



1350 Bennett Valley Road
Santa Rosa, CA 95404
p: (707) 545-4200
f: (707) 573-9342
sonomacountyfair.com

January 12, 2018

To: Interested Concession Companies

From: Rebecca Bartling, CEO
Sonoma County Fair & Exposition, Inc.

Re: Proposals to provide Concessions Services at Chris Beck Arena
March 1, 2018 – December 31, 2020

REQUEST FOR PROPOSAL

The Sonoma County Fair & Exposition, Inc. (hereinafter referred to as “Fair”) is seeking proposals to enter into a three-year license agreement to provide year-round food concession service in the Chris Beck Arena.

To receive the specifications for submitting your Proposal for our consideration, please contact lfox@sonomacountyfair.com for the link to the RFP. All proposals will be carefully reviewed and the awarding of a License Agreement will be done in the interest of the Fair-going public based on the Proposer’s experience, qualifications, financial benefit to the Corporation and other factors.

Sealed proposals will be received at the Fair’s Administration Office, 1350 Bennett Valley Road, no later than 2:00p.m. February 2, 2018. Proposals received later than this date and time will not be accepted. All proposals must be clearly marked “Year-Round Food Concession Service - Chris Beck Arena Proposal”.

A mandatory pre-proposal walk through has been scheduled for January 19, 2018 at 1:30p.m. Proposers will meet at the entrance to the Chris Beck Arena at the Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa, California. Those planning to attend the walkthrough should R.S.V.P. to Fair administrative staff at (707) 545-4200 x 201 before January 16, 2018. Questions regarding the content of this RFP will not be answered by phone. Questions will be answered in accordance with Part II, Section K of the RFP, no later than close of business (5:00pm), January 24, 2018.

At the Fairgrounds:
Golf Course
RV Park
Jockey Club
Wine Country Racing
Fair Foundation