

**CONSULTANT AGREEMENT BETWEEN GTE AGENCY, LLC dba
GLOBAL TALENT ENTERTAINMENT AND THE CITY OF SANTA ANA
FOR ENTERTAINMENT PROMOTER SERVICES**

THIS AGREEMENT is made and entered into on this 15th day of April, 2025, by and between GTE Agency, LLC, a California limited liability company dba Global Talent Entertainment (“Consultant”), and the City of Santa Ana, a charter city and municipal corporation organized and existing under the Constitution and laws of the State of California (“City”).

RECITALS

- A. On December 5, 2024, the City issued Request for Proposal (“RFP”) No. 24-102 seeking to retain a consultant having special skill and knowledge in the field of entertainment promoter services for the City’s Parks, Recreation, and Community Services Agency.
- B. Consultant submitted a responsive proposal that was selected by the City. Consultant represents that it is able and willing to provide such services described in the Scope of Work that was included in RFP No. 24-102.
- C. In undertaking the performance of this Agreement, Consultant represents that it is knowledgeable in its field and that any services performed by Consultant under this Agreement will be performed in compliance with such standards as may reasonably be expected from a professional consulting firm in the field.

NOW THEREFORE, in consideration of the mutual and respective promises, and subject to the terms and conditions hereinafter set forth, the parties agree as follows:

1. SCOPE OF SERVICES

Consultant shall perform during the term of this Agreement, the tasks and obligations including all labor, materials, tools, equipment, and incidental customary work required to fully and adequately complete the services described in the “Scope of Services,” attached hereto and incorporated herein by reference as **Exhibit A**, and as further described in “Consultant’s Proposal,” attached hereto and incorporated herein by reference as **Exhibit B**.

2. COMPENSATION

- a. City neither warrants nor guarantees any minimum or maximum compensation to Consultant under this Agreement. Consultant shall be paid only for actual services performed under this Agreement at the rates and charges identified in “Consultant’s Fee Proposal,” attached hereto and incorporated herein by this reference as **Exhibit C**. Consultant is one of two (2) separate consultants selected to provide services on an on-call basis under RFP 24-102. The total compensation for services provided by all consultants selected under RFP 24-102 shall not exceed the shared aggregate amount of \$1,500,000.00 during the term of this Agreement, including any extension periods, as set forth in Section 3, below.

- b. Payment by City shall be made within forty-five (45) days following receipt of a proper invoice evidencing work performed, including but not limited to entertainment consulting services, securing and contracting artists, artist deposits, securing and contracting vendors, vendor deposits and other production costs necessary for the scheduled event, subject to City accounting procedures. Consultant shall be entitled to invoice the City in advance for services related to scheduled events, including but not limited to artist deposits, vendor payments, and production costs. To facilitate seamless event execution and ensure all necessary commitments are met, Consultant may submit invoices as early as necessary to align with required payment timelines. If event planning begins within forty-five (45) days of the event date, payment shall be due upon receipt of the invoice to avoid delays in securing artists and vendors. The City shall process all other invoices in accordance with its standard accounting procedures, ensuring payments are made no later than forty-five (45) days prior to the event. All payments under this Agreement shall be made through Automated Clearing House (ACH) transfers. Consultant agrees to execute the City's standard ACH Vendor Payment Authorization and provide required documentation. Upon verification of the data provided, the City will be authorized to deposit payments directly into Consultant's designated account(s). Payment need not be made for work that does not meet the standards of performance set forth in the Recitals and reasonably expected by the City.

3. TERM

This Agreement shall commence on April 15, 2025 and terminate on April 14, 2028, with the option for the City to grant up to two (2), one (1) year extensions, exercisable by a writing by the City Manager and the City Attorney, unless terminated earlier in accordance with Section 15, below.

4. INDEPENDENT CONTRACTOR

Consultant shall, during the entire term of this Agreement, be construed to be an independent contractor and not an employee of the City. This Agreement is not intended nor shall it be construed to create an employer-employee relationship, a joint venture relationship, or to allow the City to exercise discretion or control over the professional manner in which Consultant performs the services which are the subject matter of this Agreement; however, the services to be provided by Consultant shall be provided in a manner consistent with all applicable standards and regulations governing such services. Consultant shall pay all salaries and wages, employer's social security taxes, unemployment insurance and similar taxes relating to employees and shall be responsible for all applicable withholding taxes.

5. OWNERSHIP OF MATERIALS

This Agreement creates a non-exclusive and perpetual license for City to copy, use, modify, reuse, or sublicense any and all copyrights, designs, and other intellectual property embodied in plans, specifications, studies, drawings, estimates, and other documents or works of authorship fixed in any tangible medium of expression, including but not limited to, physical

drawings or data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement (“Documents & Data”). Consultant shall require all subcontractors to agree in writing that City is granted a non-exclusive and perpetual license for any Documents & Data the subcontractor prepares under this Agreement. Consultant represents and warrants that Consultant has the legal right to license any and all Documents & Data. Consultant makes no such representation and warranty in regard to Documents & Data which were provided to Consultant by the City. City shall not be limited in any way in its use of the Documents and Data at any time, provided that any such use not within the purposes intended by this Agreement shall be at City’s sole risk.

6. INSURANCE

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with products and materials supplied to City. Total cost of such insurance shall be borne by Consultant.

Minimum Scope and Limit of Insurance.

- **Commercial General Liability:** coverage shall be at least as broad as Insurance Services Form CG 00 01 covering CGL on an “occurrence” basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000 per occurrence and \$2,000,000 aggregate.
- If Consultant maintains broader coverage and/or higher limits than the minimums shown above, City requires and shall be entitled to the broader coverage and/or the higher limits maintained by Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to City.

Other Insurance Provisions. The insurance policies are to contain, or be endorsed to contain, the following provisions:

- City of Santa Ana, its City Council, its officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work or operations performed by or on behalf of the Instructor including materials, parts, equipment, and personnel furnished in connection with such work or operations.
- Insurance company agrees to waive all rights of subrogation against City of Santa Ana, its City Council, its officers, officials, employees, agents, and volunteers for losses paid under the terms of any policy which arise from work performed by Instructor for City.
- For any claims related to this contract, Consultant’s insurance coverage shall be primary and any insurance maintained by City, its City Council, its officers, officials, employees, agents, or volunteers shall not contribute with it.
- A severability of interest provision must apply for all the additional insureds, ensuring that Consultant’s insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the insurer’s limits of liability.
- Insurance policy required herein shall provide that coverage shall not be canceled, suspended, voided, reduced in coverage or in limits, non-renewed by the carrier, or materially changed except after thirty (30) days prior written notice has been given to

City. Ten (10) days prior written shall be provided to City for policy cancellation or non-renewal due to non-payment.

- Certificate Holder on each Evidence of Insurance certificate shall be: City of Santa Ana, Attention: Parks, Recreation, & Community Services Agency, 20 Civic Center Plaza M-23, Santa Ana, CA 92701.

Acceptability of Insurers. Insurance is to be placed with insurers authorized to conduct business in the state of California with a current A.M. Best rating of no less than A:VII, unless otherwise acceptable to City.

Verification of Coverage. Consultant shall furnish City with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements to City before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive Consultant's obligation to provide them. City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Special Events Coverage. Special events coverage is available and can be purchased by Contractor. Use this link to learn more: https://2sparta.com/selip_application.php.

Special Risks or Circumstances. City reserves the right to modify these requirements at any time, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances. City reserves the right to modify or waive insurance requirements for certain low risk recreational activities.

7. INDEMNIFICATION

Consultant agrees to defend, and shall indemnify and hold harmless the City, its officers, agents, employees, contractors, special counsel, and representatives from liability: (1) for personal injury, damages, just compensation, restitution, judicial or equitable relief arising out of claims for personal injury, including death, and claims for property damage, which may arise from the negligent operations of the Consultant, its subcontractors, agents, employees, or other persons acting on its behalf which relates to the services described in section 1 of this Agreement; and (2) from any claim that personal injury, damages, just compensation, restitution, judicial or equitable relief is due by reason of the terms of or effects arising from this Agreement. This indemnity and hold harmless agreement applies to all claims for damages, just compensation, restitution, judicial or equitable relief suffered, or alleged to have been suffered, by reason of the events referred to in this Section or by reason of the terms of, or effects, arising from this Agreement. The Consultant further agrees to indemnify, hold harmless, and pay all costs for the defense of the City, including fees and costs for special counsel to be selected by the City, regarding any action by a third party challenging the validity of this Agreement, or asserting that personal injury, damages, just compensation, restitution, judicial or equitable relief due to personal or property rights arises by reason of the terms of, or effects arising from this Agreement. City may make all reasonable decisions with respect to its representation in any legal proceeding. Notwithstanding the foregoing,

to the extent Consultant's services are subject to Civil Code Section 2782.8, the above indemnity shall be limited, to the extent required by Civil Code Section 2782.8, to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant.

8. INTELLECTUAL PROPERTY INDEMNIFICATION

Consultant shall defend and indemnify the City, its officers, agents, representatives, and employees against any and all liability, including costs, for infringement of any United States' letters patent, trademark, or copyright infringement, including costs, contained in the work product or documents provided by Consultant to the City pursuant to this Agreement.

9. RECORDS

Consultant shall keep records and invoices in connection with the work to be performed under this Agreement. Consultant shall maintain complete and accurate records with respect to the costs incurred under this Agreement and any services, expenditures, and disbursements charged to the City for a minimum period of three (3) years, or for any longer period required by law, from the date of final payment to Consultant under this Agreement. All such records and invoices shall be clearly identifiable. Consultant shall allow a representative of the City to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement during regular business hours. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to this Agreement for a period of three (3) years from the date of final payment to Consultant under this Agreement.

10. CONFIDENTIALITY

If Consultant receives from the City information which due to the nature of such information is reasonably understood to be confidential and/or proprietary, Consultant agrees that it shall not use or disclose such information except in the performance of this Agreement, and further agrees to exercise the same degree of care it uses to protect its own information of like importance, but in no event less than reasonable care. "Confidential Information" shall include all nonpublic information. Confidential information includes not only written information, but also information transferred orally, visually, electronically, or by other means. Confidential information disclosed to either party by any subsidiary and/or agent of the other party is covered by this Agreement. The foregoing obligations of non-use and nondisclosure shall not apply to any information that (a) has been disclosed in publicly available sources; (b) is, through no fault of the Consultant disclosed in a publicly available source; (c) is in rightful possession of the Consultant without an obligation of confidentiality; (d) is required to be disclosed by operation of law; or (e) is independently developed by the Consultant without reference to information disclosed by the City.

11. CONFLICT OF INTEREST CLAUSE

Consultant covenants that it presently has no interests and shall not have interests, direct or indirect, which would conflict in any manner with performance of services specified under this Agreement.

12. NON-DISCRIMINATION

Consultant shall not discriminate because of race, color, creed, religion, sex, marital status, sexual orientation, gender identity, gender expression, gender, medical conditions, genetic information, or military and veteran status, age, national origin, ancestry, or disability, as defined and prohibited by applicable law, in the recruitment, selection, teaching, training, utilization, promotion, termination or other employment related activities or any services provided under this Agreement. Consultant affirms that it is an equal opportunity employer and shall comply with all applicable federal, state and local laws and regulations.

13. EXCLUSIVITY AND AMENDMENT

This Agreement represents the complete and exclusive statement between the City and Consultant, and supersedes any and all other agreements, oral or written, between the parties. In the event of a conflict between the terms of this Agreement and any attachments hereto, the terms of this Agreement shall prevail. This Agreement may not be modified except by written instrument signed by the City and by an authorized representative of Consultant. The parties agree that any terms or conditions of any purchase order or other instrument that are inconsistent with, or in addition to, the terms and conditions hereof, shall not bind or obligate Consultant or the City. Each party to this Agreement acknowledges that no representations, inducements, promises or agreements, orally or otherwise, have been made by any party, or anyone acting on behalf of any party, which is not embodied herein.

14. ASSIGNMENT

Inasmuch as this Agreement is intended to secure the specialized services of Consultant, Consultant may not assign, transfer, delegate, or subcontract any interest herein without the prior written consent of the City and any such assignment, transfer, delegation or subcontract without the City's prior written consent shall be considered null and void. Nothing in this Agreement shall be construed to limit the City's ability to have any of the services which are the subject to this Agreement performed by City personnel or by other contractors retained by City.

15. TERMINATION

This Agreement may be terminated by the City upon thirty (30) days written notice of termination. In such event, Consultant shall be entitled to receive and the City shall pay Consultant compensation for all services performed by Consultant prior to receipt of such notice of termination, subject to the following conditions:

- a. As a condition of such payment, the Executive Director may require Consultant to deliver to the City all work product(s) completed as of such date, and in such case such work product shall be the property of the City unless prohibited by law, and Consultant consents to the City's use thereof for such purposes as the City deems appropriate.
- b. Payment need not be made for work which fails to meet the standard of performance specified in the Recitals of this Agreement.

16. WAIVER

No waiver of breach, failure of any condition, or any right or remedy contained in or granted by the provisions of this Agreement shall be effective unless it is in writing and signed by the party waiving the breach, failure, right or remedy. No waiver of any breach, failure or right, or remedy shall be deemed a waiver of any other breach, failure, right or remedy, whether or not similar, nor shall any waiver constitute a continuing waiver unless the writing so specifies.

17. JURISDICTION - VENUE

This Agreement has been executed and delivered in the State of California and the validity, interpretation, performance, and enforcement of any of the clauses of this Agreement shall be determined and governed by the laws of the State of California. Both parties further agree that Orange County, California, shall be the venue for any action or proceeding that may be brought or arise out of, in connection with or by reason of this Agreement.

18. PROFESSIONAL LICENSES

Consultant shall, throughout the term of this Agreement, maintain all necessary licenses, permits, approvals, waivers, and exemptions necessary for the provision of the services hereunder and required by the laws and regulations of the United States, the State of California, the City of Santa Ana and all other governmental agencies. Consultant shall notify the City immediately and in writing of its inability to obtain or maintain such permits, licenses, approvals, waivers, and exemptions. Said inability shall be cause for termination of this Agreement.

19. NOTICE

Any notice, tender, demand, delivery, or other communication pursuant to this Agreement shall be in writing and shall be deemed to be properly given if delivered in person or mailed by first class or certified mail, postage prepaid, or sent by fax or other telegraphic communication in the manner provided in this Section, to the following persons:

To City:

City Clerk
City of Santa Ana
20 Civic Center Plaza (M-30)
P.O. Box 1988
Santa Ana, California 92702-1988
Fax: 714- 647-6956

With courtesy copies to:

Executive Director
Parks, Recreation, and Community Services
City of Santa Ana
20 Civic Center Plaza

P.O. Box 1988
Santa Ana, California 92702

To Consultant:

GTE Agency, LLC dba Global Talent Entertainment
Attn: Brian Escandon, CEO
3780 Kilroy Ave, Suite 200
Long Beach, California 90806

A party may change its address by giving notice in writing to the other party. Thereafter, any communication shall be addressed and transmitted to the new address. If sent by mail, communication shall be effective or deemed to have been given three (3) days after it has been deposited in the United States mail, duly registered or certified, with postage prepaid, and addressed as set forth above. If sent by fax, communication shall be effective or deemed to have been given twenty-four (24) hours after the time set forth on the transmission report issued by the transmitting facsimile machine, addressed as set forth above. For purposes of calculating these time frames, weekends, federal, state, County or City holidays shall be excluded.

20. MISCELLANEOUS PROVISIONS

- a. Each undersigned represents and warrants that its signature herein below has the power, authority and right to bind their respective parties to each of the terms of this Agreement, and shall indemnify City fully, including reasonable costs and attorney's fees, for any injuries or damages to City in the event that such authority or power is not, in fact, held by the signatory or is withdrawn.
- b. All Exhibits referenced herein and attached hereto shall be incorporated as if fully set forth in the body of this Agreement.

[signatures appear on following page]

**SIGNATURE PAGE FOR CONSULTANT AGREEMENT BETWEEN GTE AGENCY,
LLC dba GLOBAL TALENT ENTERTAINMENT AND THE CITY OF SANTA ANA
FOR ENTERTAINMENT PROMOTER SERVICES**

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the date and year first
above written.

ATTEST

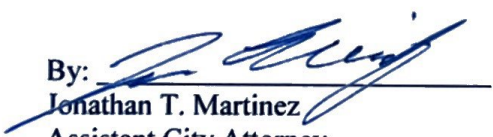
CITY OF SANTA ANA

Jennifer L. Hall
City Clerk

Alvaro Nunez
City Manager


APPROVED AS TO FORM
SONIA R. CARVALHO
City Attorney

CONSULTANT

By: 
Jonathan T. Martinez
Assistant City Attorney


By: GTE Agency, LLC DBA Global Talent Entertainment
Title: Brian Escandon & DaVon Buckner, Co-CEO's

RECOMMENDED FOR APPROVAL



Hawk Scott
Executive Director
Parks, Recreation, and Community Services Agency

EXHIBIT A

SCOPE OF SERVICES



CITY OF SANTA ANA

EXHIBIT I

SCOPE OF SERVICES

Contractor shall perform services as set forth below.

The City is seeking a Contractor with the capacity to provide talent for various events. Sample events include: Fiestas Patrias, Chicano Heritage Event, Tet, 4th of July, Egg Hunts, Concerts in the Park, Plaza Navidena, 5k/10k. Below is a sample listing of performers used for previous large-scale events:

Banda Machos
Diana Reyes
Maribel Guardia
Fidel Rueda
Graciela Beltran
Las Sebastianes

Promoter must have access to groups within the Mexican regional music genre such as, but not limited to, the following:

Banda
Norteño
Mariachi

Promoter must also have access to groups and performers of a wide variety of genres.

The Contractor will be expected to provide insurance for performers. Additionally, the promoter will be responsible for any special requests from the performer. The Contractor is also expected to coordinate with various City departments and other Contractors associated with the event. The Contractor should provide a listing of talent they represent. Due to the differences in pricing based on the performer, each performance pricing will be negotiated with the City. Pricing should include a price range for a performance.

The City understands that performers' rates can vary greatly based on a number of factors. Therefore, include a listing of talent represented by your company, group talent into levels of similar pricing and include the price range for each level.

City may request services during the term of the agreement at prices identified in the price listing. If a requested service is not listed on the price listing the city will negotiate a price with the Contractor.

I. Task 1 - Event Management and Production Services

Contractor shall manage and produce all phases of Event, including, but not limited to conceptualizing and designing the experiential, physical and digital event elements; managing production schedules and budgets; procuring equipment, vendors, and services; providing technical and logistical support; training personnel; and managing and executing the on-site event build and tear-down.



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Event Management and Production Services shall include the following:

A. Event Management Services - Contractor shall be responsible for the overall planning and execution of the Event, including the following:

1. Assigning a Project Manager to this contract to act as lead and primary point of contact for the City.
2. Establishing and maintaining effective working relationships with the City, other government agencies, vendors, contractors, VIPs, and other stakeholders.
3. Managing and training the Production team.
4. Managing and adhering to schedule and budget.
5. Providing creative direction and recommendations to the City in areas such as event design and layout, theme development, logo creation, marketing, and public relations.
6. Preparing reports and support documentation such as production schedules, site plans, conceptual drawings, vendor/subcontractor list(s), expenditure/revenue reports, quotes, invoices, and cost estimates.
7. Attending meetings as needed or upon request by the City.

B. Production Services – Contractor shall be responsible for delivering quality production services that upholds the branding of the Event and/or City, such as the following:

1. Developing, creating, and coordinating graphic design and collateral material.
2. Integrating marketing campaign to ensure proper exposure of the event.
3. Leading the production team and coordinating on-site installation and tear-down of event elements and decor.
4. Supervising event production operations in both back-of-house and front-of-house.
5. Providing logistical support to the City.
6. Recruiting, facilitating, and coordinating all food and beverage service operations and vendors.
7. Talent or Entertainment acquisition, which includes booking and negotiating contracts, managing talent needs, and scheduling appearances.
8. Hiring technical and equipment vendors.
9. Troubleshooting and addressing technical challenges with various types of equipment and decor such as special effects lighting, sound, tenting, and staging.



CITY OF SANTA ANA

10. Providing technical expertise on topics such as visual effects, lighting, sound, set design, rentals, and staging.
11. Managing the procurement, installation, and removal of utilities (e.g., generators and lighting), if necessary.
12. Providing contract administration services for all vendors, contractors, and subconsultants engaged for Events.
13. Identifying and/or soliciting sponsors if requested by the City.
14. Training, coordinating, and managing event staff and volunteers.
15. Adhering to the production budget and schedule and/or program timelines.
16. Complying with all regulations and requirements such as the City's special event permit process and Health permits.

C. Event Support Services – Contractor shall be responsible for providing event staff before, during, and after Event for event support services, which may include, but are not limited to the following: event registration, set-up and tear-down, logistical support, and general support to vendors, participants, entertainment, and City staff.

II. Task 2 – Consulting Services

Contractor shall provide consulting services on an as-needed, per-project basis to support specific components of an Event to enhance the overall experience in one or more of the following key areas as described below:

- A. Graphic Design** - Provide consulting services that includes but is not limited to the development and creation of graphic design and layout of logos and collateral material that will complement the event themes and concepts.
- B. Décor and Design** - Provide consulting services on how to transform the site through environmental design, which includes but is not limited to visual displays and exhibits, banners, flags, floral and other creative décor to enhance theme(s).
- C. Production** - Provide recommendations and implementation plans in the following areas: logistics, staging, site preparation, public safety and emergency services, equipment needs, utility services, securing entertainment and activities, parking services, and vendor, staffing and volunteer coordination.
- D. Technical** - Provide consulting services to assistant with identifying and resolving any technical needs including but not limited to the following: set-up of lighting and stage area, sound systems, PA systems, video recording services and/or photography services.

EXHIBIT B

CONSULTANT'S PROPOSAL

ENTERTAINMENT PROMOTER RFP NO. 24-102

GLOBAL TALENT ENTERTAINMENT PROPOSAL SUBMITTED THURSDAY JANUARY 9TH, 2025



Services Proposed For:

Monique Leon, Recreation and Community Services Supervisor
City of Santa Ana – Parks, Recreation, and Community Services
20 Civic Center Plaza
Santa Ana, CA 92701

Services Proposed By:

GTE Agency, LLC DBA Global Talent Entertainment
Brian Escandon, Co-CEO
DaVon Buckner, Co-CEO
3780 Kilroy Airport Way Suite 200
Long Beach, CA 90806
Office: 562-544-1764
Email: Contact@GlobalTalentEnt.com

GLOBAL TALENT ENTERTAINMENT

Cover Letter

Date: January 8, 2025

To:

Monique Leon, Recreation and Community Services Supervisor
City of Santa Ana – Parks, Recreation, and Community Services
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Ms. Leon,

Thank you for the opportunity to submit our proposal for RFP No. 24-102, Entertainment Promoter for the City of Santa Ana. At Global Talent Entertainment (GTE), we bring over 15 years of combined expertise in talent procurement, event management, production, and marketing. As a fully licensed, insured, and bonded full service entertainment company, we take pride in producing events that leave a lasting impression and bring people together.

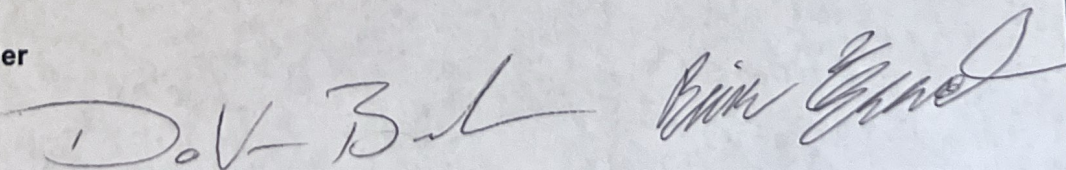
Our recent experience includes procuring talent for the City of Santa Ana's 2024 Fiesta Del Mariachi at Santa Ana Stadium, where we successfully curated a dynamic lineup of renowned mariachi artists. Additionally, we handled talent procurement for the inaugural City of Long Beach Mariachi Festival. Another standout project was booking, producing, and managing the multi-day Mul-Chu-Tha Fair & Concert in Arizona for the Gila River Indian Tribal Government, featuring high-profile artists such as Lil Jon, Too Short, and Chingy. We also secured the iconic regional Mexican group Los Tucanes de Tijuana for the 2018 City of Los Angeles El Grito festival. These projects demonstrate our capability to deliver high-caliber entertainment while producing and managing events of all sizes, from intimate cultural gatherings to large-scale concerts and festivals.

Our well-established industry relationships with premier talent, coupled with a trusted network of production vendors, allow us to deliver top-tier entertainment services while maximizing any budgetary constraints. We pride ourselves on being highly cost-effective, ensuring that every dollar spent translates into exceptional value and a successful event. Our hands-on, detail-oriented approach ensures that every element is flawlessly executed—allowing you to focus on fostering community engagement.

We would welcome the opportunity to work with the City of Santa Ana once again and contribute to the continued success of your events. Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

Brian Escandon & DaVon Buckner
Co-Founders & Co-CEO's
Global Talent Entertainment



GLOBAL TALENT ENTERTAINMENT

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COMPANY OVERVIEW

Global Talent Entertainment (GTE) is based in Long Beach, Ca and was founded by industry veterans Brian Escandon and DaVon Buckner, who bring over 15 years of experience in the live entertainment industry. Both serving as Project Managers and Principal Agents for every project. With a streamlined team structure, GTE ensures maximum efficiency, featuring an Operations Manager to oversee day to day operations and a Finance & Accounting Manager to manage budgets, contracts, and financial reporting. For larger events, we collaborate with trusted production partners from our established vendor network to guarantee seamless technical execution.

GTE offers a comprehensive suite of services tailored to exceed expectations in talent procurement, event production, event management, and marketing & promotion. Our direct access to major talent agencies—including CAA, WME, and UTA—and established connections with top regional Mexican artists enable us to secure high-caliber talent across multiple genres. While we specialize in Latin music such as banda, norteño, and mariachi, we also book mainstream acts in pop, hip-hop, R&B, rock, country, comedy, and unique performers, including tribute bands and culturally significant acts. We pride ourselves on end-to-end event production, ensuring flawless execution from load-in to load-out. Our team delivers high-quality sound systems customized to the venue's acoustics, tailored lighting designs to set the ideal ambiance, adaptable staging solutions for any event size, and advanced video production, including large-scale video walls. Leveraging a well-established network of trusted equipment providers and production partners, we ensure premium production value while strategically optimizing budgets. From initial planning to final execution, we guarantee a seamless event experience.

Beyond production, GTE offers full-service event management to ensure smooth execution from concept to completion. Our team handles logistics, operations, and production, including permit acquisition, vendor coordination, and on-site logistics. We also manage all artist needs, including transportation, hospitality, and lodging, ensuring accommodations are tailored to their preferences. Our experienced stage management team maintains strict performance schedules with detailed advance sheets shared with all key teams. A dedicated on-site operations team ensures real-time issue resolution, providing clients and talent with a well-coordinated and memorable event experience.

To maximize event visibility and attendance, GTE offers tailored marketing and promotional strategies. Our services include professional graphic design for promotional materials and event branding, targeted social media campaigns to engage diverse audiences, and community outreach through partnerships with local organizations.

GTE has a proven track record of delivering successful events across Southern California and beyond. Our extensive event portfolio includes a variety of high-profile festivals, concert series, and large-scale events. Notably, our involvement in Santa Ana's Fiesta del Mariachi (2024) included procuring the majority of the headlining talent, a key factor in the event's success at Santa Ana Stadium. For the inaugural City of Long Beach Mariachi Festival, we secured the headlining talent, helping to establish a vibrant new cultural tradition. Additionally, at the City of Los Angeles El Grito Festival, we facilitated a headline performance by the iconic regional Mexican group Los Tucanes de Tijuana, elevating one of the city's signature annual events.

GLOBAL TALENT ENTERTAINMENT

GTE's expertise extends beyond talent procurement to full-scale event production. For the Burbank Summer Concert Series, we handled both talent booking and complete event production and management. In collaboration with the City of Beaumont, we managed the Cherry Festival, 4th of July Celebration, and Summer Concert Series, delivering comprehensive event services that included artist hospitality, power solutions, and full festival infrastructure. This involved transforming Stewart Park from an empty site into a fully equipped venue complete with staging, lighting, sound systems, generators, artist dressing rooms/green rooms, and barricades.

Our work with the Gila River Tribal Government highlights our versatility and ability to manage large-scale events. We produced the Mul-Chu-Tha Fair and Concert, booking prominent talent such as Lil Jon, Chingy, and Too Short, while also handling production services, artist hospitality, and RV accommodations. Additionally, for the Summer Pool Party Series at Gila River Resorts & Casinos, we secured top EDM DJs, coordinated roaming performers, and provided staging and production for headline performances.

These recent projects showcase GTE's ability to execute events of varying scale and complexity with precision and creativity. Whether securing headline talent or managing every operational detail, our team delivers a hands-on approach to ensure exceptional results for every event.

FIRM AND TEAM EXPERIENCE

Personnel

Brian Escandon (Co-Project Manager / Principal Agent)

Professional Resume: Brian is a highly accomplished professional with nearly a decade of experience in live entertainment, specializing in talent procurement, event production, and cultural programming. Renowned for his extensive relationships within the Hispanic entertainment industry, Brian has built a reputation for curating dynamic event lineups featuring top-tier regional Mexican artists, mariachi ensembles, and performers across a variety of genres. His keen understanding of audience engagement ensures that every event resonates deeply with its intended community.

Brian has a strong history of collaborating with city clients and cultural organizations to create meaningful events that celebrate heritage and foster community connection. His expertise spans full-scale production, stage management, and seamless event execution, making him a trusted leader in delivering flawless results. Over the past nine years, Brian has been instrumental in booking and producing more than 300 concerts and events annually, highlighting his ability to transform ideas into memorable experiences while consistently meeting the highest standards of quality and professionalism.

DaVon Buckner (Co-Project Manager / Principal Agent)

Professional Resume: DaVon is a seasoned talent buyer and event producer with nearly a decade of experience in the live entertainment industry. Focusing on casino and independent venue clients, he has developed an extensive network and deep expertise in booking domestic artists across a range of genres,

GLOBAL TALENT ENTERTAINMENT

including rock, country, pop, and tribute acts. DaVon excels in crafting entertainment strategies that align with client goals, creating vibrant and engaging experiences that captivate audiences.

From managing full production schedules to ensuring flawless logistics and stage operations, DaVon has a proven ability to oversee every detail of event planning and execution. His dedication to understanding venue-specific needs allows him to deliver tailored lineups that elevate audience experiences and maximize impact. Over the past nine years, DaVon has booked and produced over 300 concerts and events annually, solidifying his reputation as a reliable and innovative partner for exceptional entertainment solutions.

Eric Lee (Executive Administrator / Marketing Coordinator)

Professional Resume: Eric Lee is an accomplished executive administrator and digital marketing strategist with extensive experience in event management. Over the years, Eric has honed his skills in coordinating complex projects, ensuring operational efficiency, and delivering impactful results across various facets of the entertainment industry. His expertise lies in managing administrative functions, overseeing event logistics, and crafting digital marketing campaigns that resonate with audiences and drive engagement.

Eric's ability to seamlessly integrate operational strategy with creative marketing solutions has been instrumental in producing memorable live events. From conceptualizing event promotions to executing large-scale productions, he excels in managing the details that bring events to life. His proficiency in leveraging digital platforms to amplify brand visibility and ticket sales sets him apart as a forward-thinking professional in the field.

With a strong track record of collaboration and innovation, Eric has played a key role in producing a wide range of successful events, from intimate cultural gatherings to large-scale concerts. His dedication to excellence and adaptability make him an invaluable asset to any project or team.

Rola Jarjoura (Accountant)

Professional Resume: Rola Jarjoura brings over 35 years of expertise in accounting, financial analysis, forecasting, and budgeting, making her an invaluable asset in the live entertainment industry. With a deep understanding of financial operations, Rola excels at creating and managing budgets for events of all sizes, ensuring resources are allocated efficiently while maintaining financial integrity.

Her extensive experience in financial analysis and forecasting enables her to provide critical insights that drive informed decision-making and strategic planning. Rola's meticulous approach to accounting and her ability to adapt to the unique financial challenges of the entertainment industry have been instrumental in delivering successful projects that align with both creative and fiscal goals.

Throughout her career, Rola has been a trusted partner in ensuring the financial health of organizations and events, leveraging her expertise to maximize profitability and minimize risks. Her dedication to precision, combined with her vast experience, makes her a cornerstone of excellence in financial management within the industry.

SCOPE OF SERVICES

At Global Talent Entertainment (GTE), we offer a complete range of services designed to meet and exceed the City of Santa Ana's event needs. Our goal is to deliver vibrant, professionally run events that engage the community and showcase the city's rich culture. We understand that putting on a successful event takes more than just great entertainment—it's about creating an experience where every detail is thoughtfully planned and executed. Here is how we plan to do that:

Talent Procurement

We've spent years building strong, direct relationships with top-tier artists across many genres, which means we can offer a wide variety of talent options. While we specialize in Latin and regional Mexican music—genres that are integral to Santa Ana's celebrations—we're just as comfortable booking pop, rock, country, comedy, or specialty acts. Our connections with leading agencies like CAA, WME, and UTA give us access to virtually any artist or performer the city might want.

Thanks to our extensive experience working with large venues and hosting diverse events such as casinos, independent venues, arenas, and community festivals, we've developed a unique ability to secure high-profile artists at competitive rates. By coordinating multiple bookings across different cities, we maximize artist availability while helping clients optimize their budgets. Whether it's a mariachi band for a cultural event, a headliner for a large-scale festival, or a variety act for a summer concert series, our vast network ensures we deliver top-quality entertainment tailored to any occasion.

Event Production

Great talent is only part of the equation—without solid production, even the best lineup can fall flat. GTE provides full production services to ensure everything runs smoothly from start to finish. We handle:

- Stage setup and design
- Professional audio and lighting
- Video screens and visual effects
- Power and technical support
- Coordination with vendors and city departments

We know how important it is to keep things compliant and safe, especially for large public events. Our team works closely with local officials to secure necessary permits and follow all safety regulations. With years of experience managing events for cities and Tribal communities, we understand how to manage complex logistics while minimizing headaches for our clients.

Marketing & Promotion Support

Getting people to show up is just as important as putting on a great event. In conjunction with the City's marketing efforts, we will support those efforts by helping design promotional materials like flyers, banners, and social media content. We also have experience with digital marketing and can help boost online visibility through targeted campaigns.

If needed, we can coordinate with local media and influencers to generate additional buzz around the event. Our goal is simple: make sure people know about the event, get excited about it, and show up in large numbers.

Day-of-Event Management

On the big day, we don't just sit back—we're fully hands-on to make sure everything runs like clockwork. Our team will:

- Coordinate with performers to ensure they're on schedule and have everything they need.
- Facilitate and execute seamless production from load-in, to showtime, to load-out
- Work with vendors to ensure they're properly set up and ready to go.
- Oversee event flow to keep things organized and ensure a great attendee experience.
- Troubleshoot in real time so that any issues are quickly handled without disrupting the event.

Our job is to make sure the City's staff can focus on enjoying the event and interacting with the community while we take care of the details.

Post-Event Wrap-Up

Our work doesn't stop when the event ends. We'll handle breakdown and cleanup coordination to make sure the venue is returned to its original state quickly and efficiently. Afterward, we'll provide a post-event report that includes:

- Attendance estimates
- Key successes
- Financial summaries
- Feedback from the community and stakeholders

This feedback helps us and the City continuously improve future events.

How We Meet the City's Needs

The City of Santa Ana is looking for a partner who can deliver professional, culturally engaging events with a focus on community participation and smooth execution. GTE is that partner.

Here's why:

- We have proven experience delivering everything from intimate community gatherings to large-scale city festivals.
- Our broad talent network ensures we can book high-quality acts in Latin, regional Mexican, pop, rock, country, and more.
- We offer complete event production services, taking the pressure off city staff by managing everything from staging to logistics.
- Our marketing support helps boost attendance, ensuring the community knows about and gets excited for each event.

GLOBAL TALENT ENTERTAINMENT

- We keep things cost-effective by leveraging our relationships and routing talent through multiple cities whenever possible.
- Our hands-on event management guarantees that the day-of experience is smooth for everyone involved.

At GTE, we take pride in being more than just an entertainment promoter. We're a team of experienced event professionals who know how to create memorable experiences that reflect the character of the communities we serve. We're excited about the opportunity to work with Santa Ana to make its upcoming events unforgettable.

PROPOSED WORK PLAN

At Global Talent Entertainment (GTE), we fully understand the City's need for a capable contractor to provide talent acquisition, event management, and production services for a variety of culturally and socially significant events. Our mission is to deliver high-quality experiences that align with the City's vision, ensuring the success of events such as Fiestas Patrias, Chicano Heritage Celebrations, Tet, 4th of July festivities, Egg Hunts, Concerts in the Park, Plaza Navidena, and 5k/10k events.

We bring extensive experience in regional Mexican music genres (Banda, Norteño, Mariachi) while also offering a diverse talent pool in other genres (pop, rock, country, and more). Beyond talent acquisition, we offer end-to-end event management services, including creative design, logistics, marketing, production, and event staff coordination, all tailored to create memorable experiences that resonate with diverse audiences.

Anticipated Approach to Performing Services

Task 1: Event Management and Production Services

1. Event Management Services

- Assigning a dedicated Project Manager to act as the primary liaison with the City, ensuring all aspects of event planning and execution are seamlessly managed.
- Establishing and nurturing relationships with stakeholders, including City departments, government agencies, vendors, and VIPs.
- Providing creative direction on event themes, branding, layout, and marketing strategies.
- Managing the production team, adhering to budgets and schedules, and preparing detailed reports, including conceptual drawings, site plans, and expenditure summaries.
- Attending all required planning meetings and providing consistent communication updates to the City.

2. Production Services

- Designing and integrating event branding across marketing collateral, graphic materials, and on-site décor.

GLOBAL TALENT ENTERTAINMENT

- Managing talent acquisition and contracts, including booking performers, negotiating terms, coordinating technical needs, and scheduling appearances.
- Hiring and coordinating technical vendors, including sound, lighting, staging, and other equipment providers.
- Overseeing on-site installation and tear-down operations, ensuring compliance with all City regulations and requirements, including health and safety standards.
- Facilitating food and beverage service vendors and ensuring smooth operations.
- Providing technical expertise in visual effects, lighting, sound, staging, and other key production areas.

3. Event Support Services

- Recruiting, training, and managing event staff and volunteers.
- Offering logistical support before, during, and after the event to ensure smooth operations for vendors, participants, and City staff.

Task 2: Consulting Services

- Graphic Design: Creating and implementing visually compelling logos and collateral material that align with the event's theme.
- Décor and Design: Transforming event spaces with creative displays, banners, flags, floral arrangements, and other elements to enhance the experience.
- Production: Consulting on logistics, site preparation, emergency services, equipment needs, and vendor coordination.
- Technical Support: Providing solutions for sound systems, lighting, PA systems, stage setups, and video recording or photography needs.

Suggestions or Special Concerns

1. Cultural Relevance: Prioritize culturally sensitive and engaging talent and themes to reflect the diversity and heritage of the City's community.
2. Cost Transparency: Provide flexible talent pricing tiers and negotiate pricing based on specific event needs, ensuring cost efficiency without compromising quality.
3. Sustainability: Incorporate environmentally friendly practices, such as waste reduction and energy-efficient equipment.
4. Contingency Plans: Develop robust contingency strategies for weather disruptions, equipment failures, or last-minute changes.

Description of Deliverables and Implementation Plan

Deliverables

1. Talent Roster and Pricing: Comprehensive listing of available talent grouped by pricing tiers, including regional Mexican artists and artists across other genres.
2. Event Concept Proposal: Tailored event themes, layouts, and designs.
3. Production Schedule: Detailed timeline for all phases of the event, including setup, execution, and tear-down.
4. Marketing Materials: Professionally designed graphic collateral for social media, print, and digital campaigns.
5. Post-Event Report: Summary of attendance, community feedback, budget analysis, and recommendations for future improvements.

Implementation Plan and Timeline

1. Phase 1: Planning (Weeks 1–4)
 - Assign Project Manager and initiate stakeholder meetings.
 - Finalize talent selection and budget approval.
 - Develop marketing strategy and event branding materials.
2. Phase 2: Logistics and Marketing (Weeks 5–8)
 - Coordinate with vendors, technical teams, and City departments.
 - Launch promotional campaigns to maximize community engagement.
3. Phase 3: Pre-Event Preparation (Weeks 9–10)
 - Conduct site inspections and finalize production schedules.
 - Manage equipment setup and vendor coordination.
4. Phase 4: Event Day Execution (Week 11)
 - Oversee on-site operations, including talent management, attendee engagement, and troubleshooting.
5. Phase 5: Post-Event Evaluation (Week 12)
 - Conduct debriefing with stakeholders and submit post-event reports.

COST PROPOSAL

The cost proposal includes estimated price ranges for artist fees, production, marketing, and hospitality. These estimates are based on current market conditions and may change depending on artist availability, demand, and specific event requirements. Talent fees will vary based on the artist(s) selected for the event. Fixed costs are determined on an event-by-event basis and encompass the full scope of our services, including comprehensive event planning, coordination, and on-site support from conception to completion, as outlined in the scope of work in this RFP. These costs ensure a seamless and successful event execution. The listed artists are just a sample of the talent available in our network, with final pricing and artist selections confirmed during the planning and negotiation phases.

Variable Costs				
	Tier 1	Tier 2	Tier 3	Tier 4
Artist Fees	\$1,500 - \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 and up
Production	\$2,500 - \$10,000	\$10,001 - \$20,000	\$20,001 - \$35,000	\$35,001 and up
Hospitality	\$150 - \$500	\$501 - \$750	\$751- \$1,000	\$1,001 and up
Marketing	\$100 - \$500	\$501 - \$750	\$751- \$1,000	\$1,001 and up

Fixed Costs	
Event Production Management Services	\$5,000 per event (Fully staffed)
Event Management Services	\$5,000 per event (Fully staffed)
Graphic Design Services	\$100 - \$1,000 per individual project

Mariachi			
Tier 1	Tier 2	Tier 3	Tier 4
Julian Torres	Aida Cuevas	Mariachi Sol De Mexico	
Majo Aguilar	Lupillo Rivera		
Mariachi 7 Leguas	Mariachi Herencia De Mexico		
Mariachi Divas	Mariachi Reynas De Los Angeles		
Mariachi Imperial de America			
Mariachi Garibaldi			
Mariachi Los Reyes			
Mariachi Mariposas			

Banda			
Tier 1	Tier 2	Tier 3	Tier 4
Luis Coronel	Banda Carnava	Banda Los Recoditos	Banda El Recodo
Fuerza Regida De Tijuana	Banda Cuisillos	Banda Machos 3	Banda La Adictiva
	Banda Los Sebastianes	Chuy Lizárraga	Chiquis
	Banda Maguey	La Original Banda El Limón	El Fantasma
	Banda Tierra Sagrada	Mi Banda El Mexicano	La Arrolladora Banda El Limón
	El Potro de Sinaloa		Luis Angel "El Flaco"
	La Séptima Banda		Marca MP

Norteno			
Tier 1	Tier 2	Tier 3	Tier 4
Kanales	Alicia Villarreal	Ana Bárbara	Bobby Pulido
Tito Torbellino Jr.	BXS: Bryndis por Siempre	Calibre 50	Bronco
	Enigma Norteño	El Jerry Gerardo Coronel	Conjunto Primavera
	Noel Torres	Fidel Rueda	Edin Munoz
	Régulo Caro	Javier Rosas	Gerardo Ortiz
	Roberto Tapia	Joss Favela	Grupo Duelo
	Virlan Garcia	La Energía Norteña	Grupo Marca Registrada
	Voz de Mando	Larry Hernández	Intocable
		Los Alegres del Barranco	Los Dos Carnales
		Los Huracanes del Norte	Los Tigres del Norte
		Los Invasores de Nuevo León	Luis R Contriquez
		Los Rieleros del Norte	Pancho Barraza

Cumbia			
Tier 1	Tier 2	Tier 3	Tier 4
Raymix	La Sonora Dinamita	Grupo Canaveral	
Rocio – La Dama De La Cumbia y Su Sonora			

Magic			
Tier 1	Tier 2	Tier 3	Tier 4
Hayden Alcorn	Michael Goudeau	Tape Face	
		Lance Burton & Friends	

Country / Classic Rock			
Tier 1	Tier 2	Tier 3	Tier 4
Ambrosia	Restless Heart	Power of Power	Melissa Ethridge
Taylor Dayne	Jefferson Starship	Air Supply	Beach Boys
Little Texas	Colbie Caillat	3 Dog Night	Clay Walker

Hip-Hop / R&B			
Tier 1	Tier 2	Tier 3	Tier 4
Jon B	Tag Team	Village People	T-Pain
J Holiday	Kid n Play	Shaggy	Common
Ruben Studdard	Lupe Fiasco	En Vogue	Lil Jon

SUMMARY OF APPROACH

Case Study 1: Beaumont Cherry Festival - City of Beaumont

Planning & Talent Procurement: Brian Escandon and DaVon Buckner played key roles in planning and executing the Beaumont Cherry Festival, a four-day event in Beaumont, California. They were directly responsible for securing all talent, curating a diverse and engaging lineup that included headliners such as Brenton Wood, Rodney Atkins, Lupita Infante, and the iconic Village People. Additionally, they booked several tribute acts, including Como La Flor: The Ultimate Selena Tribute. Their extensive experience and industry connections allowed them to deliver a well-rounded mix of genres, ensuring the event appealed to a broad audience.

Pre-Event Coordination: Pre-event coordination involved attending multiple city meetings to present various talent options, review and finalize budgets, and discuss various production layouts. Given the scale of the event, with over 50,000 attendees across the four days, meticulous planning was essential. Brian and Yvonne worked closely with city officials to determine the appropriate stage size and audio setup, ensuring that the PA system could effectively cover the entire park. Once talent was confirmed, they secured all necessary permits for staging and had CAD drawings certified by engineers to meet safety requirements.

Additionally, they coordinated RVs to serve as artist dressing rooms and arranged for power and lighting, as the park lacked built-in infrastructure. The team provided comprehensive production services, managing everything from load-in to load-out. This included setting up banners for the stage, creating a communal dressing room with catering for artists, and fulfilling all hospitality needs. Detailed advance schedules and show sheets were developed and distributed well in advance to ensure seamless execution throughout the multi-day event. Brian and Yvonne also advanced every process with the artists and production teams, ensuring all required production elements were present. They skillfully negotiated with artists whose riders included requests exceeding the typical requirements for a local city festival, helping to eliminate unnecessary expenses and remain mindful of the city's budget.

Event Production: Brian and DaVon oversaw full-scale event production, which included:

- Professional stage setup and design.
- High-quality audio and lighting systems tailored for large outdoor events.
- Power solutions, including generators and distribution.
- On-site management of artist hospitality and catering.

Their hands-on management ensured that each day of the festival ran smoothly, from the initial load-in to the final load-out.

Marketing & Promotion: In addition to talent and production, Brian and DaVon managed the creation of all promotional materials, including social media content, banners, and flyers. Their marketing efforts helped generate significant buzz and contributed to the festival's high turnout.

Post-Event Wrap-Up: Following the festival's conclusion, they facilitated a smooth breakdown and cleanup process. This included coordinating the removal of fencing, generators, staging, and all sound and lighting

equipment. They ensured that the park was returned to its original condition, maintaining a positive relationship with the city and paving the way for future events.

Case Study 2: Burbank Starlight Bowl - City of Burbank/ LA Concert Group

Planning & Talent Procurement: Brian Escandon and DaVon Buckner have successfully produced large-scale events at the Burbank Starlight Bowl, which is known for its minimal in-house infrastructure. The venue, located in a canyon, requires all audio, lighting, and rigging to be brought in externally. Despite these challenges, they have delivered exceptional events, including yearly mariachi festivals and performances by renowned regional Mexican artists such as Ramon Ayala, Mariachi Vargas, Aida Cuevas, Lupita Infante, Shaila Dúrcal, Los Tucanes de Tijuana, Voz de Mando, and Luis Coronel.

Pre-Event Coordination: Given the logistical complexity of the venue, Brian and DaVon meticulously coordinated every aspect of the production. They secured all necessary equipment, including large truss systems for rigging, as the venue's limited rigging points required additional structural support. Load-in commenced on Thursday, involving trucking in all audio, lighting, and trussing equipment. The team worked closely with production vendors and artists to ensure that every technical requirement was met. Throughout the planning process, they attended multiple meetings with the city and venue staff to finalize logistics, safety protocols, and production layouts. They advanced every step of the show with artists and production teams, ensuring that all required production elements were accounted for. By negotiating artist riders, they optimized budgets and eliminated unnecessary expenses, keeping the city's financial interests in mind.

Event Production: Brian and DaVon delivered full-scale production services, including:

- Large truss systems to accommodate lighting and audio needs.
- High-quality sound and lighting systems suitable for the outdoor canyon setting.
- On-site power solutions, including generators and distribution.
- Advanced rigging setups tailored to the venue's unique structural limitations.

Their hands-on approach ensured seamless execution for two consecutive nights of shows on Friday and Saturday, with a load-out completed by early Sunday morning. Despite the venue's logistical challenges, they maintained strict adherence to timelines and ensured high production value.

Marketing & Promotion: In addition to production, Brian and DaVon managed the creation of promotional materials, including social media content, banners, and flyers. Their targeted marketing efforts helped attract large crowds and enhanced community engagement.

Post-Event Wrap-Up: Following the events, they coordinated the breakdown and cleanup process, ensuring that all equipment was safely removed and the venue was returned to its original condition. Their detailed post-event reports included attendance metrics, financial summaries, and feedback from stakeholders, helping to improve future events.

Versatility Demonstrated

These case studies illustrate GTE's versatility in handling events of varying scale and complexity. While the Beaumont Cherry Festival emphasized large-scale community engagement with multiple genres and high

GLOBAL TALENT ENTERTAINMENT

attendance, the Burbank Starlight Bowl events highlighted GTE's ability to manage complex logistics in a venue with minimal infrastructure. In both cases, GTE provided end-to-end services—from talent booking and production to marketing and day-of-event management—tailored to meet the unique needs of each client. By adapting our approach to the specific goals and audience of each event, GTE ensures successful outcomes that exceed client expectations. Whether executing a culturally significant city festival or a high-profile regional event, our team's expertise, professionalism, and hands-on management guarantee memorable and well-organized events.

CONCLUSION

Global Talent Entertainment (GTE) is built on the belief that exceptional events do more than entertain—they strengthen communities, showcase cultural pride, and create lasting connections. Our extensive experience working with municipalities, Tribal governments, casinos, festivals, and independent venues has honed our ability to craft events that resonate with audiences and meet the unique goals of each client.

We understand the City of Santa Ana's vision for its events: vibrant, inclusive, and reflective of its rich cultural diversity. Our proximity to Santa Ana, combined with our hands-on management style and deep network of talent and vendor resources, ensures we can deliver results that exceed expectations. Whether it's a small community gathering or a large-scale festival, we are equipped to handle every aspect with professionalism, creativity, and precision.

Partnering with GTE means working with a team that cares about the success of your events as much as you do. We look forward to the opportunity to collaborate with the City of Santa Ana and help create experiences that truly reflect the spirit of its people. Thank you for your consideration—we're ready to get to work.

Letter of Agreement

Agreement Statement

We have reviewed EXHIBIT II – Sample Agreement of this RFP in its entirety. We do not have any concerns or exceptions and concur with all provisions as outlined.



CITY OF SANTA ANA

ATTACHMENT A

PROPOSER'S CERTIFICATION, PROPOSAL PRICING

Certification - I certify that I have read, understand and agree to the terms and conditions of this Request for Proposals. I have examined the Scope of Services (Exhibit I) and am qualified to provide services being requested as specified herein. I understand and agree that I am responsible for reporting any errors, omissions or discrepancies to the City for clarification prior to the submission of my proposal.

PROPOSER'S STATEMENT: I have read, understood and agree to the terms and conditions on all pages of the Request for Proposals. Upon request, I will transfer and deliver goods or services to the City in accordance with said terms and conditions.

GTE Agency, LLC DBA Global Talent Entertainment
LEGAL NAME OF COMPANY

562-544-1764
PHONE AND FAX NUMBERS

3780 Kilroy Airport Way Suite 200, Long Beach, CA 90806
BUSINESS ADDRESS

Brian Escandon
PRINTED NAME OF AUTHORIZED AGENT

Co-CEO
TITLE


SIGNATURE OF AUTHORIZED AGENT

01/08/2025
DATE

contact@globaltalentent.com
E-MAIL ADDRESS

33-1246043
FEDERAL ID NUMBER (IF APPLICABLE)

CONTRACTOR LICENSE NUMBER
(IF APPLICABLE)

CITY OF SANTA ANA BUSINESS LICENSE NUMBER
(PLEASE PROVIDE IF AVAILABLE, BUT NOT REQUIRED UNTIL AND IF AN AWARD IS MADE TO PROPOSER.)

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
PROPOSALS THAT DO NOT CONTAIN THIS FORM WILL BE CONSIDERED NONRESPONSIVE.**



CITY OF SANTA ANA

ATTACHMENT B

REFERENCES

List and describe fully the contracts performed by your firm which demonstrate your ability to provide the supplies, equipment or services included in the scope of the proposal specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

REFERENCE

Customer Name: Beaumont-Cherry Valley Recreation and Park District Contact Individual: Lilian Averette

Address: 390 Oak Valley Pkwy, Beaumont, CA 92223 Phone Number: (909) 353-5007

EMAIL: lilian@bcvparks.com

Contract Amount: \$35,000 (approximate) Year: 2023

Description of supplies, equipment, or services provided:

Full-scale event production, event management, and talent procurement for holiday events.

REFERENCE

Customer Name: City of Beaumont – Cherry Festival Organization Contact Individual: Heather Harwood

Address: 1310 Oak Valley Pkwy, Beaumont, CA 92223 Phone Number: (951) 663-5088

EMAIL: hharwood@beaumontca.gov

Contract Amount: \$200,000 (approximate) Year: 2015-2023

Description of supplies, equipment, or services provided:

Full-scale event production, talent procurement, and marketing for Cherry Festival.

REFERENCE

Customer Name: LA Concert Group – City of Burbank Starlight Bowl Contact Individual: Vahe Shahinian

Address: 1249 Lockheed View Dr, Burbank, CA 91501 Phone Number: (818) 314-4687

EMAIL: vahe@laconcertgroup.com

Contract Amount: \$135,000 (approximate) Year: 2016-2023

Description of supplies, equipment, or services provided:

Full-scale event production, talent procurement, and marketing for Burbank Starlight Bowl.

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
PROPOSALS THAT DO NOT CONTAIN THIS FORM WILL BE CONSIDERED NONRESPONSIVE.**



CITY OF SANTA ANA

ATTACHMENT C

PROPOSER'S STATEMENT

Proposer understands and agrees that this written RFP (or any part thereof specifically designated and accepted by the City of Santa Ana, hereinafter City) shall constitute the entire agreement between proposer and the City only after it has been accepted by the City Council, endorsed by the Clerk of the Council with her signature and official seal noting hereon the action of approval of the Council, signed by the Executive Director or his duly authorized agent, and signed by the City Attorney, denoting his approval of the form of this document, and its execution, and when it or an exact copy of it has been either delivered to proposer or deposited with the United States Postal Service properly addressed to the proposer with the correct postage affixed thereto.

Proposer further agrees that upon delivery (as defined above) of the accepted agreement he/she will furnish City all required bonds and certificate of liability insurance within ten (10) days (excluding Saturdays, Sundays and City's legal holidays), or the funds, check, draft, or proposer's bond substituted in lieu thereof accompanying this proposal shall become the property of the City and shall be considered as payment of damages due to the delay and other causes suffered by City because of the failure to furnish the necessary bonds and because it is distinctly agreed that the proof of damages actually suffered by City is difficult to ascertain; otherwise said funds, check drafts, or proposer's bond substituted in lieu thereof shall be returned to the undersigned.

Proposer understands that a proposal is required for the entire work, that the estimated quantities set forth in the RFP schedule are solely for the purpose of comparing proposals, and that final compensation under the contract will be based upon the actual quantities of work satisfactorily completed.

All terms contained in the specifications, the certification of nondiscrimination by contractors, and the required insurance certificates are to be incorporated by reference into this agreement and are made specifically as part of this RFP.

Firm GTE Agency, LLC DBA Global Talent Entertainment

Signed and Printed Name: *Brian Escandon* Brian Escandon

Title Co-CEO

Date 01/08/2025

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
PROPOSALS THAT DO NOT CONTAIN THIS FORM WILL BE CONSIDERED NONRESPONSIVE.**



CITY OF SANTA ANA

ATTACHMENT D

NON-COLLUSION AFFIDAVIT

(Title 23 United States Code Section 112 and Public Contract Code Section 7106)

To the CITY OF SANTA ANA

In accordance with Title 23 United States Code Section 112 and Public Contract Code 7106 the proposer declares that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived or agreed with any proposer or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the proposer or any proposer, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the proposer has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

Note: The above non-collusion affidavit is part of the proposal. Signing this proposal on the signature portion thereof shall also constitute signature of this non-collusion affidavit. Proposers are cautioned that making a false certification may subject the certifier to criminal prosecution.

Signed

Brian Escandon

State of CA, County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 8 day of JAN, 2025, by BRIAN ESCANDON, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

[Signature]
Notary Public Signature



Notary Public Seal

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
PROPOSALS THAT DO NOT CONTAIN THIS FORM WILL BE CONSIDERED NONRESPONSIVE.**



CITY OF SANTA ANA

ATTACHMENT E

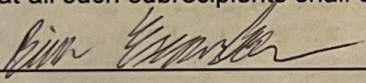
NON-LOBBYING CERTIFICATION

The prospective participant certifies, by signing and submitting this bid or proposal, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in conformance with its instructions.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The prospective participant also agrees by submitting his or her bid or proposal that he or she shall require that the language of this certification be included in all lower tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.

Signed: 

Title: Co-CEO

Firm: GTE Agency, LLC DBA Global Talent Entertainment

Date: 01/08/2025

THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
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CITY OF SANTA ANA

or purchase order as the administering agency may direct as means of enforcing such provisions, including sanctions for noncompliance; provided, however, that in the event the Consultant becomes involved in, or is threatened with, litigation with a subconsultant or vendor as a result of such direction by the administering agency, the Consultant may request that the United States enter into such litigation to protect the interests of the United States.

8. Pursuant to California Labor Code Section 1735, as added by Chapter 643 Stats. 1939, and as amended, no discrimination shall be made in the employment of persons upon public works because of race, religious creed, color, national origin, ancestry, physical handicaps, mental condition, marital status, or sex of such persons, except as provided in Section 1420, and any consultant of public works violating this Section is subject to all the penalties imposed for a violation of the Chapter.

Signed:

A handwritten signature in black ink, appearing to read "Jim Gaski", written over a horizontal line.

Title:

Co-CEO

Firm:

GTE Agency, LLC DBA Global Talent Entertainment

Date:

01/08/2025

THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
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EXHIBIT C

CONSULTANT'S FEE PROPOSAL

COST PROPOSAL

The cost proposal includes estimated price ranges for artist fees, production, marketing, and hospitality. These estimates are based on current market conditions and may change depending on artist availability, demand, and specific event requirements. Talent fees will vary based on the artist(s) selected for the event. Fixed costs are determined on an event-by-event basis and encompass the full scope of our services, including comprehensive event planning, coordination, and on-site support from conception to completion, as outlined in the scope of work in this RFP. These costs ensure a seamless and successful event execution. The listed artists are just a sample of the talent available in our network, with final pricing and artist selections confirmed during the planning and negotiation phases.

Variable Costs				
	Tier 1	Tier 2	Tier 3	Tier 4
Artist Fees	\$1,500 - \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 and up
Production	\$2,500 - \$10,000	\$10,001 - \$20,000	\$20,001 - \$35,000	\$35,001 and up
Hospitality	\$150 - \$500	\$501 - \$750	\$751 - \$1,000	\$1,001 and up
Marketing	\$100 - \$500	\$501 - \$750	\$751 - \$1,000	\$1,001 and up

Fixed Costs	
Event Production Management Services	\$5,000 per event (Fully staffed)
Event Management Services	\$5,000 per event (Fully staffed)
Graphic Design Services	\$100 - \$1,000 per individual project

Mariachi			
Tier 1	Tier 2	Tier 3	Tier 4
Julian Torres	Aida Cuevas	Mariachi Sol De Mexico	
Majo Aguilar	Lupillo Rivera		
Mariachi 7 Leguas	Mariachi Herencia De Mexico		
Mariachi Divas	Mariachi Reynas De Los Angeles		
Mariachi Imperial de America			
Mariachi Garibaldi			
Mariachi Los Reyes			
Mariachi Mariposas			

Banda			
Tier 1	Tier 2	Tier 3	Tier 4
Luis Coronel	Banda Carnava	Banda Los Recoditos	Banda El Recodo
Fuerza Regida De Tijuana	Banda Cuisillos	Banda Machos 3	Banda La Adictiva
	Banda Los Sebastianes	Chuy Lizárraga	Chiquis
	Banda Maguey	La Original Banda El Limón	El Fantasma
	Banda Tierra Sagrada	Mi Banda El Mexicano	La Arrolladora Banda El Limón
	El Potro de Sinaloa		Luis Angel "El Flaco"
	La Séptima Banda		Marca MP

Norteno			
Tier 1	Tier 2	Tier 3	Tier 4
Kanales	Alicia Villarreal	Ana Bárbara	Bobby Pulido
Tito Torbellino Jr.	BXS: Bryndis por Siempre	Calibre 50	Bronco
	Enigma Norteño	El Jerry Gerardo Coronel	Conjunto Primavera
	Noel Torres	Fidel Rueda	Edin Munoz
	Régulo Caro	Javier Rosas	Gerardo Ortiz
	Roberto Tapia	Joss Favela	Grupo Duelo
	Virlan Garcia	La Energía Norteña	Grupo Marca Registrada
	Voz de Mando	Larry Hernández	Intocable
		Los Alegres del Barranco	Los Dos Carnales
		Los Huracanes del Norte	Los Tigres del Norte
		Los Invasores de Nuevo León	Luis R Contriquez
		Los Rieleros del Norte	Pancho Barraza

Cumbia			
Tier 1	Tier 2	Tier 3	Tier 4
Raymix	La Sonora Dinamita	Grupo Canaveral	
Rocio - La Dama De La Cumbia y Su Sonora			

Magic			
Tier 1	Tier 2	Tier 3	Tier 4
Hayden Alcorn	Michael Goudeau	Tape Face	
		Lance Burton & Friends	

Country / Classic Rock			
Tier 1	Tier 2	Tier 3	Tier 4
Ambrosia	Restless Heart	Power of Power	Melissa Ethridge
Taylor Dayne	Jefferson Starship	Air Supply	Beach Boys
Little Texas	Colbie Caillat	3 Dog Night	Clay Walker

Hip-Hop / R&B			
Tier 1	Tier 2	Tier 3	Tier 4
Jon B	Tag Team	Village People	T-Pain
J Holiday	Kid n Play	Shaggy	Common
Ruben Studdard	Lupe Fiasco	En Vogue	Lil Jon






Global Talent Entertainment on-call Agreement - CAO_GTE Signed_Revised

Final Audit Report

2025-03-26

Created:	2025-03-26
By:	Stephanie Garcia (SGarcia5@santa-ana.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAPGrk0kmlI7ZcvC5cfHkdAWf9vqpa888y

"Global Talent Entertainment on-call Agreement - CAO_GTE Signed_Revised" History

-  Document created by Stephanie Garcia (SGarcia5@santa-ana.org)
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-  Document e-signed by Hawk Scott (hscott@santa-ana.org)
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