

City of Killeen  
Purchasing  
Lorianne Luciano, Director of Procurement  
802 N 2nd St, Killeen, TX 76541

---

## [SBG HOSPITALITY LLC] RESPONSE DOCUMENT REPORT

RFP No. 25-14

Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

RESPONSE DEADLINE: January 28, 2025 at 2:00 pm

Report Generated: Tuesday, January 28, 2025

### SBG Hospitality LLC Response

#### CONTACT INFORMATION

**Company:**

SBG Hospitality LLC

**Email:**

andrew@sbghospitality.com

**Contact:**

Andrew Stephan

**Address:**

7200 W University Drive Suite 210  
Mckinney, TX 75071

**Phone:**

N/A

**Website:**

<http://www.sbghospitality.com>

**Submission Date:**

Jan 28, 2025 10:38 AM (Central Time)

## ADDENDA CONFIRMATION

*No addenda issued*

## QUESTIONNAIRE

### 1. Conflict of Interest Questionnaire (Form CIQ)\*

Please download the below documents, complete, and upload.

- [Conflict of Interest Questi...](#)

Conflict\_of\_Interest\_Form\_-\_City\_of\_Killeen.pdf

### 2. References\*

Bidders shall submit at least three (3) businesses as references of the proposed item, with addresses, telephone numbers and contact persons.

Please download the below documents, complete, and upload.

- [References.pdf](#)

References\_-\_City\_of\_Killeen.pdf

### 3. Certificate of Interested Parties (Form 1295)\*

If awarded, vendor must submit the Certificate of Interested Parties Form 1295 online.

Texas Government Code Section 2252.908 requires that parties contracting with governmental entities submit a disclosure of interested parties form for contracts entered into after January 1, 2016. Successful bidders shall electronically submit the form at the following website: [https://www.ethics.state.tx.us/whatsnew/elf\\_info\\_form1295.htm](https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm) and provide the City with a certified copy prior to Council approval of the award.

Please confirm that you shall file the Certificate of Interested Parties (Form 1295) if awarded the contract.

Confirmed

**4. Acknowledgement – “Boycott Israel”\***

By submitting this proposal the vendor hereby verifies that it does not boycott Israel and will not boycott Israel during the term of this contract. Boycotting Israel is defined in Texas Government Code section 808.001 to mean refusing to deal with, terminating business activities with, or taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes.

Confirmed

**5. Acknowledgement – “Boycott Energy Companies”\*\***

By submitting this proposal the vendor hereby verifies that it does not boycott energy companies and will not boycott energy companies during the term of the contract. “Boycott energy company” is defined in Texas Government Code section 809.001 to mean, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company: (A) engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; or (B) does business with a company described by Paragraph (A).

Confirmed

**6. Acknowledgement – “Prohibition on contracts with companies that discriminate against firearm and ammunition industries”\***

By submitting this proposal the vendor hereby verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association and will not discriminate during the term of the contract against a firearm entity or firearm trade association. Discriminate against a firearm entity or a firearm trade association are defined in Texas Government Code section 2274.001 as (A) with respect to the entity or association, to (i) refuse to engage in the trade of any goods or services; (ii) refrain from continuing an existing business relationship; (iii) terminate an existing business relationship; or (iv) otherwise express a prejudice against the entity or association; and (B) does not include the established policies of a merchant, retail seller, or platform that restrict or prohibit the listing or selling of ammunition, firearms, or firearm accessories.

Confirmed

**7. Antitrust Law Certification\***

The vendor hereby certifies that neither the vendor nor the entity represented by the vendor, or anyone acting for such entity has violated the antitrust laws of the State of Texas, codified in Section 15.01 et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly, prior to the solicitation opening with any competitor or any other person engaged in such line of business.

Yes

**8. Litigation Disclosure\***

Have you or any member of your Firm or Team to be assigned to this engagement ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

No

**9. Has the owner(s) of the company been convicted of a crime within the past 10 years?\***

No

**10. Has the company been in bankruptcy, reorganization, or receivership in the last 5 years?\***

No

**11. Has the company provided continuous services as requested in this solicitation and operated in this capacity for two (2) years without interruption? \***

Yes

**12. Has the company been disqualified or debarred by any public agency, including the Federal Government, from participation in public contracts?\***

No



**13. Does any City of Killeen employee or official have any financial or other interest in your company?\***

No

**14. Can service be accomplished as specified in the specifications?\***

Yes

**15. When can service commence after award (number of days)?\***

60 days

**16. Point of contact to resolve issues (delivery or invoice):\***

Please provide the name, title, address, email, and phone number of contact.

Andrew Stephan, Vice President

7200 W University Drive Suite 210, McKinney, TX 75071

[andrew@sbghospitality.com](mailto:andrew@sbghospitality.com)

(318) 664-1772

**17. Cooperative Governmental Purchasing Notice\***

Other governmental entities maintain interlocal agreements with the City, may desire, but are not obligated, to purchase goods and services defined in this ITB from the successful Bidder. All purchases by governmental entities, other than the City, will be billed directly to and paid by that governmental entity. The City will not be responsible for another governmental entity's debts. Each governmental entity will place their own orders with the successful Bidder and be responsible for ensuring full compliance with the ITB specifications. Prior to other governmental entities placing orders, the City will notify the successful Bidder of their intent.

Please indicate below if you will permit other governmental entities to purchase from your agreement with the City.

Yes

**18. Copyrighted Material\***

Texas Public Information Act

Steps to Assert Information Confidential or Proprietary

All bids or proposals, data, and information submitted to the City of Killeen are subject to release under the Texas Public Information Act ("Act") unless exempt from release under the Act. You are not encouraged to submit data and/or information that you consider to be confidential or proprietary unless it is absolutely required to understand and evaluate your submission.

On each page where confidential or proprietary information appears, you must label the confidential or proprietary information. Do not label every page of your submission as confidential as there are pages (such as the certification forms and bid sheet with pricing) that are not confidential. It is recommended that each page that contains either confidential or proprietary information be printed on colored paper (such as yellow or pink paper). At a minimum the pages where the confidential information appears should be labeled and the information you consider confidential or proprietary clearly marked.

Failure to label the actual pages on which information considered confidential appears will be considered as a waiver of confidential or proprietary rights in the information.

In the event a request for public information is filed with the City which involves your submission, you will be notified by the City of the request so that you have an opportunity to present your reasons for claims of confidentiality to the Texas Attorney General.

The proposal/bid submitted to the City contains NO confidential information and may be released to the public if required under the Texas Public Information Act.

**19. If your proposal contains confidential information identify where it is located.**

Where in your proposal is the confidential information? Please be specific.

n/a

**20. Does bidder maintain insurance as specified herein (see insurance requirements within the specifications and terms and conditions)?\***

Answer YES or

If your answer is NO, then please describe the differences here.

YES

**21. Indicate the company's first year of business operation:\***

2017

**22. Insurance Broker Information\***

Please provide your Insurance Broker's Name, contact name, phone number, fax number, and email address.

Kaliff Insurance, Rolanda Malkowski

Phone: (210) 829-7634

Fax: (210) 829-7636

rolanda@kaliff.com

**23. Are there claims that are pending against this insurance policy?\***

Answer No or

If yes, please describe:

NO

**24. List the most recent sales that you have with other public agencies, if any, and/or other customers (up to five) regarding a said materials / project:\***

Town of Prosper Sip & Stroll Series 2025, City of McKinney Sip & Stroll Series 2020-present, City of Murphy - Bites & Flights event, City of Celina Friday Night Markets - 2024 & 2025, City of Celina - 2025 Texas Tastemakers Festival presented by H-E-B

## **25. Emergency Business Service Contact Notice\***

During a natural disaster, or homeland security event, there may be a need for the City of Killeen to access your business for products or services after normal business hours and/or holidays. The City may request City employee pick up or vendor delivery of product or services

For this purpose, a primary and secondary emergency contact name and phone number are required. It is critical the vendor's emergency contact information remains current. City shall be contacted by E-mail with any change to a contact name or phone number of these emergency contacts. Updates may be emailed to [lluciano@killeentexas.gov](mailto:lluciano@killeentexas.gov)

All products or services requested during an emergency event are to be supplied as per the established contract prices, terms, and conditions. The vendor shall provide the fee (pricing) for an after-hours emergency opening of the business, if any. In general, orders will be placed using a City of Killeen procurement card (Master Card) or City issued Purchase Order. The billing is to include the emergency opening fee, if applicable.

Please download the below documents, complete, and upload.

- [Emergency\\_Business\\_Service\\_...](#)

Emergency\_Business\_Service\_Contact\_Notice\_-\_City\_of\_Killeen.pdf

## **26. Proposal Documents\***

**Please Upload your COMPLETE Proposal here.**

Killeen\_Beer\_and\_Brat\_Festival\_Proposal\_2025.pdf

# CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

## OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

SBG Hospitality LLC

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

NONE

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

N/A

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐

Yes

☒

No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐

Yes

☒

No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

N/A

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7

Andrew Stephan  
Signature of vendor doing business with the governmental entity

1/27/2025

Date

## **CONFLICT OF INTEREST QUESTIONNAIRE**

### **For vendor doing business with local governmental entity**

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

**Local Government Code § 176.001(1-a):** "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

**Local Government Code § 176.003(a)(2)(A) and (B):**

- (a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

\*\*\*

- (2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;  
or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

**Local Government Code § 176.006(a) and (a-1)**

- (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

- (a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

- (1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

- (2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.

## REFERENCES

Please provide three references:

### Reference No. 1

Company Name Downtown McKinney  
Address 111 N Tennessee St  
Mckinney, TX 75069  
Type of Business 501c3 Civic Organization - Mckinney Main Street Program  
Contact Person Andrew Jones  
Email Address ajones2@mckinneytexas.org  
Telephone and Fax #'s 219.246.6958  
Date and Type of Service(s) Provided 2020-present, Mckinney Sip & Stroll Series

### Reference No. 2

Company Name Legacy West  
Address 5908 Headquarters Drive  
Plano, TX 75024  
Type of Business Luxury Mixed Use Development feat. Shopping/Dining/Entertainment & Lifestyle  
Contact Person Rachel Chang  
Email Address rchang@prismplaces.com  
Telephone and Fax #'s 719.339.5661  
Date and Type of Service(s) Provided 2021-present, Plano Food & Wine Festival

### Reference No. 3

Company Name The Star  
Address 1 Cowboys Way, Frisco, TX 75034  
  
Type of Business Dallas Cowboys World Headquarters - Mixed Use Development  
Contact Person Fallon O'Neil  
Email Address foneill@dallascowboys.net  
Telephone and Fax #'s 972. 497. 4633  
Date and Type of Service(s) Provided 2022-present, Frisco Oktoberfest, Fall Festival, ACM Country Kick-Off

## Emergency Business Service Contact Notice

During a natural disaster, or homeland security event, there may be a need for the City of Killeen to access your business for products or services after normal business hours and/or holidays. The City may request City employee pick up or vendor delivery of product or services

For this purpose, a primary and secondary emergency contact name and phone number are required. It is critical the vendor's emergency contact information remains current. City shall be contacted by E-mail with any change to a contact name or phone number of these emergency contacts. Updates may be emailed to [lluciano@killeentexas.gov](mailto:lluciano@killeentexas.gov)

All products or services requested during an emergency event are to be supplied as per the established contract prices, terms, and conditions. The vendor shall provide the fee (pricing) for an after-hours emergency opening of the business, if any. In general, orders will be placed using a City of Killeen procurement card (Master Card) or City issued Purchase Order. The billing is to include the emergency opening fee, if applicable.

The contractor shall provide the names, phone numbers and fee (pricing), if any, for an after-hour's emergency opening of the business listed below.

Business Name: SBG Hospitality LLC

Contract #: RFP NO. 25-14

Description: Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Primary Contact (Name): Andrew Stephan

Primary Contact Phone Numbers: Home: \_\_\_\_\_ Cell: (318) 664-1772

Secondary Contact (Name): Lauren Stephan

Secondary Contact Phone Numbers: Home: \_\_\_\_\_ Cell: (318) 527-9221

After Hours emergency opening fee, if applicable: \$ 0.00





**KILLEEN JUNETOBERFEST  
A CELEBRATION OF BEER &  
BRATWURST**

*Proposal*

**PREPARED BY SBG HOSPITALITY**



## GET TO KNOW SBG HOSPITALITY

SBG Hospitality is a McKinney, TX based company specializing in creating, organizing, and promoting high-quality events and experiences that bring the community together! We are involved in planning a wide range of events, from local festivals and community gatherings to large-scale events that attract diverse audiences. SBG Hospitality handles everything from event logistics and vendor coordination to marketing and sponsorship management, ensuring that each event is a memorable and successful experience for our attendees and event partners.

Our expertise lies in curating events that offer a mix of entertainment, food, beverages, and unique activations, appealing to various demographics. We have a passion for transforming diverse areas, including mixed-use developments, master-planned communities, downtown areas, and more, into thriving and dynamic destinations through the power of placemaking.



## *A few of our local events:*



### FALL FEST AT THE STAR PRESENTED BY WRANGLER

4,000 attendees at the open to the public festival at the Cowboys Headquarters!



### FRISCO OKTOBERFEST

A vibrant annual celebration of German culture and traditions, welcoming over 12,000 attendees to enjoy delicious brats, games, beer and live music!



### DOWNTOWN MCKINNEY CRAFT BEER WALK

A lively event that invites 2,000 beer enthusiasts to explore the historic charm of Downtown McKinney while sampling a curated selection of craft beer!



### FRISCO UNCORKED PRESENTED BY H-E-B

An annual wine and food festival held in Frisco, Texas, that celebrates the best of local and regional flavors with its 8,000 attendees!







## Event Organization and Management

SBG Hospitality is proud to present you with an event proposal for the Killeen Junetoberfest, a celebration of bratwurst and craft beer!

This event will undoubtedly leave a lasting impression on the Killeen community. Guests will enjoy delicious bratwurst, a variety of craft beers, and exciting activities! The atmosphere will be inviting and fun, blending a relaxed, small-town charm with the excitement of an unforgettable festival experience!

The following proposal is based on 2,000 event attendees!





## KILLEEN JUNETOBERFEST!

SBG Hospitality will provide a turn-key event experience: Conceptualizing, planning logistics, coordinating the event, communicating with partners as needed, and executing a fabulous event in Killeen, Texas!

*The key components of the event include:*

Live Music!

Delicious Bratwursts from a variety of vendors!

A variety of craft beers from local and regional breweries

Activities like stein hoisting, brat eating, keg rolling, and more!

Family - Friendly Fun!

Branded Photo Opportunities!

Branded beer sampling cups!

**Here are some more fun details:**



# Event Overview

The Beer and Bratwurst Festival is set to take place Summer 2025. Our team suggests the event take place on Saturday, June 14th, 2025, from 12 PM to 4 PM at the Killeen Civic Conference Center Complex. This date and location is subject to change, and is acting as a place holder. We think you will get great attendance as this is Father's Day weekend and the event theme fits perfectly to celebrate dads!

This unique event will celebrate the timeless pairing of beer and bratwurst, featuring live music, craft beer tastings with 10 craft brewers, gourmet bratwurst vendors serving flavorful creations, and a vibrant atmosphere designed to entertain and engage.

Guests will purchase a beer pass if they'd like to drink beer that will include a 3 ounce sample to each brewery, a signature event beer cup, a bag of pretzels, and a beer pass that the brewers will mark off as guests visit their table. We recommend keeping this affordable for the first year at \$30 per beer pass.

Guests will pay the brat vendors directly. Brat vendors will also have other delicious festival favorite available for purchase including large salted pretzels, corn dogs on a stick for the kiddos, lemonade and funnel cakes!

Other fun activities include the photo op moments and the activities area where attendees big and small will participate for bragging rights and an event T-Shirt! Plenty of seating will be available for attendees to relax.

The Beer and Bratwurst Festival provides the perfect opportunity for the community to come together and enjoy an afternoon filled with exceptional food, drinks, and entertainment.



# Event Organization and Coordination

SBG Hospitality specializes in delivering seamless and well-executed events, ensuring every detail is thoughtfully planned and expertly managed. Through a collaborative and organized approach, SBG Hospitality will handle the following aspects to ensure the success of your event:

## Develop a Comprehensive Event Plan and Timeline

- SBG Hospitality will create a detailed event plan that outlines every element of the event, from setup to teardown. This plan will include a clear timeline to ensure that all tasks and milestones are completed on schedule, providing a roadmap for smooth execution.

## Coordinate with Vendors, Sponsors, and Stakeholders

- SBG Hospitality will serve as the main point of contact for all vendors, sponsors, and stakeholders, ensuring clear communication and alignment. Our team will manage these relationships to ensure everyone is on the same page and their contributions are delivered as promised.

## Arrange Necessary Permits and Licenses

- Our team will handle the research, application, and procurement of all required permits and licenses needed to comply with local regulations. This includes working closely with city officials and ensuring all deadlines and requirements are met to avoid delays or issues.

## Manage Event Budget and Expenses

- SBG Hospitality will develop and maintain a detailed event budget, ensuring all expenses are tracked and aligned with financial goals. By negotiating competitive rates with vendors and monitoring costs throughout the planning process, we ensure the event remains within budget while maximizing value. SBG will handle payment to all vendors and will invoice the city the event total of \$75,000. This payment can be split into two or three invoices if preferred.

By entrusting SBG Hospitality with these critical planning and coordination tasks, you can be confident that your event will be executed efficiently, professionally, and with exceptional attention to detail. We have a fantastic reputation for delivering exceptional community events!



# Venue Management

SBG Hospitality is dedicated to ensuring your event takes place at the ideal location that complements its vision and goals. Our team will thoroughly research and select a venue that suits all aspects of your event, including accessibility, atmosphere, and logistical requirements.

For the Beer and Bratwurst Festival, we are exploring the Killeen Special Events Center, a venue that offers both indoor and outdoor spaces. This venue provides an excellent option for creating a half indoor, half outdoor layout, where guests can cool down and hide from the sun while sampling cold craft beers.

## Select and Secure Venue

- We'll secure the venue and ensure it aligns with your event's specific needs, considering capacity, layout, and overall vibe.

## Arrange for Necessary Infrastructure

- To ensure the venue is fully equipped for the event, we will arrange for essential infrastructure such as tents, stages, seating, and any other setup required for smooth operations and guest comfort.

## Ensure Availability of Utilities

- We will coordinate with the venue/city to ensure there are adequate utilities such as electricity, water, and restrooms. Our team will confirm that everything is in place for a safe and comfortable experience for attendees and staff.

SBG Hospitality will manage every aspect of venue coordination, ensuring that all logistical components are addressed, infrastructure is in place, and utilities are available, so your event runs seamlessly from start to finish.



# Vendor Management

SBG Hospitality excels in managing vendor and sponsor relationships, ensuring that each partnership enhances the overall event experience. Our team will meticulously identify and recruit the best local breweries and bratwurst vendors to create a diverse and exciting offering for your event attendees.

Here's how SBG Hospitality will handle the process:

## Identify and Recruit Local Breweries and Bratwurst Vendors

- SBG Hospitality will explore the best local breweries known for their craft beer offerings and work to secure partnerships with those that align with the event's theme and audience. We will also identify top-notch bratwurst vendors, ensuring a selection of gourmet food options that will leave guests satisfied and impressed. Our team will consider vendor reputation, quality of products, and ability to meet event demand when selecting the best partners for the festival. We also have a great roster of bratwurst vendors!
- We will take the lead in negotiating vendor agreements and partnerships, ensuring both vendors and sponsors are given the appropriate exposure and value. SBG will handle contract details, deliverables, and expectations, ensuring a mutually beneficial arrangement for all parties. We will work closely with each partner to create a clear and transparent agreement that meets both their needs and the event's goals.
- Manage Vendor Logistics (Setup, Power Requirements, etc.) SBG Hospitality will create a vendor load in/strike plan and ensure it runs smoothly.
- SBG Hospitality will oversee the entire logistics process for vendors, from setup to teardown. We'll coordinate all power requirements, space allocations, and booth setup to ensure smooth operations on event day. Our team will work with vendors to confirm any special needs or technical requirements, ensuring that every booth and station is properly equipped and ready for guests.

By taking care of vendor recruitment, contract negotiations, and logistical management, SBG Hospitality ensures that all partnerships are streamlined and set up for success, allowing the event to run smoothly and exceed expectations.





# Marketing and Promotion

SBG Hospitality understands the importance of creating a buzz and generating excitement before, during, and after the event. Our team will develop a comprehensive marketing and promotional plan to drive awareness, attract attendees, and ensure your event is a success. Here's how we'll manage marketing and promotion:

## Create Promotional Materials

- Our team will design eye-catching promotional materials, including posters, flyers, and social media content. These materials will reflect the event's theme and attract the attention of attendees. We'll ensure they are visually appealing and optimized for both digital and print formats, ensuring the event stands out across various platforms and within the local community.

## Create Facebook and Instagram Pages

- SBG Hospitality will establish dedicated Facebook and Instagram pages for the Beer and Bratwurst Festival. These platforms will serve as key channels to engage with the community, share event updates, post promotional content, and create excitement leading up to the event. We'll also use these pages to interact with potential attendees, answer questions, and foster a sense of community around the festival.

## Engage with Local Media and Influencers

- SBG Hospitality will collaborate with local media outlets and influencers to amplify the event's reach. Our team will coordinate press releases, event calendar listings, and interviews with media to generate buzz and attract coverage. Additionally, we will partner with local influencers to share the event with their followers, leveraging their platforms to promote the festival to a wider audience authentically and engagingly.

SBG Hospitality will ensure that Killeen Junetoberfest achieves maximum visibility and excitement through strategic marketing efforts, innovative promotional materials, and robust online engagement, making the event both well-attended and memorable.





# *Ticketing and Registration*

SBG Hospitality will provide a seamless and professional ticketing and registration experience for the festival, utilizing Eventbrite to manage every aspect of the process. Here's how we'll handle it:

## **Set Up an Online Ticketing System**

- Using Eventbrite, SBG Hospitality will create a straightforward and user-friendly online ticketing platform. Tickets will be available in clearly defined categories, such as general admission and VIP packages. Guests will benefit from a simple, secure purchasing process, with immediate confirmation and digital ticket delivery.

## **Manage Ticket Sales and Distribution**

- SBG Hospitality will oversee ticket sales via Eventbrite, monitoring performance through its real-time analytics tools. We'll ensure the smooth distribution of digital tickets, promptly address any issues, and provide regular updates on sales progress to the City of Killeen.

## **Provide On-Site Registration and Check-In**

- Our team will utilize Eventbrite's check-in tools to facilitate a fast and efficient on-site registration process. This will include QR code scanning, organized registration stations, and a welcoming staff to ensure attendees have a smooth entry experience.

With SBG Hospitality managing the ticketing process, attendees will enjoy an effortless and stress-free experience, from purchasing tickets online to checking in at the event.

We recommend making general admission free the first year, charging \$35 for the beer pass and giving attendees the opportunity to purchase food directly from the vendors.





# Entertainment and Activities

SBG Hospitality will create an engaging and dynamic entertainment lineup and activity schedule that aligns perfectly with the festival's theme, ensuring attendees enjoy a memorable experience. Here's how we'll bring the festival to life:

## Arrange Live Music and Entertainment

- To set the perfect tone for the event, SBG Hospitality will book a mix of polka music and other lively genres, such as folk rock, bluegrass, and acoustic covers, creating a festive and vibrant atmosphere. Our team will handle all aspects of stage setup, including securing the necessary backline equipment, managing audio and lighting requirements, and coordinating performer schedules. This ensures a professional and seamless music experience for both the performers and the audience.

## Plan Activities

- SBG Hospitality will organize a variety of engaging activities and competitions, including:
  - Stein Hoisting Contest
  - Keg Rolling Races:
  - Stein Relays
  - Brat Eating Contest

We will handle the rules, prizes, and production for each activity, ensuring they run smoothly and add to the overall enjoyment of the festival.

Through thoughtful planning, professional coordination, and attention to detail, SBG Hospitality will deliver a well-rounded lineup of entertainment and activities that keep attendees engaged, entertained, and excited throughout the event.





# Event Safety

SBG Hospitality prioritizes the safety and well-being of all attendees, staff, and participants. We will take proactive measures to ensure a safe and secure environment at the festival. Here's how we'll handle safety and security:

## Develop a Safety and Emergency Response Plan

- SBG Hospitality will create a comprehensive safety and emergency response plan, detailing procedures for handling medical emergencies, crowd control, severe weather, and other potential incidents. This plan will be tailored to the venue layout and event activities, ensuring a quick and effective response to any situation.

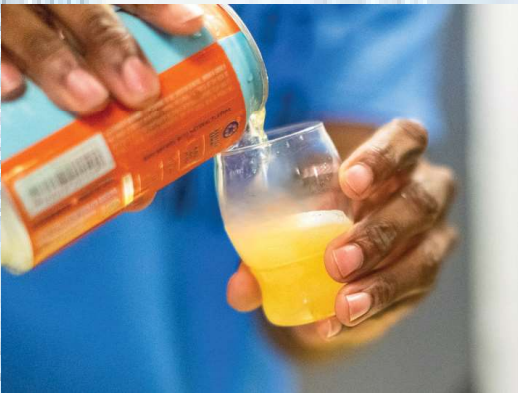
## Coordinate with Local Authorities for Security and Medical Services

- Our team will work closely with local law enforcement, emergency medical services, and private security firms to ensure adequate coverage throughout the event. This includes arranging on-site security personnel, a medical first aid station, and clear communication channels with local authorities.

## Ensure Compliance with Health and Safety Regulations

- SBG Hospitality will ensure that the festival adheres to all health and safety regulations set forth by local, state, and federal authorities. This includes overseeing proper food handling by vendors, ensuring sufficient sanitation facilities, and verifying that all activities and setups meet safety standards.

By combining our team's expertise, proactive planning, and close coordination with local authorities, SBG Hospitality will provide a safe, secure, and enjoyable environment for everyone attending the event.





# Logistics and Operations

SBG Hospitality is committed to ensuring that every aspect of the Beer and Bratwurst Festival runs seamlessly. Our team will handle the logistics and operations with precision and professionalism, ensuring a smooth experience from setup to teardown.

## Arrange for Event Setup and Teardown

- SBG Hospitality will coordinate all aspects of event setup and teardown, including vendor booths, stages, seating, activities, signage, and other infrastructure. Our team will create a detailed timeline and checklist to ensure everything is ready well before the event starts and is efficiently dismantled afterward.

## Manage Event Staff and Volunteers

- Our team will recruit, train, and manage event staff and volunteers to assist with various tasks, such as registration, vendor support, activity management, and attendee assistance. We will ensure every team member understands their roles and responsibilities to maintain a well-organized event environment.

## Oversee Event Day Operations and Troubleshooting

- On the day of the festival, SBG Hospitality will oversee all operations, ensuring that the event runs according to plan. Our team will monitor key areas, address any unforeseen challenges, and maintain open communication with vendors, sponsors, and performers. We'll ensure attendees have a positive experience while troubleshooting any issues that arise in real time.

By taking care of the logistics and operations, SBG Hospitality will ensure the Festival is executed flawlessly, leaving attendees, vendors, and stakeholders with a memorable and stress-free experience.



# Post Event Activities

SBG Hospitality understands that the work doesn't end when the event concludes! We will handle all post-event activities to ensure a successful wrap-up and provide valuable insights for future planning.

## Conduct a Post-Event Evaluation

- After the festival, our team will conduct a comprehensive post-event evaluation to assess its success. We will gather feedback from attendees, vendors, sponsors, and staff to identify strengths and areas for improvement. This process will provide actionable insights to enhance future events.

## Manage Vendor and Partner Follow-Ups

- SBG Hospitality will coordinate with vendors and event partners after the event to express gratitude, share event outcomes, and strengthen relationships. We will provide detailed follow-up communications, including post-event reports and photos, ensuring all sponsor and vendor expectations were met.

## Handle Financial Reconciliation and Reporting

- Our team will oversee the financial reconciliation process, ensuring all expenses and revenues are accounted for. We will provide a detailed financial report, outlining ticket sales, any set sponsorship contributions, and expenses, to offer a clear picture of the event's financial performance.

By managing these essential post-event activities, SBG Hospitality ensures that the Festival concludes on a high note, paving the way for continued success in future events. We'd love to see this festival be an annual celebration in Killeen!





# We can't wait to partner with you on this fantastic experience!



SBG Hospitality is thrilled about the potential opportunity to bring the Killeen Craft Beer & Bratwurst Festival to life. We are confident that our expertise, attention to detail, and passion for creating memorable experiences make us the best fit for this event. We can't wait to deliver a seamless, unforgettable experience for you and your attendees—this event will truly be a beautiful feather in our cap!

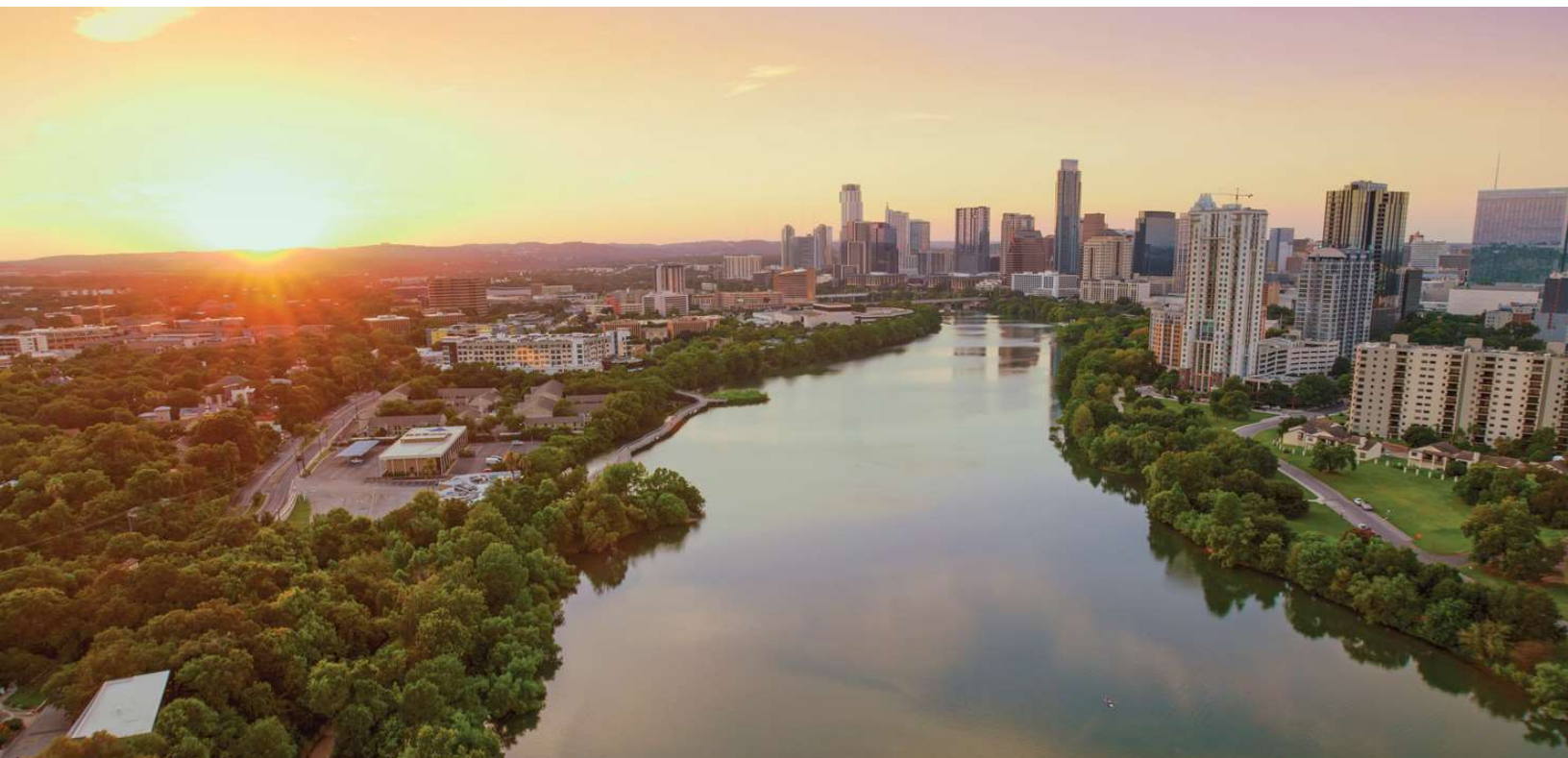
We're eager to discuss the event in more detail and fine-tune every aspect to ensure it exceeds expectations. Please let us know when you're available, and we'll be ready to make this event a massive success. Thank you for considering us—we're ready to knock it out of the park!

 [www.sbghospitality.com](http://www.sbghospitality.com)

 [hello@sbghospitality.com](mailto:hello@sbghospitality.com)

 318-527-9221

*Thank you for the consideration!*



[WWW.SBGHOSPITALITY.COM](http://WWW.SBGHOSPITALITY.COM)