



Production- Request for Proposal
31st Annual TEA Thea Awards Proposal Submission Deadline
June 19, 2024, 2:00pm, PST



About TEA

TEA brings together the creators and makers of experiences worldwide – from the creative storytellers to the technical builders, from operators to investors, and from idea to operation and beyond – and provides them with the tools, education, advocacy, community, and connections they need to help grow their businesses and their careers.

The Job

Tell a compelling and memorable story using the TEA, the 31st annual Thea Award Winners slate (available in mid-October under NDA), industry talent, and the unique location of the Hilton Universal City Hollywood.

Why work with TEA?

This is your opportunity to shine. Showcase your technical and storytelling abilities at the industry's premiere Awards event recognizing excellence in themed entertainment. In 2024 there were over 600 attendees from over 130 companies from over 25 countries.

Meet your next opportunity. At TEA you'll find our community built just for you, ready to connect, share, and do real business. Creators and builders, dreamers and doers, buyers and sellers: they're all here and eager to talk.



Give back. TEA is a 501(c)6 not for profit trade association that relies fully on the support of the industry and its members to achieve its mission and produce world class events. Each year hundreds of thousands of dollars of in-kind services are procured to offset production costs for the Thea Awards.



About the Thea Awards

- [Thea Awards Video](#)

For more than 30 years, the Thea Awards have stood as the highest recognition of outstanding achievement in themed entertainment and experience design. Our annual Award Gala is the most sought-after ticket in town, attended by the leaders and innovators at the highest levels of our industry.





Scope of Work

1. Work with TEA staff team on all event and production elements
2. Participate in bi-weekly/weekly planning calls with TEA staff and volunteer curation team leading up to event date
3. Create overall project timeline for production to include deadlines
4. Work with TEA staff team to create and manage the Gala run of show
5. Executive producer, creative director, and technical director to attend site visit(s) in late summer/ early fall
6. Identify and source the entire creative & technical team, including Tech Director, Art Director, Music Director, Media Designer, Lighting Designer, VOG, Teleprompter, & any show talent, utilizing TEA volunteer and in-kind support where possible to reduce overall production budget
7. Work closely with TEA staff and leadership to curate awards presenters, entertainment, and surprise and delight moments of the live production
8. Work in coordination with live stream broadcast partners
9. Write show script for all presenters
10. Produce and manage the day-to-day planning of the Gala - including day of event.
11. Coordinate pre & post show activations (ex. Red carpet experience, after party w/ live band karaoke and dessert bar)
12. Provide day of Event Stage Manager and 2 Assistant Stage Manager(s)
13. Assist in determining Audio Visual needs and Sourcing
14. Work with Hotel AV Director to finalize ballroom engineering package (lighting & sound)
15. Collect recipient video assets to be used in show
16. Coordinate and lead highly professional, day of recipient & tech rehearsals
17. Manage day-of event Gala team for load-in, event run and strike
18. Develop potential lasting relationship extending to 2026 and beyond (event likely to be held in March in Orlando)

Budget

Working within a budget of \$250,000 with the expectation of procuring an additional \$250,000 of underwritten/in-kind contributions once engagement is confirmed



Event Scheule

Location: Hilton: Universal City, California

Date/ Time

Thursday, March 13, 2025

6:00 p.m. - 11:59 p.m.- Load in/ Set-up

Friday, March 14, 2025

12:00 a.m. - 5:00 p.m. - Set up Continued

TBD - Tech Rehearsals

Saturday, March 15, 2025

8:00 a.m. – 5:00 p.m.- Room Set-Up and Speaker Rehearsals

6:00 p.m. -10:00 p.m.- Dinner & Award Show

10:00 p.m. -12:30 p.m. – After Dinner Reception

Sunday, March 16, 2025

6:00 a.m. – 2:00 p.m.- Tear Down

Proposal Requirements

- Summary of your experience or exposure to the Theas or TEA and why your company is best suited for the job
- Contact information (Company Name, Email, Website, Phone number)
- Pricing broken out by line item
- Name Executive Producer & Creative Director (if known)
- Payment schedule
- Sample reel and/or photos of work for review



- 1-2 clients that may be contacted for referral
- Preference may be given to companies who can demonstrate strong connections within with industry that would enhance the overall prestige and production value of the event, and/or reduce out of pocket production costs for TEA

Contact and Submission for Proposals

Please contact Christine Rogers, TEA Meetings and Production Manager, for any specific questions on this RFP at christine@teaconnect.org . Otherwise, please submit proposal via email by 2:00pm PST, June 19, 2024.

Thank you,

Christine Rogers

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teaconnect.org