festive atmosphere, they will support local business, generate incremental sales for existing and "pop-up" businesses and operators within a diverse collection of sectors including retail, food and beverage producers and service providers, creative industries (musicians/artists/etc.) as well as accommodations and attractions.

Recognizing the holiday season is an important time for many not-for-profit organizations and community groups, and that many are unable to execute annual holiday drives, fundraising campaigns or events, the Evergreen Festival can also play a role in helping to fill that important gap.

While the 'in-person' experience will be critical, there will be a virtual/online component. Extending the Festival geographically through online product sales, as well as extending programming and entertainment through streaming will expand audience, enhancing accessibility and market reach.

Initially focused on a regional market, particularly in 2020, the Evergreen Festival is intended to become the signature regional attraction of the Holiday season supporting a meaningful impact on season extension for the business community and Tourism industry.

### **OPPORTUNITY: Evergreen Charitable/Community Activations**

Evergreen Festival is seeking charities, not-for-profit organizations or community groups interested in implementing an activation during the Festival or a portion thereof. The objective is to provide an interactive experience for festival goers whereby participants receive value, as well as information and awareness of your organization and/or cause, and you are able to raise funds or support your group.

Feel free to reach out to your supporters and sponsors to help defray costs and maximize the funds you are able to raise.





One example that we are already working on is a Holiday Tree Lot where a portion of the price of the tree will be donated to a good cause. Other options could include:

- Opportunity to make/decorate Holiday wreathes & door decorations
- Rent an illuminated ferris wheel and charge per ride
- Organize a pet parade and/or pet photo booth opportunity & charge for photos
- Significant lighting installation that acts as selfie-backdrop
- Family-oriented experience to engage children and celebrate the season

Let your creativity loose and tell us how activating at the Festival will help to meet the needs that your organization is focused on, while adding to the overall festival experience.

**Location:**

Activations will be placed along the Halifax waterfront, in a location suitable based on the activity and needs of your organization. If you have an idea for a location outside of the Halifax waterfront, we can recommend your activation to organizers of other Festival locations.

**Marketing Support:**

Participating Charitable/Non-Profit Organizations and Community Groups will benefit from Evergreen Festival schedule of events and be integrated within Festival marketing and promotions which will include but not limited to:

- Complimentary listing within Evergreen Event listing on the Festival website;
- Access to festival logos and marketing assets.

**Evergreen Festival Hours of Operation:**

Evergreen Festival hours of operation are indicated below. It is expected that activations will operate within the hours of operation as indicated below, noting that they may be subject to change. Additionally, should an organization choose to extend their hours of operation up to 7 days a week during the November 28 – December 20 event, or lengthen the hours of operation on any day beyond the hours noted below, they are welcome to do so.

**November 28 – December 20, 2020** \*Hours may be subject to change

- Wednesdays & Thursdays: 4pm – 9pm
- Friday & Saturday: Noon – 9pm
- Sunday: Noon – 6pm

Develop Nova Scotia reserves the right to cancel Festival activities on any day due to weather or changes in public health guidelines.

Develop Nova Scotia requires that Charitable Organizations/Community Groups provide a Weekly Fundraising Report, by the Tuesday immediately following the week in which funds were raised.

Selected Organizations/Groups will be required to sign a [Community Use of Space Agreement](#).

**SELECTION: Evergreen Charitable/Community Activations**

In keeping with Develop Nova Scotia's Unsolicited Proposal Policy and Festival intent, interested Charitable Organizations and Community Groups are invited to submit short proposals (no more than four pages in length) electronically by email (only) to [procurement@developns.ca](mailto:procurement@developns.ca) on or before **10 AM AST, November 15, 2020**.

Develop Nova Scotia, at its sole discretion, reserves the right to select Activation Organizations based on Evergreen Festival curation and strategic alignment, and extend additional calls for submissions. Questions related to the submission can be addressed to the same email noted above.



Please ensure your proposal includes the following information as it will be referenced in the review and scoring process:

- **Experience and Record of Success:** Provide a short overview of your organization and tell us of similar types of experiences or events you've done in the past.
- **Activation Offering:** Provide a clear vision for your activation including how you will interact with festival goers and how your activation will celebrate the season, provide a unique experience or benefit, and raise funds or support.  
 \***You must include which dates & times you would expect to implement your activation;**  
 \*Preference will be given to organizations able to provide a consistent experience throughout the Festival dates within open hours.  
 If your activation has any specific needs or requirements, please let us know.
- **Strategic Alignment:** Describe why your offering fits with the intent of Evergreen Festival, which is to highlight our cultural diversity, promote social inclusion, and provide opportunities for organizations to reach new and existing supporters. Also include how your activation will provide public accessibility for those with but not limited to sight, hearing and mobility challenges, promote cultural diversity and inclusivity, focus on environmental stewardship, and adhere to public health and safety guidelines (COVID-19 compliance);

<b>Selection Scoring Matrix</b>	
Experience and Record of Success	/25 points
Activation/Strategic Alignment	/75 points
<b>Proposal Score</b>	<b>/100 points</b>