

CONTRACTOR AGREEMENT WITH ADVANTAGE EVENT SOLUTIONS, LLC TO PROVIDE STAGE SERVICES TO THE CITY OF SANTA ANA

THIS AGREEMENT is made and entered into on this 15th day of April, 2025 by and between Advantage Event Solutions, LLC, a California limited liability company (“Contractor”), 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 January 24, 2025, City issued Request for Proposal (“RFP”) No. 25-008, by which it sought to retain a Contractor having special skill and knowledge in the field of stage services for the City’s Parks, Recreation, and Community Services Agency.
- B. Contractor submitted a responsive proposal that was among those selected by the City. Contractor represents that it is able and willing to provide such services described in the Scope of Work that was included in RFP No. 25-008.
- C. In undertaking the performance of this Agreement, Contractor represents that it is knowledgeable in its field and that any services performed by Contractor 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

Contractor 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 and set forth in the **Scope of Services - Exhibit A**, attached hereto and incorporated herein, and as further described in **Contractor’s Proposal - Exhibit B**, attached hereto and incorporated herein.

2. COMPENSATION

- a. City neither warrants nor guarantees any minimum or maximum compensation to Contractor under this Agreement. Contractor shall be paid only for actual services performed under this Agreement at the rates and charges identified in **Contractor’s Fee Proposal – Exhibit C**, attached hereto and incorporated herein. Contractor is one of two separate contractors selected to provide services under RFP No. 25-008. The total compensation for services provided under the Agreement, including any extension periods, shall not exceed \$750,000.00.
- b. Payment by City shall be made within forty-five (45) days following receipt of proper invoice evidencing work performed, subject to City accounting procedures. City and Contractor agree that all payments due and owing under this Agreement shall be made

through Automated Clearing House (ACH) transfers. Contractor 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 Contractor's account(s) with financial institutions. Payment need not be made for work which fails to meet the standards of performance set forth in the Recitals which may reasonably be expected by City.

3. TERM

This Agreement shall commence on April 15, 2025 and end 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 16, below.

4. PREVAILING WAGES

Contractor is aware of the requirements of California Labor Code Section 1720, et seq., and 1770, et seq., as well as California Code of Regulations, Title 8, Section 16000, et seq., ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on "public works" and "maintenance" projects. If the services being performed are part of an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, and the total compensation is \$1,000 or more, Contractor agrees to fully comply with such Prevailing Wage Laws. Contractor shall defend, indemnify and hold the City, its elected officials, officers, employees and agents free and harmless from any claim or liability arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

5. INDEPENDENT CONTRACTOR

Contractor 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 Contractor performs the services which are the subject matter of this Agreement; however, the services to be provided by Contractor shall be provided in a manner consistent with all applicable standards and regulations governing such services. Contractor 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.

6. 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 Contractor under this Agreement ("Documents & Data"). Contractor

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. Contractor represents and warrants that Contractor has the legal right to license any and all Documents & Data. Contractor makes no such representation and warranty in regard to Documents & Data which were provided to Contractor 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.

7. INSURANCE

Contractor shall procure and maintain for the duration of the agreement, the following insurance coverages:

Minimum Scope and Limit of Insurance. Contractor shall maintain limits of insurance coverage in the following minimum amounts and shall be at least as broad as:

- Commercial General Liability (CGL): Insurance Services Office 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 \$2,000,000 per occurrence and \$4,000,000 aggregate.
- Automobile Liability (AL): Insurance Services Office Form CA 00 01 covering Code 1 (any auto), with combined single limits of \$1,000,000. In the event Contractor does not maintain commercial automobile liability insurance, City will accept evidence of personal automobile insurance with existing limits, which can be lower than \$1,000,000.
- Workers' Compensation (W/C): as required by the State of California, with statutory limits, and Employer's Liability Insurance with limit of no less than \$1,000,000 per accident, per employee, per policy for bodily injury or disease. This requirement can be waived if Vendor has no employees.
- If Contractor 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 Contractor. 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:

- CGL and AL policies: 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 Permittee including materials, parts, equipment, and personnel furnished in connection with such work or operations.
- All required insurance policies: Insurance company(ies) agrees to waive all rights of subrogation against City, 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 Permittee for City.

- All required insurance policies: For any claims related to this contract, Permittee'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.
- All required insurance policies: A severability of interest provision must apply for all the additional insureds, ensuring that Permittee'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.
- Each 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 notice 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: (Name of Department Staff Responsible for Agreement), Address of Department Responsible for Agreement, M-XX, Santa Ana, CA 92701. The name and location of event should be included in the Description of Operations section of each certificate.

Self-Insured Retentions. Self-insured retentions must be declared to and approved by the City. City may require Contractor to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

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. Permittee 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 Entity before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive Permittee'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.

Claims Made Policies. If any of the required policies provide coverage on a claims-made basis:

- The retroactive date must be shown and must be before the date of the contract or the beginning of work.
- Insurance must be maintained and evidence of insurance must be provided for at least three (3) years after completion of work.
- If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a retroactive date prior to the contract effective date, Company must

purchase “extended reporting” coverage for a minimum of three (3) years after completion of work.

Subcontractors. Contractor shall require and verify that all sub-contractors maintain insurance meeting all the requirements stated herein, and Contractor shall ensure that City is an additional insured on insurance required from sub-contractors.

Special Risks or Circumstances. City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

8. INDEMNIFICATION

Contractor 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 Contractor, 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 Contractor 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 Contractor’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 Contractor.

9. INTELLECTUAL PROPERTY INDEMNIFICATION

Contractor 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 Contractor to the City pursuant to this Agreement.

10. RECORDS

Contractor shall keep records and invoices in connection with the work to be performed under this Agreement. Contractor 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 Contractor under this Agreement. All such records and invoices shall be clearly identifiable. Contractor 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. Contractor 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 Contractor under this Agreement.

11. CONFIDENTIALITY

If Contractor receives from the City information which due to the nature of such information is reasonably understood to be confidential and/or proprietary, Contractor 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 Contractor disclosed in a publicly available source; (c) is in rightful possession of the Contractor without an obligation of confidentiality; (d) is required to be disclosed by operation of law; or (e) is independently developed by the Contractor without reference to information disclosed by the City.

12. CONFLICT OF INTEREST CLAUSE

Contractor 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.

13. NON-DISCRIMINATION

Contractor 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. Contractor affirms that it is an equal opportunity employer and shall comply with all applicable federal, state and local laws and regulations.

14. EXCLUSIVITY AND AMENDMENT

This Agreement represents the complete and exclusive statement between the City and Contractor, 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 Contractor. 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 Contractor 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.

15. ASSIGNMENT

Inasmuch as this Agreement is intended to secure the specialized services of Contractor, Contractor 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.

16. TERMINATION

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

17. 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.

18. 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.

19. PROFESSIONAL LICENSES

Contractor 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. Contractor 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.

20. 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
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 Contractor:

Advantage Event Solutions, LLC
1020 E. Vermont Ave.
Anaheim, California 92805

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.

21. CALIFORNIA AIR RESOURCES BOARD COMPLIANCE

Contractor shall comply, and shall ensure all subcontractors comply, with all applicable requirements of the most current version of the regulations imposed by California Air Resources Board (“CARB”) including, without limitation, all applicable terms of Title 13, California Code of Regulations Division 3, Chapter 9 and all pending amendments (“Regulation”).

Throughout the Project, and for three (3) years thereafter, Contractor shall make available for inspection and copying any and all documents or information associated with Contractor’s and its subcontractors’ fleets including, without limitation, the Certificates of Reported Compliance (“CRCs”), fuel/refueling records, maintenance records, emissions records, and any other information the Contractor is required to produce, keep or maintain pursuant to the Regulation upon two (2) calendar days’ notice from the City.

Contractor shall be solely liable for any and all costs associated with compliance with the Regulation as well as for any and all penalties, fines, damages, or costs associated with any and all violations, or failures to comply with the Regulation. Contractor shall defend, indemnify and hold harmless the City, its officials, officers, employees and authorized volunteers free and harmless from any claims, liabilities, costs, penalties or interest arising out of any failure or alleged failure to comply with the Regulation.

22. 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 TO CONTRACTOR AGREEMENT WITH ADVANTAGE EVENT SOLUTIONS, LLC TO PROVIDE STAGE SERVICES TO THE CITY OF SANTA ANA

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

ATTEST

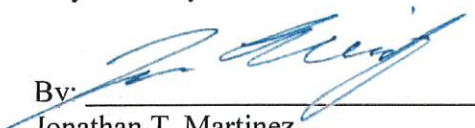
CITY OF SANTA ANA

Jennifer L. Hall
City Clerk

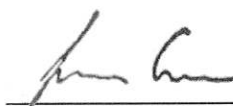
Alvaro Nunez
Acting City Manager

APPROVED AS TO FORM
SONIA R. CARVALHO
City Attorney

CONTRACTOR:

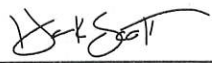
By: 

Jonathan T. Martinez
Assistant City Attorney



By: Jesse Cochran
Title: President

RECOMMENDED FOR APPROVAL



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

EXHIBIT A

SCOPE OF SERVICES



CITY OF SANTA ANA

EXHIBIT A

SCOPE OF SERVICES

Contractor shall perform services as set forth below.

A. STAGE & AUDIO EQUIPMENT RENTAL

1. Provide, install, set-up, maintain and remove stage equipment for requested events.
2. Coordinate with various City departments and other contractors associated with the event.
3. Apply for all necessary permits including, but not limited to, electrical and building permits.
4. Equipment to be provided by the contractor includes, but is not limited to:
 - a. 40' X 32' X 5'-Stage
 - b. 40' X 32' X 30'-Roof
 - c. 16' X 8'-20 Panel LED video wall
 - d. Stage lighting
 - e. Audio Equipment
 - f. Video Equipment
 - g. Forklift
 - h. Banners
 - i. Audio/visual technicians/DJs/MCs
 - j. Generators
 - k. Kabodas
 - l. Golfcarts
5. City may request additional equipment or services during the term of the agreement at prices identified in the price listing.
 - a. If a requested item is not listed on the price listing the city will negotiate a price with the company.

EXHIBIT B

CONTRACTOR'S PROPOSAL



Statement of Qualifications (SOQ) Proposal No. 25-008

STAGE SERVICES CITY OF SANTA ANA



Submitted to:
City of Santa Ana
20 Civic Center Plaza (M-30)
P.O. Box 1988
Santa Ana, CA 92702-1988

Submitted by:
Advantage Event Solutions LLC
1020 E Vermont Ave
Anaheim, CA 92805
Office: 714-497-0270

Proposal Submission Date:
Tuesday, February 4, 2025

RFP Number:
25-008

Proposal Due Date:
Tuesday, February 4, 2025 by 4pm



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Cover Letter

Jesse Cochran

Advantage Event Solutions

1020 E Vermont Ave. Anaheim, CA 92805

www.aesavl.com

jesse@aesavl.com, (714) 497-0270

January 30, 2025

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. Monique Leon,

Advantage Event Solutions (AES) provides reliable and unmatched quality services to all its clients. We excel in special events, award shows, corporate conventions, and touring acts while providing solutions that are cost effective and flexible. No vision is too large or too small. You can rest assured that our staff will give you unparalleled service.

We have a professional, creative and experienced crew that is ready to bring your next project to fruition. AES is an inclusive resource for all your live production needs. We bring to the table the foremost in technology and equipment to make your production an experience like never before. We work with our clients to develop solutions to meet the special needs of each client.

AES provides highly trained engineers and technicians. Their professionalism is exceeded only by their passion for service excellence, ensuring that your productions are seamless and above the rest.

We commit to building and growing our relationship with the City of Santa Ana to become a trusted partner for all future events within the community. Furthermore, our team at Advantage Event Solutions is enthusiastic at the prospect of partnering with the City of Santa Ana to create noteworthy experiences—streamlining and solving any challenges while building trust as your preferred vendor.

Thank you for your time and consideration,

Jesse Cochran

President | Advantage Event Solutions



Services Provided

SERVICES

ADVANCED TECHNOLOGY & EQUIPMENT

- We provide the foremost in staging, lighting, trussing, audio, and video solutions
- Engineered truss roof structures
- LED video walls
- Innovative rigging techniques
- Heavy equipment rentals (Forklifts, boom lifts, generators, carts)
- Event types from corporate meetings to full production concerts

EVENT MANAGEMENT

- Initial creative and event proposals
- Managing budgets, cost effective solutions
- Highly detailed and customized organization and planning
- Dedicated production management and staff on day-of event

A handwritten signature in black ink, appearing to read "Jesse Cochran".

Jesse Cochran
President | Advantage Event Solutions



Agreement Statement

The undersigned acknowledges the provisions outlined in **EXHIBIT II – Sample Agreement** of this Request for Proposal (RFP). We tentatively agree to all terms and conditions as stated, subject to any concerns or clarifications provided with this proposal. Any requested modifications or concerns regarding specific provisions have been noted and included in the relevant sections of this proposal for further review.

This Agreement is subject to finalization through an official terms sheet to be executed at a future date.

AGREED AND ACCEPTED BY:

Consultant:

Signature: _____

Name: Jesse Cochran

Title: President

Company Name: Advantage Event Solutions LLC

Date: 1/30/25



Firm and Team Experience

General Description of the firm

We are pleased to present an overview of our firm's experience and the dedicated team that will work directly with the City of Santa Ana to deliver the high-quality services outlined in this proposal. Below, we provide the necessary details to demonstrate our capacity and commitment to meeting the city's needs.

Our team is built on a foundation of professionalism, reliability, and commitment to excellence. With a diverse staff of 20 employees, we have the resources and expertise to manage events of all sizes. For the City of Santa Ana, our dedicated team will include individuals who are highly experienced in the logistics, coordination, and technical aspects of event production.

Our Office/Headquarters Address

Our company maintains a local office to serve the City of Santa Ana, ensuring quick response times and a close working relationship with City departments. The address of our office is:

1020 E Vermont Avenue
Anaheim, CA 92805

Supervising Project Manager

Since 2010, *Advantage Event Solutions* has been servicing a multitude of clientele throughout Southern California as well as travelling with our clients throughout the United States spearheaded by owner Jesse Cochran. With years of experience, Jesse serves the forefront of AES and is backed by a team of industry professionals with a combined record of experience spanning decades.

Project Manager Contact Information:

Name: Jesse Cochran
Phone: 714-497-0270
Email: jesse@aesavl.com

Resumes of Key Staff Proposed

We understand that the success of this project relies not only on the leadership of our Project Manager but also on the expertise of the key staff members assigned to the City's events. Below are the resumes of our proposed team members who will contribute directly to the City of Santa Ana's needs:

1. Jesse Cochran – Lead Project Manager

- **Experience:**
 - 20 Years in the live event and entertainment industry
 - Produced large-scale corporate meetings, live concerts, and long-term theme park activations
 - Expertise in planning, implementing, and executing large stage and engineered roof systems
 - Skilled in complex infrastructure and logistics within theme parks
- **Technical & Safety Expertise:**

- Proficient in LA and Orange County building codes, ensuring high wind rating and seismic compliance
 - Experienced in implementing high wind action plans and advanced safety strategies
 - Strong background in audio, video, and lighting technology.
 - **Specialty:**
 - Value engineering and cost-effective solutions
 - Advanced logistics and project Execution
 - Safety compliance and risk management
- 2. Vincent Duclos – Lead Rigging Supervisor**
- **Experience:**
 - 10 years of professional rigging experience
 - Worked at major venues: Citizens Bank Arena, Long Beach Arena, Honda Center
 - **Certifications:**
 - Certified Heavy Equipment Operator
 - **Role in the Project:**
 - Lead Rigger & Crew Supervisor
 - Event Logistics & Planning Specialist
 - Safety Captain
- 3. Roberto Arcos – Audio Lead & Production Manager**
- **Experience:**
 - 20+ years as an international touring audio engineer and production manager
 - Worked with top artists, including Marco Antonio Solis, Los Bukis,
 - Extensive experience managing logistics and venue support for large-scale events
 - **Expertise:**
 - Production management for events with audiences of hundreds of thousands
 - Sound engineering for high-profile artists and major productions
 - Skilled in coordinating international tours and large-scale event logistics
 - **Specialties:**
 - Advance event with venue, union and/or local labor
 - Advance special effects, logistics, and permits
 - Manage event production, load in schedule, line checks, show schedule, special needs for show

Each member of our team brings a unique set of skills and specialized knowledge, ensuring that we meet every technical and logistical requirement for the City's events. Together, we form a cohesive unit that can deliver on all aspects of event production with professionalism and precision.

EXPERIENCE THE DIFFERENCE

Our core philosophy is to have a commitment to a level of customer service high above the rest. While any company can provide you the equipment for your event, the true difference is having a partner you trust with integrity and follow through—one that will go above and beyond ensuring the success of every project.



Proposed Work Plan

Advantage Event Solutions understands the City of Santa Ana's need for thorough event production, including equipment setup, maintenance, and coordination. We are committed to fulfilling all service requirements and have created a detailed work plan to guarantee smooth execution, ensuring the event runs efficiently and meets the City's expectations.

Our Approach to Performing Services

We handle event planning, equipment setup, on-site support, post-event cleanup, and ensure all permits and regulations are met.

Pre-Event Planning and Coordination

The team will hold meetings with the City staff to confirm event details, coordinate logistics, and schedule meetings to go over event schedules and permits or special requirements.

On-Site Event Execution

A team of experienced technicians will be on-site throughout the event to manage equipment setup, provide technical support, and troubleshoot any issues that may arise. Additionally, we will provide the necessary personnel (DJs, MCs, AV technicians).

Post-Event Breakdown and Removal

After the event, our team will promptly begin dismantling and removing all equipment, making sure that everything is packed safely for transport and stored appropriately.

Permit and Compliance Management

We will manage all necessary permits (electrical, building, etc.) for the event, ensuring compliance with local regulations and City requirements.

ii. Suggestions or Special Concerns for the Evaluation Committee

Our approach meets all the requirements in the Scope of Services, but we recommend the evaluation committee consider a few key factors:

1. Flexibility in Equipment Requests

Since there may be occasions when the City needs additional equipment or services, we suggest incorporating some flexibility into the agreement to accommodate these potential changes. Our team is well-equipped to address such requests promptly and efficiently.

2. Collaborative Communication

Our Project Manager will serve as the central point of contact who will bring clear and

consistent communication between the City departments and other contractors. Regular check-ins and updates will help prevent misunderstandings and keep all parties informed.

3. Event-Specific Needs

Some events may have special needs or concerns based on their format or audience (e.g., noise restrictions, accessibility requirements). We are happy to address these and would appreciate early notice to adjust our services accordingly.

iii. Description of Deliverables, Implementation Plan, and Timeline

Deliverables:

1. Pre-Event Planning Documents

- Event schedule with timeline of setup, testing, and breakdown.
- Detailed equipment list and technical specifications.
- Permitting and compliance documentation (if applicable).

2. Event Day Support

- Full setup of stage, audio/visual equipment, and other requested items.
- On-site personnel (technicians, AV specialists, DJs, MCs, etc.).
- Real-time troubleshooting and technical support.

3. Post-Event Report

- Equipment checklist confirming the safe removal and storage of all items.
- Recommendations for future improvements or changes to ensure even better event outcomes.

Implementation Plan and Timeline:

Our timeline is designed to ensure all stages of the project are completed efficiently and on schedule. For each event, we follow this ideal implementation plan (in a perfect world):

1. Months Prior to Event:

- Initial planning meeting with City staff to confirm event details and expectations.
- Finalize equipment list, secure permits, and establish the project timeline.
- Order and confirm all required equipment and personnel.

2. Weeks Prior to Event:

- Review event logistics and conduct a final walkthrough of the event site (if applicable).

3. Days Before Event:

- On-site team arrives early to begin setup and testing.
- Technical support and coordination with City departments throughout the event.
- Breakdown and removal of equipment following the event.

4. Post-Event (Within 48 Hours):

- Submit a post-event report to the City, including a summary of event execution and feedback.

This work plan ensures that we are not only meeting but exceeding the City's expectations, providing exceptional service at every stage of the event. We are committed to delivering high-quality results with meticulous planning, execution, and follow-through.

ESTIMATE**ADVANTAGE EVENT SOLUTIONS**

1020 E Vermont Ave
Anaheim, CA 92805

Cost Proposal**Estimate details**

Estimate no.: 3083

Estimate date: 02/04/2025



Bill to
.City of Santa Ana

P.O. Number: 40x32 stage and roof
condensed

| # | Date | Product or service | Description | Qty | Rate | Amount |
|-----|------|----------------------|--|-----|-------------|-------------|
| 1. | | NOTE | 40x32x5 stage deck 2 sets of stairs bracing and understructure including labor | 1 | \$7,380.00 | \$7,380.00 |
| 2. | | NOTE | ROOF 40x32x35'H Shade roof 4 tower Heavy Duty Supertruss including labor | 1 | \$16,505.00 | \$16,505.00 |
| 3. | | Note AUDIO | AUDIO system Including 12 DB tech 3 way line array boxes per side 4 triple 18" subwoofers per side 2 mixing consoles 8 stage monitors for bands basic microphone and stand PKG all cables and power distro 2 A1 audio Engineers 1 A2 audio assistant setup and strike labor | 1 | \$10,800.00 | \$10,800.00 |
| 4. | | Note Lighting | LIGHTING Package to include lighting console Lighting Engineer 12 Chauvet storm 1 wash moving head 12 elation proteus hybrid moving head 8 elation sipper 300 high output led par all cable and power distro | 1 | \$7,450.00 | \$7,450.00 |
| 5. | | NOTE | LED WALL absen HI-RES 3 mil 768x1280 resolution 16'x9' Includes LED screen 60 tiles all required rigging and flybars led processor truss with motors to fly screen video technician video switcher with playback device setup and strike labor | 1 | \$8,155.00 | \$8,155.00 |
| 6. | | generator | generator 3 ph 100 amp rental per day plus fuel cost billed after event for actual usage per day | 2 | \$1,550.00 | \$3,100.00 |
| 7. | | engineering | Engineering of Drawings with Stamp for plan check | 1 | \$2,600.00 | \$2,600.00 |
| 8. | | Forklift | Rental forklift reachfork | 1 | \$2,450.00 | \$2,450.00 |
| 9. | | Forklift | Rental forklift 5k | 1 | \$1,950.00 | \$1,950.00 |
| 10. | | NOTE | rental 4x4 cart rev | 1 | \$650.00 | \$650.00 |
| 11. | | NOTE | truss header and wing banner package Mesh priced at 7.50 per square ft | 1 | \$2,400.00 | \$2,400.00 |

Total**\$63,440.00**

ESTIMATE

ADVANTAGE EVENT SOLUTIONS
1020 E Vermont Ave
Anaheim, CA 92805

Breakdown of Price Sheet



| # | Date | Product or service | Description | Qty | Rate | Amount |
|-----|------|-------------------------------------|---|-----|----------|----------|
| 1. | | NOTE | 40x32x5 stage | 1 | \$0.00 | \$0.00 |
| 2. | | steel deck | Steel Deck 4x8 stage deck | 1 | \$35.00 | \$35.00 |
| 3. | | guardrail 4' | 4' Guardrail for steeldeck | 1 | \$15.00 | \$15.00 |
| 4. | | 7 step | 7 Step stair unit 28"-56" adjustable height | 1 | \$150.00 | \$150.00 |
| 5. | | Setup and Strike | Setup and Strike | 1 | \$450.00 | \$450.00 |
| 6. | | NOTE | ROOF 40x32x35'H Shade roof | 1 | \$0.00 | \$0.00 |
| 7. | | Head block | 30"x20.5" headlock with dead off sheaves | 1 | \$75.00 | \$75.00 |
| 8. | | 16" tower truss fork end 10' | 16" tower truss fork end 10' stick | 1 | \$85.00 | \$85.00 |
| 9. | | hinge block 16" | 16" box truss hinge block 5'H | 1 | \$65.00 | \$65.00 |
| 10. | | 2 ton motor distro | 2 ton motor distro with 20a breakers and HD motor cable | 1 | \$125.00 | \$125.00 |
| 11. | | 2 ton pur | RRS 2 ton Model L (16 fpm 3ph) Next Gen 100' chain single reeve | 1 | \$125.00 | \$125.00 |
| 12. | | sleeve 4way 30" | 30"x20.5 " 4way sleeve block | 1 | \$125.00 | \$125.00 |
| 13. | | 30x20.5 Perimeter Truss | Heavy Duty Steel Fork End Perimeter Truss 10' Supertruss | 1 | \$150.00 | \$150.00 |
| 14. | | ballast block 2k | 2000 pound Ballast block with truss bolt pattern top and sides | 1 | \$300.00 | \$300.00 |
| 15. | | lead rigger | Lead Rigging Supervisor | 1 | \$850.00 | \$850.00 |
| 16. | | Setup | Rigger labor | 1 | \$550.00 | \$550.00 |
| 17. | | Note AUDIO | AUDIO | 1 | \$0.00 | \$0.00 |
| 18. | | VIO 1610 | DB Tech VIO L1610 three-way active line array system | 1 | \$125.00 | \$125.00 |
| 19. | | Vio S318 | DB Technologies VIO S 318 Subwoofer module | 1 | \$125.00 | \$125.00 |
| 20. | | dvx dm15 | DVX DM 15" stage monitor | 1 | \$75.00 | \$75.00 |

| | | | | | |
|-----|---------------------------|---|---|------------|------------|
| 21. | M32 | Midas m32 digital console | 1 | \$175.00 | \$175.00 |
| 22. | digital snake | digital audio snake 32x8 | 1 | \$150.00 | \$150.00 |
| 23. | eng audio | Audio Engineer for Event | 1 | \$850.00 | \$850.00 |
| 24. | Cable | Cable Package for Event | 1 | \$150.00 | \$150.00 |
| 25. | cable ramp | 3' cable ramp | 1 | \$5.00 | \$5.00 |
| 26. | a2 | A2 Audio technician | 1 | \$650.00 | \$650.00 |
| 27. | Note Lighting | LIGHTING | 1 | \$0.00 | \$0.00 |
| 28. | road Hog 4 | HES RoadHog 4 Lighting Console | 1 | \$300.00 | \$300.00 |
| 29. | LD | Lighting Designer and Operator for Event | 1 | \$850.00 | \$850.00 |
| 30. | sixpar 300 | Sixpar 300 IP rgbawuv led fixture | 1 | \$35.00 | \$35.00 |
| 31. | NOTE | LED WALL 16'x9' | 1 | \$0.00 | \$0.00 |
| 32. | led tile 3.9 absen | Pixel Pitch: 3.91 mm; Dimension(WxHxD): 19.7x19.7x3.4 in; Weight: 22.9 lbs/panel; Brightness: 5000 nits; Color Depth: 18+ bits; Contrast Ratio: 8000:1; Power Consumption:187.5 W/panel; IP rating: IP65/IP54; Rear Serviceable; Max number of rigging: 20; Certification: ETL+CE+FCC | 1 | \$68.00 | \$68.00 |
| 33. | video tech | Video Tech | 1 | \$850.00 | \$850.00 |
| 34. | v 160 | Roland v160HD streaming switcher | 1 | \$350.00 | \$350.00 |
| 35. | 208v distro | 208v /120v distro Two soccapex outputs 208v Two soccapex outputs 120v 2 20a 120v convenience outlets Camlock in and out | 1 | \$100.00 | \$100.00 |
| 36. | generator | generator 3 ph 100 amp rental per day plus fuel cost billed after event for actual usage per day | 1 | \$1,550.00 | \$1,550.00 |
| 37. | engineering | Engineering of Drawings with Stamp for plan check | 1 | \$2,600.00 | \$2,600.00 |
| 38. | Forklift | Rental forklift reachfork | 1 | \$2,450.00 | \$2,450.00 |
| 39. | Forklift | Rental forklift 5k | 1 | \$1,950.00 | \$1,950.00 |
| 40. | NOTE | rental 4x4 cart rev | 1 | \$650.00 | \$650.00 |

Total

\$17,158.00



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.

Advantage Event Solutions LLC

714-497-0270

LEGAL NAME OF COMPANY

PHONE AND FAX NUMBERS

1020 E Vermont Ave, Anaheim, CA 92805

BUSINESS ADDRESS

Jesse Cochran

President

PRINTED NAME OF AUTHORIZED AGENT

TITLE

1/31/25

jesse@aesavl.com

SIGNATURE OF AUTHORIZED AGENT

DATE

E-MAIL ADDRESS

83-0798511

N/A

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.



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: Universal Studios Contact Individual: Daniel Goldenshtein

Address: 100 Universal City Plaza Phone Number: 818-622-4607

Universal City, CA 91608 EMAIL: daniel.goldenshtein@udx.com

Contract Amount: Various jobs awarded Year: 2024

Description of supplies, equipment, or services provided:

Truss and rigging, audio, lighting, and video services

REFERENCE

Customer Name: Edwards Contact Individual: Maria Platanis

Address: One Edwards Way Phone Number: 803-738-6064

Irvine, CA 92614 EMAIL: maria_platanis@edwards.com

Contract Amount: Various jobs awarded Year: 2024

Description of supplies, equipment, or services provided:

Truss and rigging, audio, lighting, and video services

REFERENCE

Customer Name: Seaworld Contact Individual: Mary DeMaria

Address: 500 Sea World Drive Phone Number: 619-226-3926

San Diego, CA 92109 EMAIL: mary.demaria@seaworld.com

Contract Amount: Various jobs awarded Year: 2024

Description of supplies, equipment, or services provided:

Truss and rigging, audio, lighting, and video services

THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
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Reference Letter for Advantage Event Solutions

1/30/2025

To whom it may concern,

My name is Daniel Goldenshtein, I am a Technical Manager for Universal Studios Hollywood Entertainment Production. Beginning in 2018 I have had the pleasure of relying on a close partnership and collaboration with Advantage Event Solutions (AES). They have provided me services in audio, lighting, video, staging, rigging, and executing pristine work for majority of our complex events. Moreover, we've had the pleasure of AES supplying musical acts and artists for many of our events as well. Over the years, our partnership has spanned events of all scales leading to successful execution of Grad Bash, eVe, Halloween Horror Nights, Grinchmas and various special events and press events. Most recently and notably their contribution with the grand opening ceremony of Super Nintendo World where they flawlessly loaded in, executed the show, and loaded out in less than 12 hours. The projects I have engaged AES to participate in have ranged from \$50k upwards of \$400,000+. No matter the scale of event/show or the fiscal amount, they treat them all the same and provide the highest quality of service and support.

AES prides themselves on their passion and skillsets putting them in a position as a world class technical vendor. That and their work speaks alone for their reputation. At this point, the trust and expectation results that were produced and the relationship that has fostered became a partnership of not just client and vendor. AES provides Universal turnkey solutions partnering to solve complex challenges, accomplish budgetary and scheduling goals and providing safe and efficient services. Their can-do attitude is second to none. Anytime I need advice or a vendor to come save the day, AES is on my speed dial. I am impressed with their equipment, always well taken care of and state of the art. The labor AES provides is always comprised of skilled technicians that are excellent at taking direction but also running themselves in a safe and efficient manner. They are proactive and detail oriented. If AES is on the job, I have a sense of relief and trust that my event will be executed to the highest caliber.

With sincere regards,

Daniel Goldenshtein
Technical Manager – USH Entertainment Production



Edwards

January 29, 2025

To Whom It Concerns.

For the past 5 years, I have worked with Jesse Cochran and the Advantage Event Solutions team on several large conferences that have taken place in various cities across the country. Two of the conferences carried budgets of over \$500,000 where we were hosting more than 300 key opinion leaders with over 20 speakers, each with personalized presentations. Attending conferences over the years it might be easy to take for granted the importance of a well-polished audiovisual team. In fact, most attendees have no comprehension of the technical complexities happening behind the scenes. When our team utilizes the Advantage Event Solutions team not only do they provide high-level tailored audio, lighting, staging, and video production for our meetings, they are innovative, each year taking our event to the next level of professionalism. Being the chair of a conference is stressful, but when I knew we were contracting with Mr. Cochran and his team, not only could I rest assured that there would be no technical issues, I also knew the event would be elegant and professional. Mr. Cochran is extremely knowledgeable and an astute problem solver always available to offer several solutions to issues that may arise. Another asset of Mr. Cochran is his demeanor; he is always courteous and professional; he and his entire team are a pleasure to be around. Lastly, when using Advantage Event Solutions, you can feel confident that their work will be so well done that you will be able to concentrate on your responsibilities at the event.

Sincerely,
Maria Platanis

Maria Platanis, RN, BSN, MA, FAHM
Sr. Director, Global Health Economics & Reimbursement
Public Affairs
Edwards Lifesciences
803-738-6064
Maria_Platanis@Edwards.com

1/30/2025

Letter of Recommendation for Advantage Event Solutions,

To Whom it may concern, we have worked with Advantage Event Solutions for the past 10 years on assorted temporary and permanent installations, operations and removals of many assorted projects and events here at Sea World San Diego and our sister park Sesame Place California.

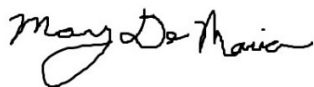
AES is a preferred provider for multiple events and concerts at the theme parks. They have provided equipment rentals such as audio, video, lighting, trussing and stage equipment for our one day opening events or specialty events. With the rentals they provide excellent service ensuring the equipment is right for our needs and even going over equipment specifics with our operators as needed. I have also had the privilege of being able to confidentially hire them for destination events where I was not able to attend or send a technician with our talent and producers. They were able to handle these pop-up marketing events and make myself and the company look good with little prior technical information provided.

For our larger projects (ranging from 100k-400k) they are very professional and worked with us on solutions to meet the project and budgets needs. For concerts we have assorted bands come to the park to play. AES is very professional in all aspects of concert dealings, from the initial advancing calls to detailed backline conversations and finally the concert events. They also went above and beyond with service by offering and providing a Spanish speaking technician team for our Latin musical festival, where the other bidders for these projects didn't offer or even try to provide when asked.

AES has a very skilled team and we have not been disappointed with their services. During permanent installs they dealt with changes calmly and effectively to keep the project moving despite items that were outside of their scope causing delays. They have never hesitated to ask questions or provide solutions as installs progressed. We value them as a partner and depend on them to help us make our events amazing for our guests.

Please feel free to reach out to me if you have specific questions about their work or projects.

Thank you,



Mary DeMaria

Entertainment Theatrical Manager

Mary.DeMaria@seaworld.com



ATTACHMENT C

PROPOSER'S STATEMENT

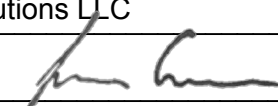
Proposer understands and agrees that this written RFP (or any part thereof specifically designated and accepted by the City of Santa Ana, hereinafter City) shall constitute the entire agreement between proposer and the City only after it has been accepted by the City Council, endorsed by the Clerk of 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 Advantage Event Solutions LLC

Signed and Printed Name: 

Title President

Date 1/31/25

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



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 [Signature]

State of CA, County of ORANGE

Subscribed and sworn to (or affirmed) before me on this 04 day of FEBRUARY, 2015, by JESSE A COCHRAN, proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



Notary Public Seal

[Signature]
Notary Public Signature

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.
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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: _____

A handwritten signature in black ink is written over the line for the "Signed:" field.

Title: _____

President

Firm: _____

Advantage Event Solutions LLC

Date: _____

1/31/25

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



ATTACHMENT F

NON-DISCRIMINATION CERTIFICATION

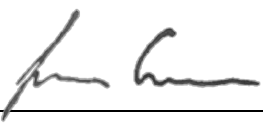
The undersigned consultant or corporate officer, during the performance of this contract, certifies as follows:

1. The Consultant shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The Consultant shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
2. The Consultant shall, in all solicitations or advertisements for employees placed by or on behalf of the Consultant, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin.
3. The Consultant shall send to each labor union or representative of workers with which he/she has a collective bargaining agreement or other contract or understanding, a notice to be provided advising the said labor union or workers' representatives of the Consultant's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
4. The Consultant shall comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
5. The Consultant shall furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his/her books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation, to ascertain compliance with such rules, regulations, and orders.
6. In the event of the Consultant's non-compliance with the nondiscrimination clauses of this contract or with any of the said rules, regulations, or orders, the contract may be canceled, terminated, or suspended in whole or in part and the Consultant may be declared ineligible for further Government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulations, or order of the Secretary of Labor, or as otherwise provided by law.
7. The Consultant shall include the portion of the sentence immediately preceding paragraph (1) and the provisions of paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontract



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: 
Title: President
Firm: Advantage Event Solutions LLC
Date: 1/31/25

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

EXHIBIT C

CONTRACTOR'S FEE PROPOSAL

Fee Proposal including hourly rates if applicable

ESTIMATE**ADVANTAGE EVENT SOLUTIONS**

1020 E Vermont Ave
Anaheim, CA 92805

Cost Proposal**Estimate details**

Estimate no.: 3083

Estimate date: 02/04/2025



Bill to
.City of Santa Ana

P.O. Number: 40x32 stage and roof
condensed

| # | Date | Product or service | Description | Qty | Rate | Amount |
|-----|------|----------------------|--|-----|-------------|-------------|
| 1. | | NOTE | 40x32x5 stage deck 2 sets of stairs bracing and understructure including labor | 1 | \$7,380.00 | \$7,380.00 |
| 2. | | NOTE | ROOF 40x32x35'H Shade roof 4 tower Heavy Duty Supertruss including labor | 1 | \$16,505.00 | \$16,505.00 |
| 3. | | Note AUDIO | AUDIO system Including 12 DB tech 3 way line array boxes per side 4 triple 18" subwoofers per side 2 mixing consoles 8 stage monitors for bands basic microphone and stand PKG all cables and power distro 2 A1 audio Engineers 1 A2 audio assistant setup and strike labor | 1 | \$10,800.00 | \$10,800.00 |
| 4. | | Note Lighting | LIGHTING Package to include lighting console Lighting Engineer 12 chauvet storm 1 wash moving head 12 elation proteus hybrid moving head 8 elation sipper 300 high output led par all cable and power distro | 1 | \$7,450.00 | \$7,450.00 |
| 5. | | NOTE | LED WALL absen HI-RES 3 mil 768x1280 resolution 16'x9' Includes LED screen 60 tiles all required rigging and flybars led processor truss with motors to fly screen video technician video switcher with playback device setup and strike labor | 1 | \$8,155.00 | \$8,155.00 |
| 6. | | generator | generator 3 ph 100 amp rental per day plus fuel cost billed after event for actual usage per day | 2 | \$1,550.00 | \$3,100.00 |
| 7. | | engineering | Engineering of Drawings with Stamp for plan check | 1 | \$2,600.00 | \$2,600.00 |
| 8. | | Forklift | Rental forklift reachfork | 1 | \$2,450.00 | \$2,450.00 |
| 9. | | Forklift | Rental forklift 5k | 1 | \$1,950.00 | \$1,950.00 |
| 10. | | NOTE | rental 4x4 cart rev | 1 | \$650.00 | \$650.00 |
| 11. | | NOTE | truss header and wing banner package Mesh priced at 7.50 per square ft | 1 | \$2,400.00 | \$2,400.00 |

Total**\$63,440.00**

ESTIMATE

ADVANTAGE EVENT SOLUTIONS
1020 E Vermont Ave
Anaheim, CA 92805

Breakdown of Price Sheet



| # | Date | Product or service | Description | Qty | Rate | Amount |
|-----|------|-------------------------------------|---|-----|----------|----------|
| 1. | | NOTE | 40x32x5 stage | 1 | \$0.00 | \$0.00 |
| 2. | | steel deck | Steel Deck 4x8 stage deck | 1 | \$35.00 | \$35.00 |
| 3. | | guardrail 4' | 4' Guardrail for steeldeck | 1 | \$15.00 | \$15.00 |
| 4. | | 7 step | 7 Step stair unit 28"-56" adjustable height | 1 | \$150.00 | \$150.00 |
| 5. | | Setup and Strike | Setup and Strike | 1 | \$450.00 | \$450.00 |
| 6. | | NOTE | ROOF 40x32x35'H Shade roof | 1 | \$0.00 | \$0.00 |
| 7. | | Head block | 30"x20.5" headlock with dead off sheaves | 1 | \$75.00 | \$75.00 |
| 8. | | 16" tower truss fork end 10' | 16" tower truss fork end 10' stick | 1 | \$85.00 | \$85.00 |
| 9. | | hinge block 16" | 16" box truss hinge block 5'H | 1 | \$65.00 | \$65.00 |
| 10. | | 2 ton motor distro | 2 ton motor distro with 20a breakers and HD motor cable | 1 | \$125.00 | \$125.00 |
| 11. | | 2 ton pur | RRS 2 ton Model L (16 fpm 3ph) Next Gen 100' chain single reeve | 1 | \$125.00 | \$125.00 |
| 12. | | sleeve 4way 30" | 30"x20.5 " 4way sleeve block | 1 | \$125.00 | \$125.00 |
| 13. | | 30x20.5 Perimeter Truss | Heavy Duty Steel Fork End Perimeter Truss 10' Supertruss | 1 | \$150.00 | \$150.00 |
| 14. | | ballast block 2k | 2000 pound Ballast block with truss bolt pattern top and sides | 1 | \$300.00 | \$300.00 |
| 15. | | lead rigger | Lead Rigging Supervisor | 1 | \$850.00 | \$850.00 |
| 16. | | Setup | Rigger labor | 1 | \$550.00 | \$550.00 |
| 17. | | Note AUDIO | AUDIO | 1 | \$0.00 | \$0.00 |
| 18. | | VIO 1610 | DB Tech VIO L1610 three-way active line array system | 1 | \$125.00 | \$125.00 |
| 19. | | Vio S318 | DB Technologies VIO S 318 Subwoofer module | 1 | \$125.00 | \$125.00 |
| 20. | | dvx dm15 | DVX DM 15" stage monitor | 1 | \$75.00 | \$75.00 |

| | | | | | |
|-----|---------------------------|---|---|------------|------------|
| 21. | M32 | Midas m32 digital console | 1 | \$175.00 | \$175.00 |
| 22. | digital snake | digital audio snake 32x8 | 1 | \$150.00 | \$150.00 |
| 23. | eng audio | Audio Engineer for Event | 1 | \$850.00 | \$850.00 |
| 24. | Cable | Cable Package for Event | 1 | \$150.00 | \$150.00 |
| 25. | cable ramp | 3' cable ramp | 1 | \$5.00 | \$5.00 |
| 26. | a2 | A2 Audio technician | 1 | \$650.00 | \$650.00 |
| 27. | Note Lighting | LIGHTING | 1 | \$0.00 | \$0.00 |
| 28. | road Hog 4 | HES RoadHog 4 Lighting Console | 1 | \$300.00 | \$300.00 |
| 29. | LD | Lighting Designer and Operator for Event | 1 | \$850.00 | \$850.00 |
| 30. | sixpar 300 | Sixpar 300 IP rgbawuv led fixture | 1 | \$35.00 | \$35.00 |
| 31. | NOTE | LED WALL 16'x9' | 1 | \$0.00 | \$0.00 |
| 32. | led tile 3.9 absen | Pixel Pitch: 3.91 mm; Dimension(WxHxD): 19.7x19.7x3.4 in; Weight: 22.9 lbs/panel; Brightness: 5000 nits; Color Depth: 18+ bits; Contrast Ratio: 8000:1; Power Consumption:187.5 W/panel; IP rating: IP65/IP54; Rear Serviceable; Max number of rigging: 20; Certification: ETL+CE+FCC | 1 | \$68.00 | \$68.00 |
| 33. | video tech | Video Tech | 1 | \$850.00 | \$850.00 |
| 34. | v 160 | Roland v160HD streaming switcher | 1 | \$350.00 | \$350.00 |
| 35. | 208v distro | 208v /120v distro Two soccapex outputs 208v Two soccapex outputs 120v 2 20a 120v convenience outlets Camlock in and out | 1 | \$100.00 | \$100.00 |
| 36. | generator | generator 3 ph 100 amp rental per day plus fuel cost billed after event for actual usage per day | 1 | \$1,550.00 | \$1,550.00 |
| 37. | engineering | Engineering of Drawings with Stamp for plan check | 1 | \$2,600.00 | \$2,600.00 |
| 38. | Forklift | Rental forklift reachfork | 1 | \$2,450.00 | \$2,450.00 |
| 39. | Forklift | Rental forklift 5k | 1 | \$1,950.00 | \$1,950.00 |
| 40. | NOTE | rental 4x4 cart rev | 1 | \$650.00 | \$650.00 |

Total

\$17,158.00