

**CONSULTANT AGREEMENT BETWEEN ARAS ENTERPRISES, INC. AND THE  
CITY OF SANTA ANA FOR ENTERTAINMENT PROMOTER SERVICES**

THIS AGREEMENT is made and entered into on this 15<sup>th</sup> day of April, 2025, by and between ARAS Enterprises, Inc., a California corporation (“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 proper

invoice evidencing work performed, subject to City accounting procedures. City and Consultant agree that all payments due and owing 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 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 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: (Name of Department Staff Responsible for Agreement)**, 20 Civic Center Plaza M-XX **(Responsible Staff's Department Mail Box)**, 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](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:

ARAS Enterprises, Inc.  
Attn: Gabriela Barbarena

6608 Gretna Ave.  
Whittier, California 90606

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 ARAS  
ENTERPRISES, INC. 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: \_\_\_\_\_  
Gabriela Barbarena  
Title: CEO - ARAS Enterprises, Inc.

**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



January 9, 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

**RE: Request For Proposal (RFP No. 24-102) ENTERTAINMENT PROMOTER**

Thank you for the opportunity to respond to the Request for Proposal (RFP No. 24-102) Entertainment Promoter for the City of Santa Ana.

This proposal details our agency’s capabilities in event management, full-scale production of live events with the capacity to procure event vendors and acquire talent ranging from local groups and performers to large-scale event entertainment. Artists range from a variety of genres to include but not limited to Mexican regional music, Banda, Norteña Mariachi, Pop, Rock en Espanol, Jazz, R&B.

We partner and collaborate with corporations, nonprofit organizations, and public sector agencies to provide event planning, management, and production services in both private venues and public space areas to produce quality events. Our goal is to establish a long-term relationship with the City of Santa Ana by providing quality event management and production services.

ARAS Enterprises, Inc. is an S Corporation with three partners and are a certified SBE and MBE agency. All correspondence during the evaluation and selection process of the proposal should go through Gabriela Barbarena, Founder & CEO, to the following contact information.

[gabi@aras-inc.com](mailto:gabi@aras-inc.com)

Office: 323.887.4837 ext. 2

Cell: 323.485.0608

I am authorized to bind ARAS Enterprises, Inc. to the terms of the proposal and all information submitted herein is true and correct. This proposal shall remain valid for a period of not less than one hundred and eighty (180) days from the date of the proposal submittal. Thank you for considering ARAS Enterprises, Inc. as the partner to provide Entertainment Promoter services for the City of Santa Ana.

Sincerely,

Gabriela Barbarena  
CEO, ARAS Enterprises, Inc.



**Entertainment Promoter for the City of Santa Ana  
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**ATTACHMENTS**

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- Attachment A: Proposer’s Certification and Proposal Item Pricing
- Attachment B: References
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- Attachment D: Non-Collusion Affidavit
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## Task 1. EVENT MANAGEMENT AND PRODUCTION SERVICES

### A. Event Management

ARAS has managed and produced successful events in Los Angeles, Pasadena, Inglewood, Whittier, and Long Beach that range from intimate VIP receptions for one hundred guests, cultural music festivals of more than 15,000 attendees, concerts in the park, to community at-large events with over 35,000 attendees. Our Event Management and Production Division has grown organically due to various event concepts such as Cinco de Mayo at the Rose Bowl in Pasadena, Día de los Muertos Cultural Festival in Inglewood, Memorial Day Observance at Rose Hills Park Cemetery in Whittier, Angel Awards Gala for the Catholic Association of Latino Leaders (LA Archdiocese), Green Port Fair, Grand Parade Día de los Muertos and Arte y Ofrendas Festival in Long Beach.

ARAS has the experience and capability to provide event conceptualization, branding, and management services to produce live events. A Project Manager is assigned to be the key liaison for the project, establishing and maintaining transparent communications with the City of Santa Ana, contractors, community, vendors, and entertainment.

### B. Production Services

The ARAS team has experience in producing a wide range of events to include corporate galas, concerts in the park, golf tournaments, community at-large events and festivals with broad access to a wide range of music genres due to established relationships with entertainment agencies, music promoters, concert promoters, production studios, and media channels. ARAS has a unique advantage due to its long-term relationships to bring world-class talent entertainment with R & B, Jazz, Tropical, Mariachi, Norteña, Banda, Ranchera, Rock en Español, to Grammy Award winners and local groups and performers.

From graphic design, marketing, promotion, event vendors, entertainment acquisition, the production team is flexible and aware to identify potential issues to mitigate during the pre-production process. An on-site production team manages load-in, set-up and tear down, providing logistical support throughout the event.

### CORE COMPETENCIES

- Event Management** Experienced Project Manager to oversee and maintain open communications, function as the liaison with entertainment, vendors, while managing an approved budget aligned with a production timeline to lead to the execution of the event production.
- Production** Pre-production starts with public safety as the groundwork required to proceed with the site preparation. Thorough planning brings the theme's visual conceptualization, sound, lighting, signage, experiential experience, program, and the right entertainment for an enjoyable event.
- Production Team** Experienced staff that pivots as needed to mitigate issues, troubleshoot on the spot, and continue to move forward for a successful event. The project manager and the team lead have

experience in training event volunteer staff to be integral team members or be hosts and brand ambassadors, as needed. The on-site team leads event set up, liaison with vendors, provide logistic and staff support to the city, and manages tear down.

- Talent Acquisition*** Exceptional access to a broad spectrum of entertainment, groups, and performers with a wide range of music genres.
- Community Outreach*** Engage the city, government agencies, key community stakeholders, community-based organizations, and non-profit organizations to foster relations, collaborations, and partnerships.
- Production Schedule*** We use technology to create efficiencies, such as Teams or Monday platforms to develop production schedules to include reports, layouts, subcontractors, cost estimates, quotes, revenue, and expenses and provide access to the City of Santa Ana.
- Vendor Procurement*** Local vendor outreach is done in collaboration with the City of Santa Ana for guidance, preferred vendors and will join the local Chamber of Commerce to create relationships and build partnerships to be part of the production. We access to vetted production vendors ranging from technical teams, stage, utility equipment rentals, tents, food, beverage, security, visual artists, photographers, videographers, and artisan vendors, all of whom are available as needed.
- Photography & Videography*** Our quality photography services capture overall activities, programs, attendees, and entertainment with a 24-hour turnaround service and offer 360-degree photobooth, magazine cover photo booth experiences for attendees. Videography offers drone footage, edited short videos for social media and website.
- Graphic Design & Branding*** Creative team that understands the target audience as the key to creating visuals that capture attention with a call to action and ability to brand the project.
- Marketing Campaign*** Capability to create and lead strategic marketing campaigns with essential tactics to promote and position the events in the market.
- Printing*** ARAS owns AMG Printing which aligns with the agency's projects in need of marketing collateral materials, promotional items, and event signage. In-house print production is responsive with quality control and manages last-minute production needs on-time and on-budget.
- Media Relations*** Strong relationships with media outlets for more than 15 years.

### **C. Event Support Services**

On-site production team has experience in guest registration, load-in management, set-up, and tear down. A logistic vendor schedule is created and serves as a checklist for the team to ensure all items are on-site, provide logistical support and staff support, as needed for entertainment, City staff, program participants and vendors.

## Task 2. CONSULTING SERVICES

At ARAS, we have a full suite of services that support the event production projects, on an as-needed basis, to include:

**A. Graphic Design** – develop and create design concepts that include logo, collateral materials that are complimentary to the event theme and conceptualization and offer print production to align with the design services to streamline with quality products that are on budget and on time.

**B. Décor and Design** – experience in consulting to transform an event site with displays, visual artists, exhibits, Props, to include water features, Wow factor, creative florals, plants, and other environmental elements.

**C. Production** – experience with event layout, implementation and logistic plans for load-ins, staging, site preparation, safe access and exits, emergency services, security plans, required equipment such as generators, metal detectors, tents, and VIP cabanas. We understand utility needs, such as electrical, water access, edible food recovery coordination and waste management plan.

**D. Technical** – consulting services in identifying and providing solutions on technical issues. Experience in lighting, staging, sound systems, stage visual backdrops, and PA systems. Photography, videography and recording services are available to support event production on an as-needed basis.

**E. Photography & Videography** – photography to capture the essence of the event and have 360-degree photoboosts, magazine cover booth, and digital photos for attendee experience for selfies to share through social media. Video interviews, drone footage, short videos, as needed.

**F. Printing** – capacity to print marketing collateral materials, manage last-minute changes, signage print and placement, promotional items, as needed.

## FIRM and TEAM EXPERIENCE

ARAS Enterprises, Inc. (ARAS) is a woman-owned, Small Business Enterprise that started in 2006 as an S Corporation providing multicultural marketing and advertising services. Our core values are defined by purpose, integrity, quality, and our emphasis on building long-term relationships.

In 2011, ARAS launched the event management and production division, providing creative conceptualization, event management coupled with marketing and promotion services. The production services division now comprises more than 90% of the agency services.

We believe in collaborating with local vendors as part of our work in the community. We start our outreach to local businesses to introduce our agency and foster relationships by joining the local chambers, contact community-based organizations and key community stakeholders. We have a robust database of vetted vendors from our years in production and will bring to the project, as needed for optimal event outcomes. We procure décor, props, food, beverage, security, audio/visual crew, stage, utility equipment rentals, lighting, VIP cabanas, tents, etc., and entertainment for a memorable experience.

For 13 years, our agency has provided successful event management and production with an experienced team. We assign a project manager to be the main contact for each project and provide oversight of an internal team to support the project needs. We develop creative visuals for digital and press ready collateral materials and have the capacity to print marketing collateral materials. We have expertise in integrated marketing campaigns, promotions and offer art direction for creative elements to enhance an event production.

We are a resolute team with more than 100 years of collective experience providing art direction, décor, production, and are flexible in managing the process within approved budgets. Experienced in all aspects of event management and production to include event load-in, set up, vendor schedules, logistical support to ensure schedule is aligned and the program participants/speakers are ready for the day of the event. Our process includes a production logistic schedule that contains key information such as venue directions, parking instructions, and day-of-event program. A Run of Show is created with the production's vendor schedules, suppliers, equipment load-in, set-up and tear down coordination. The Program Run of Show contains the entertainment schedule for the back of the house tech crew and the stage manager to "call" a show and manage the program that stays within the production schedule and program timeline.

ARAS has full-scale production capacity with experience in procuring event vendors to support production needs and to acquire talent from local groups and performers to large-scale event entertainment. We access a broad range of music genre artists due to our long-term relationships with music and concert promoters, and studio partners to bring world-class talent entertainment that includes Mariachi, Norteña, Banda, Ranchera, Rock en Español, to Grammy Award winners. An example is the relationship with the LA RAMS has resulted in featuring Mariachi RAMS in our productions.

A team of ten employees is ARAS' base with a diverse skill set including graphic design, marketing, copywriting, media relations, community outreach, administrative, production and event management experience. For the City of Santa Ana project, we anticipate a total of five team

members to be assigned to the project. In addition, ARAS has a database of temporary staff that are hired for the day-of-the-event production and can range in size based on the event's needs. ARAS office is located at:

6608 Gretna Avenue  
Whittier, CA 90606

Gabriela Barbarena will be the Project Manager for the City of Santa Ana contract and will be the primary contact.

### **SELECT PORTFOLIO**

- Cinco de Mayo at the Rose Bowl*** Commemorated the Rose Bowl Stadium's Centennial celebration in 2022. 5K Walk/Run, live entertainment, youth soccer championships, special behind the scenes VIP tours, and marketplace. Produced event with live entertainment, program, VIP reception, and media relations. The event garnered media coverage from ABC7, NBC, Telemundo, Pasadena Now, and Univision. The event attendance was over 15,000.
- Pasadena***
- Green Port Fair*** Highlighted the Port's environmental initiatives, and goal to become the world's first zero emissions port. Zero emission equipment displays, harbor tours, live music, food court, beer and wine garden, and children's train rides. A photography wall with the Port's history, program featured the port's initiatives and career opportunities to include interactive booths staffed by the Port. Produced live event with entertainment, activities, and the program. The event drew local media coverage and an attendance of over 6,500.
- Long Beach***
- 3<sup>rd</sup> Annual Grand Parade Dia de los Muertos & Arte y Ofrendas Festival*** Celebration of Dia de los Muertos in the City of Long Beach conceptualized by the agency. The celebration started with a parade production in the morning that was livestreamed by ABC7 digital channels to include Fire TV, Roku, Apple TV, and Google TV and continued with the festival that ended at 10pm. The festival had local groups and performers, featured El Dasa as part of the entertainment line-up, VIP area, children's area, mercado, food court, and tequila tasting area. The parade had over 9,500 spectators and was a special broadcast the next day on Estrella TV. The 2-day festival had over 15,000 attendees.
- Long Beach***
- Memorial Day Observance*** ARAS has produced the annual event at the largest cemetery in the US for the past 8 years. Partner with local museum, armed forces for formal military honors, military vehicle display, remembrance tree, media relations, live performance, elected officials participate in the program. Receives media coverage and attended by over 1,500.
- Whittier***



**Gabi Barbarena – Founder & CEO, ARAS Enterprises, Inc. – Project Manager**

Ms. Barbarena has more than 35 years of executive leadership experience and is at the helm of ARAS, a multicultural marketing and event production services agency founded in 2006. ARAS delivers innovative, forward-thinking solutions for Southern California's multilingual and multicultural market.

Ms. Barbarena has executed strategic plans, produced large-scale events, conferences, full-scale advertising campaigns and broadcast event productions. Industry experience includes Education, Health, Affordable Housing, and Food. Producer of cultural events, city parades, festivals, community at-large events concerts in the park. Ms. Barbarena leads the creative project ideation and develops branding of signature event strategy such as Grand Parade Día de Los Muertos, Arte y Ofrendas Cultural Festival in the City of Long Beach, Día de los Muertos Cultural Festival in Inglewood, Cinco de Mayo at the Rose Bowl in Pasadena and Memorial Day Remembrance in Whittier.

**Leadership & Professional, Community Engagement**

- Board Secretary, National Breast Cancer Foundation
- Board Member, Adventist Health White Memorial Governing Board
- Past Board Chair, White Memorial Charitable Foundation
- Member, Hispanic Public Relations Association

As a co-founder of a non-profit 501(c)3 organization, Friends of the Levitt Pavilion-MacArthur Park, Ms. Barbarena led a private/public partnership with the City of Los Angeles and the Mortimer & Mimi Levitt Foundation to gain approval to renovate an abandoned band shell and create an annual summer concert series. The project was acknowledged by numerous entities to include the City of Los Angeles, Los Angeles Police Chief Bill Braton, featured on ABC7, and recognized by the Consul de Mexico in Los Angeles and La Opinion. As the Board Chair, Ms. Barbarena led the brand development and branding of the organization and oversaw the production of 130 concerts in the park. The organization conducted outreach services, and the community partnership grew to over 25 local businesses that thrived during the season as the concerts drew 800 – 3,000 people per concert.

**Education**

- Master of Science, Business Administration, University of La Verne
- Bachelor of Science, Organizational Behavior, University of San Francisco
- Entrepreneurial Leadership Program, University of Southern California

**Awards & Recognition**

- Featured in the Entrepreneurial Women Series - Consulate General of Mexico in Los Angeles
- Latinas in Business Award - National Latina Business Women Association (NLBWA)
- City of Los Angeles Acknowledgement by Mayor Antonio Villaraigosa
- Special Recognition - Los Angeles Police Chief Bill Bratton, MacArthur Park Concert Series
- Featured on ABC7 Eye on LA and Vista LA as a business and community leader.
- Woman of the Year Award - Adventist Health White Memorial



### **Crystal Torres - Chief Operations Officer/ Marketing & Production Executive**

Over 18 years of executive leadership experience with outstanding success in leading marketing strategies and development of sponsorship opportunities for projects.

Ms. Torres provides oversight of projects and campaigns leading the formation of strategic alliances with nonprofit organizations and community stakeholders. Ms. Torres oversees corporate Gala Fundraisers, Golf Tournaments, and at-large community events to connect brands with the target audience.

Ms. Torres leads the event management division and oversees VIP receptions and Galas to create alliances for fundraising opportunities. Lead executive for the creation of the Cinco de Mayo at the Rose Bowl, in Pasadena as part of the Rose Bowl Stadium Centennial celebration. One of the cornerstones of the event was to identify sponsors and create alliances for the project coupled with a community outreach strategy to foster relationships to garner support and partnerships for the project. The event garnered more than 15,000 attendees, held a VIP reception for city officials, sponsors and VIP guests and received local and national media coverage.

#### **Professional Engagement**

- Board Member – Tri-City ROP Foundation
- Member – Los Angeles Latino Chamber of Commerce
- Member – Hispanic Public Relations Association

#### **Education**

- Master of Science, Leadership and Management, University of La Verne
- Master of Science, Business Administration/emphasis in Marketing University of La Verne
- Bachelor of Science, Organizational Management, University of La Verne
- Graduate - Stanford Latino Entrepreneur Initiative Fellows Program Stanford University

#### **Brand Experience**

- Rose Bowl Stadium
- Pasadena Tournament of Roses
- Rose Hills Memorial Park
- California Council on Economic Education
- Lucille & Edward Roybal Foundation
- Port of Long Beach
- Museum of Latin American Art
- Providence - St. Joseph Foundation
- Catholic Association of Latino Leaders
- Arte y Ofrendas Festival



**Jazmin Ceballos - Executive Vice President /Production Director**

Over 17 years of experience in managing and leading projects with logistic and production schedules. Exceptional focus, follow-through, and coordination of schedules and project timelines in various industries to include affordable housing, food, health, and production projects to include festivals and community-at-large events.

Ms. Ceballos leads and directs conferences and EXPOS from the planning and pre-conference administrative functions to include budget, project timeline, venue selection, vendor negotiation, and contract execution. Coordinates annual EXPO exhibit areas with conference sponsors and exhibitors. Ms. Ceballos’ focus is to produce conferences with the right-mix of curriculum, activities, reception, and networking opportunities that create an exceptional experience for attendees each year with new themes and experiential design, visuals, and entertainment.

Ms. Ceballos experience extends to event production managing the logistic schedule of set up, vendor load-in, experiential set ups, trains, and manages the day-of-event staff. Understanding the event concept, Ms. Ceballos strength is a deep understanding of the event outcome as she oversees the planning event layout to double check for easy attendee access, attendee traffic flow to maximize brand exposure for sponsors, ample space for audience, and attendee experience. Lead of the on-site production team for logistic support.

**Professional Engagement**

- Member – Los Angeles Latino Chamber of Commerce
- Member – Hispanic Public Relations Association

**Education**

- Bachelor of Arts in Business Administration, University of La Verne
- Construction Management Certificate, University of California, Los Angeles
- Graduate - Stanford Latino Entrepreneur Initiative Fellows Program, Stanford University

**Brand Experience**

- Rose Bowl Stadium
- Affordable Housing Management Association - Pacific Southwest
- Rose Hills Memorial Park
- Inglewood Park Cemetery
- Museum of Latin American Art
- Port of Long Beach
- Providence St. Joseph Foundation
- Arte y Ofrendas Festival



### **Catalina Sanchez - Marketing & Event Outreach Coordinator**

Ms. Sanchez has more than 10 years of experience in managing event marketing and outreach. Ms. Sanchez has led the development and implementation of marketing strategies to increase a brand’s footprint and maximize exposure and visibility of events produced and managed by ARAS.

Ms. Sanchez is an experienced professional overseeing marketing and outreach to foster relationships with community stakeholders, business community and community-based organizations. She monitors marketing campaigns to link new relationships using social media and digital tactics. Consistently monitoring so the social media team can adjust campaigns to ensure messaging tactics stay on track to reach the desired outcomes. Ms. Sanchez collaborates with the creative team on brand campaigns and ensures design and focused-driven copy are aligned to expand a brand’s footprint.

On-site team member to coordinate any community participation and provide staff support overseeing social media posting for the day of the event.

#### **Education**

- Bachelor of Arts Degree, Business Administration and Marketing, California State University Dominguez Hills

#### **Brand Experience**

- Rose Bowl Stadium
- Pasadena Unified School District
- Museum of Latin American Art
- Braille Institute
- Affordable Housing Management Association - Pacific Southwest
- Inglewood Park Cemetery
- California Council on Economic Education
- Latino Equality Alliance
- Rose Hills Memorial Park
- Arte y Ofrendas Festival



### **Atticus Torres - Print Manager & On-Site Production Team Lead**

Mr. Torres has five years of graphic design experience. Starting as an intern, Mr. Torres started as administrative support for events and marketing projects. As his experience solidified, Mr. Torres gravitated to the creative process and began to work on graphic design to support various projects with marketing collateral materials and continues this path both academically and collaborates directly with senior designers to consistently strengthen his skill set.

For the past three years Mr. Torres has been the lead to oversee the print production aspect of marketing collateral materials and signage. Due to his experience in graphic design and a deep understanding of brand development, Mr. Torres' responsibilities expanded to print production management responsible to manage AMG Printing, a wholly owned company of ARAS Enterprises, Inc.

As a key member of the team, Mr. Torres manages all aspects of the print production of marketing collateral materials, promotional items, swag bags, and signage collaborating with the print production scheduler and overseeing the process to ensure quality products are produced, and shipping and delivery are on schedule. Event production is often in need of last-minute changes to collateral materials and Mr. Torres is focused on ensuring the items are produced and delivered on time. Mr. Torres is a member of the on-site team and provides coordination of volunteers and logistical support to vendors.

#### **Leadership & Community Engagement**

- Associate Member, Affordable Housing Management Association
- City of Pico Rivera Chamber of Commerce
- City of Montebello Chamber of Commerce

#### **Education**

- Currently in college pursuing a bachelor's degree in business administration, with a minor in marketing.

#### **Brand experience**

- Rose Bowl Stadium
- American Cancer Society
- Affordable Housing Management Association - Pacific Southwest
- Latino Equality Alliance
- Inglewood Park Cemetery
- Rose Hills Memorial Park
- Pasadena Unified School District
- Arte y Ofrendas Festival
- Adventist Health White Memorial
- Grand Parade Dia de los Muertos
- Providence Health

## SCOPE OF SERVICES STATEMENT

ARAS is a creative agency that has a solid team of professionals that take pride in their craft and are resourceful to secure the required vendors, obtain quotes and negotiate contracts. We believe in producing quality live events and do so by having a team that understands production and attendee safety is key to execute and manage a production.

For more than 17 years, we have collaborated with various entertainment entities, concert and entertainment promoters and media outlets to acquire entertainment and talent for our event productions. In addition to numerous festivals and community-at-large event productions in Long Beach, Pasadena, Inglewood, and Whittier, we produced 130 park concerts in Los Angeles with each season having a range of music genres to include children's music, R&B, musica Tropical, Banda, Mariachi, Norteña, and Jazz.

What distinguishes ARAS is our expertise in marketing and advertising in Southern California. We have long-standing media relationships in Southern California with both mainstream and Spanish language channels to include but not limited to ABC7, Univision, Telemundo, NBC4, Estrella TV, and QBuena Radio.

### PROPOSED WORK PLAN

#### Approach

Our approach to production starts with a set of defined goals in collaboration with the city of Santa Ana's vision for each event, incorporate conceptual plans for the event followed by intentional execution that elevates an event into an experience. The goals and vision include:

1. Clear event objectives
2. Desired event outcomes
3. Team members needed for event production.

We begin with pre-production work, to include recommendations for security, public safety, and emergency services and collaborate with police, fire, and private security teams needed for the event. This is the groundwork required to proceed with the site preparation to include parking access for vendors, entertainment, and general attendance.

We believe in working with local businesses and incorporate this philosophy by joining local chambers, outreach to local businesses, non-profit organizations, and community-based organizations to establish relationships and partnerships to source local vendors to the extent possible. We have a robust database of vetted vendors with the required production expertise that we incorporate with the local vendors for successful outcomes.

We develop and manage the event timeline and maintain communications with the City of Santa Ana on the progress, secure entertainment, vendors, and suppliers based on the event needs. We provide an on-site production team, logistic support staff and conduct volunteer training, and city staff training, as needed.

In collaboration with the city, we establish a calendar for the project meetings to create consistency in the progress of the work. Additional meetings may be scheduled as the event nears. The Project Manager and one additional ARAS team member are scheduled to attend the meetings. We are transparent with communications and require two team members to attend meetings to ensure communication flow is solid and always have a back up to support the event.

The base of our work begins with conceptualization, event timeline, budget, event goals, emergency plan, target audience, venue walkthrough, and procure event vendors (food, beverage, audio/visual, and equipment rentals for quotes and price negotiation), program participants, and entertainment needed. This includes fencing rentals, trash management, sanitation, and generators as needed for the event.

We provide creative direction, ideas and recommendations for event layouts, designs, and present technical and/or creative ideas to enhance and/or refresh for a better experience. Décor is important to bring the design to life and recommendations to transform a space or create a wow factor for attendees. This may include visual displays, props, visual artists, signage, florals, and lighting.

Manage project aspects to include production team, volunteers, theme, and décor. We oversee coordination of the program, entertainment line-up, and work to mitigate problems throughout the process and before the event, as much as feasible.

We prepare and share the production logistic schedule with the city. We use technology to improve efficiency and use the platform to upload key information such as production schedule, update suppliers, audio/video, and entertainment as they are secured, and manage the budget with expenses as the project progresses is also kept on the platform.

Our team has graphic designers who create visual designs to bring life to a concept for digital marketing and printed marketing collateral materials.

Developing an integrated marketing and community outreach campaign is key to effectively balance the initial lift of awareness as a short-term goal, and consistently build the reach with the target audience as the long-term goal, via the right mix of media platforms to generate action from the target audience.

Strategic tactics are used to market and promote an event that include traditional media and social media to build virtual communities to promote the city of Santa Ana's events. The marketing campaign goal is to strengthen the city's presence through engaging content and visuals with a call to action. Developing a community outreach program is a tactic of our approach in marketing and promotion. Engaging key community stakeholders, local businesses, non-profit organizations, community-based organizations, and local performers to foster relationships, create strategic community partnerships that will provide visibility for the events.

We have a checklist to manage and lead the team for décor, props, stage plot, equipment and technical support for each event as required by the entertainment and secures the necessary vendors. We collaborate with the city for program participation and manage the logistic planning and

execution of the live production and secure the audio/visual crew, coordinate lighting to best stage program and test audio equipment placement for best amplified sound experience.

A Run-of-Show is used by the Project Manager and production team as a guide to supervise the load-in of stage, audio/video equipment, generators, and set up as well as all aspects of the production needs to ensure timeliness of set-up for any required city inspections. The Program Run of Show includes the program and entertainment schedule for the back of the house tech crew and the stage manager to “call” a show and manage the program that stays within the production schedule and program timeline.

We schedule the vendor event load-in, which may happen the day before the event. We also schedule the entire day including, but not limited to, any additional load-ins, set-ups, sound checks, and tear down. We work with the city staff to be sure that the stage, lighting, and set-up layout are set to the approved design.

As producers, we have established partnerships with various entertainment entities, to include Thunder Studios, Estrella Media, Radio QBuena, and promoters that represent a wide range of music genres. In addition, our agency has established relationships with local Southern California performers and music groups that have participated in previously produced events. This structure allows ARAS a broader reach from local artists to large-scale event entertainment. An example of access to various artists includes but not limited to Los Cadetes de Linares, Lucero, El Dasa, Gustavo Rivera, and Chiquis. We manage the procurement and negotiation of contracts for each event to include entertainment, suppliers, vendors, contractors, etc., that are engaged for the project.

We collaborate with local vendors and suppliers as a preference and have a database of food, beverage service, utilities equipment, rentals, and artisan vendors that can be used, as needed for optimal outcomes. We manage the vendors from availability to permits and participation.

Our goal is to mitigate issues within the planning process. Each venue is unique and therefore we always do a walkthrough to review venue electrical layout, facilities, hours of operation, water access, and work with the city for any permitting that is required.

Our experience includes consulting on production recommendations ranging from media partnerships to stage backdrops, special lighting, sound, set design and staging, event props and rentals.

We have an executive team member that has existing relationships and manages the sponsorships with corporations, foundations, and brands, if needed, for the event.

Our team has experience in working with the cities of Los Angeles, Pasadena, Whittier, Inglewood, and Long Beach. We understand each city has permit requirements for the use of public space or venue and ensure we meet the requirements for security, site cleanliness, adherence to any code established such as stage height, sound/noise code, filming/drone use, food and beverage licensing and waste management. A team member is assigned to be the liaison with the city to manage the permits that are required and provide the updates to the Project Manager.

## DELIVERABLES, IMPLEMENTATION PLAN AND TIMELINE

Our approach is to breakdown the project deliverables and implementation into a three-month (12-week) block. This has proven to be effective to keep the aspects of the project relevant, align with the next steps and can “check off” as completed. Below is a sample of the items for each 3-month block. We are flexible in the timeline as outlined to a shorter schedule based on each event’s requirements and the scale of the event.

### **9 to 12 months before the event date**

Obtain measurable objectives to guide each part of the planning process from safety, budget approval, marketing, entertainment, to the marketing campaign. Understanding the event’s outcome ensures our team works toward the same goal.

Establish Budget allocation by prioritizing key aspects of the event. Begin the process of prioritizing the main elements such as entertainment, technical group, stage, venue, promotion, and marketing are part of the essential expenditures.

A review of database and preferred city vendors to obtain quotes for services and cost estimates to begin selecting vendors. Allocate an amount of the budget for flexibility for unexpected production needs.

Define the target audience and ascertain that the event concept resonates with the audience. Begin to tailor marketing content to the audience interests and what media is used by the target audience to lay the foundation for the event.

Secure venue and date for the event’s scale, concept, and outcome. A venue is key to match the scale of the production, a preliminary coordination plan is created that can be adjusted as the event date approaches.

### **6 to 9 months before the event date**

Develop marketing campaign visuals for city approval. Recommend marketing tactics and strategy for implementation and create a schedule of the marketing campaign to include community outreach which would start at this time.

Create a promotional campaign for large-scale entertainment with media posts, media relations and other strategic tactics.

Confirm vendors and suppliers with contracts for Entertainment, AV, stage, equipment rentals. Confirm vendor expectations, deliverables, and timeline of the event to coordinate a point of contact for the project.

### **3 to 6 months before the event**

Launch marketing campaign across the tactics and channels approved by the City of Santa Ana. Community outreach campaign follow up for partnerships (posting event signage on store fronts, flyers on counters, etc.). Marketing schedules include regular updates by highlighting distinct aspects of the event on key dates.

Maintain contact with the city on permitting and compliance with city event permit requirements.

Develop event agenda and program schedule draft based on information the City of Santa Ana provides. Organize the program schedule based on the number of program speakers. An initial time is created for speakers, entertainment, and event activities. The goal is to have a balanced program that provides a time for speakers, participants, and entertainment making sure the event has a good flow that engages the audience.

### **1 to 3 months before the event**

Schedule a venue walkthrough with vendors to include tech groups to identify and resolve potential issues with electrical or water needs.

Collaborate with the city to ensure all required permits are completed and approved. Prepare for any inspections required before the event, such as generators and day-of event food inspections.

Finalize décor order, confirm AV needs with entertainment stage plot, event layout is approved by the city. Confirm set up time with the venue to align the event production schedule and logistic information.

Marketing campaign is active sharing event details and reminders, providing directions, event program schedule, and encouraging social media engagement to boost participation and attendance.

Team training of volunteers and/or city staff is scheduled to review the production schedule, roles and responsibilities are reviewed and outlined with specific tasks such as assisting attendees or welcoming VIP guests.

Our team' role and responsibilities include vendor load-in, coordinating logistic set up, troubleshooting, and providing support staff for a smooth day-of-event production.

## COST PROPOSAL

### ARAS Enterprises, Inc. – Hourly Rates

Billing is submitted monthly.

Rate Sheet 2025-2028	Hourly Rate
Principal / Project Manager	\$276.00
Marketing & Production Executive	\$238.00
Production Director	\$220.00
Marketing & Event Outreach Coordinator	\$173.00
On-site Production Team Lead	\$145.00
Day of Event Staff	\$85.00

### ARAS Consulting Service Fees

Labor Category	Hourly Rate
Graphic Design	\$100.00
Decor & Design	\$120.00
Technical & Production Consultation	\$150.00
Photographer	\$230.00
Videographer – includes filming and editing*	
Media Relations	\$155.00
Printing - quote provided for each project	

### Photography experiences

Regular Photobooth

4 hours \$650 (\$150 every additional hour)

360 Photobooth

4 hours \$1300 (\$250 every additional hour)

Magazine Cover Booth

4 hours \$1300 (\$250 every additional hour)

### \*Videography

4 hours \$1,500

8 hours \$2,500

Professional vendor service rates are negotiable based on the number of events per year.

Services	Rate
Mobile or Temporary Build Main Stage Audio Technicians, Audio Equipment, Stagehands, Main Stage Lighting	Up to \$205,000
Security/Site Patrol/Metal Detectors, Emergency Medics	Up to \$195,000
Barricades and/or Fencing	Up to \$65,000
Décor, Displays, Props, Exhibits	Up to \$40,000
Event Rentals and Furnishing	Up to \$115,000
Utility Equipment – Generators, lights, tech team	Up to \$20,000
Social Media Influencers	Up to \$15,000
Food & Beverage Rentals – portable sinks, bars, food tents	Up to \$20,000
Ground Transportation – golf carts	Up to \$20,000
Sanitation services – VIP, regular, ADA accessible restrooms	Up to \$75,000
Waste Services	\$50,000

### Sample of current Entertainment Price Range

Artist / Entertainment	Cost Range
Emilio Ortega - Norteña music	Up to \$2,000
Vintage Rock - Rock en español	Up to \$2,000
Grupo Patron Norteña	Up to \$2,000
Lety Lopez – Mariachi y Rancheras	Up to \$2,000
Banda – Los del Barranco	Up to \$2,000
Vilma Diaz y La Sonora – Tropical	Up to \$6,500
Mariachi Divas	Up to \$6,500
Gustavo Rivera - Norteña music	Up to \$12,500
El Dasa - Norteña music	Up to \$12,500
Las Reinas de Los Angeles – Mariachis	Up to \$25,000
La Sonora Dinamita – Tropical	Up to \$32,000
Mariachi Sol de Mexico	Up to \$35,000
Chiquis Rivera – Banda	Up to \$55,000
Lucero – Pop to Mariachi genre	Up to \$80,000
Los Alegres del Barranco – Banda	Up to \$80,000
Los Cadetes de Linares	Up to \$100,000
Los Tigres Del Norte - Banda Norteña	Up to \$200,000

**Request for Proposal NO. 24-102 for Entertainment Promoter**

**Subcontractor - Thunder Studios Inc.**

20434 S. Santa Fe Avenue  
Long Beach, CA 90810

**Thunder Studios Inc.**

Thunder Studios Inc. (TS) is a multi-media production company based in Long Beach since 2007. We operate twenty sound stages, three mobile production units, a large inventory of grip, electrical and lighting equipment and we are leaders in XR and Virtual Productions. HRS manages the production of live events such as concerts, sporting, and corporate events. HRS also specializes in national television commercial campaigns and our clients include Verizon, Target, AT&T, and others.

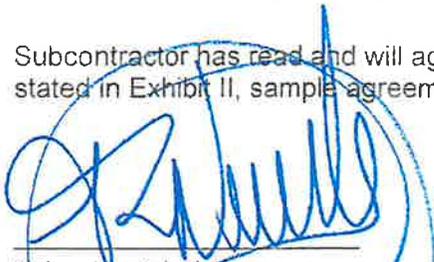
Thunder Studios with its diverse staff has been producing content for companies in Mexico and US Hispanic such as Univision. For the last 14 years, we have been producing The Rose Parade for Univision Network and have won 3 Emmy awards.

We specialize in diverse and multicultural media productions across California and the USA. Our list of clients includes NBC Universal, Telemundo, UFC Fight Pass, Univision, Progressive, Azteca America, City of Long Beach, Verizon, AT&T, Target, Porsche, and many others.

**Contractual Services**

1. Access to a wide range of artists, with capability of accessing Mexican regional music to include Norteña, Banda, Mariachi, Tropical, Rock en Espanol.
2. Provide insurance for artists.
3. Coordinates with performers' special requests, to include media, and promotion.
4. Coordinates travel, lodging, etc. as needed.

Subcontractor has read and will agree to abide by the awarded Contractor's obligations as stated in Exhibit II, sample agreement.



Rolando Nichols  
President/General Manager  
Thunder Studios  
20434 S. Santa Fe Ave.  
Long Beach Ca. 90810  
[www.thunderstudios.com](http://www.thunderstudios.com)



# 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.

ARAS Enterprises, Inc.

323-887-4837

LEGAL NAME OF COMPANY

PHONE AND FAX NUMBERS

6608 Gretna Avenue, Whittier, CA 90606

BUSINESS ADDRESS

Gabriela Barbarena

CEO

PRINTED NAME OF AUTHORIZED AGENT

TITLE

  
SIGNATURE OF AUTHORIZED AGENT      DATE

gabi@aras-inc.com  
E-MAIL ADDRESS

20-5427211

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: Rose Hills Memorial Park Contact Individual: Antoinette Banares, Dir. of Business Development

Address: 3888 Workman Mill Road Phone Number: 562-205-4656

Whittier, CA 90601 EMAIL: antoinette.lou@rosehills.com

Contract Amount: \$20,000.00 / year Year: 2016 - 2024

Description of supplies, equipment, or services provided:

Memorial Day Observance (see attached)

#### **REFERENCE**

Customer Name: Grand Parade Dia De Los Muertos Contact Individual: Erick Verduzco, Partner

Address: 2403 Marshallfield Lane, Suite A Phone Number: 945-439-7287

Redondo Beach, CA EMAIL: erick@cceconsultinggroup.com

Contract Amount: \$60,000.00 / year Year: 2022 - 2024

Description of supplies, equipment, or services provided:

Grand Parade and Festival (see attached)

#### **REFERENCE**

Customer Name: Rose Bowl Contact Individual: Julie Benavidez, Sr. Director of Engagement

Address: 1001 Rose Bowl Drive Phone Number: 626-577-3206

Pasadena, CA 91103 EMAIL: jbenavidez@rosebowlstadium.com

Contract Amount: \$22,000.00 Year: 2022

Description of supplies, equipment, or services provided:

Cinco de Mayo (see attached)

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.  
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## **REFERENCES – ARAS Enterprises, Inc.**

Antoinette Banares, Director of Business Development  
Rose Hills Memorial Park

### **Description of services: Memorial Day Observance**

Since 2016, ARAS has produced the annual event providing services include program development, securing a keynote speaker, media relations, military bands, school choirs, Honor Guard, local veteran groups, military vehicles, and service vendors (audio, rentals,) to support event which includes a vintage plane fly-over during a key timeframe in the program.

Erick Verduzco, Partner  
Grand Parade Dia de los Muertos, Inc.

### **Description of services: Grand Parade Dia de los Muertos & Arte y Ofrendas Festival**

ARAS created and launched the Grand Parade Dia de los Muertos and the Arte y Altares Festival In 2023 and continues to produce. Services include city permits, creative layout, décor, partnership with Council District 1, non-profit organizations, and local businesses, corporate sponsors and media relations. Logistic coordination of services vendors to support the event areas to include live entertainment, artisan mercado, food court, children's interactive area, tequila tasting garden, and VIP area.

Julie Benavidez, Sr. Director of Staffing and Engagement  
Rose Bowl Stadium

### **Description of services: Cinco de mayo at the Rose Bowl Stadium**

Services included event conceptualized, created partnerships with Consul General of Mexico in LA office, media relations, secured lived entertainments to include Mariachi RAMS, Jazz group, and Gustavo Rivera, artisan mercado, VIP reception, youth soccer championship, 5K Run Walk and a bootcamp. Logistic coordination of services vendors to support event, stage, audio/video tech team, stage manager, DJ, rentals and furnishings.



# 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 ARAS Enterprises, Inc.

Signed and Printed Name:  Gabriela Barbarena

Title CEO

Date JANUARY 9, 2025

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

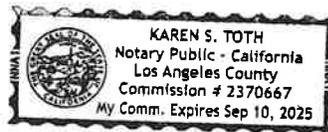
Note: The above non-collusion affidavit is part of the proposal. Signing this proposal on the signature portion thereof shall also constitute signature of this non-collusion affidavit. Proposers are cautioned that making a false certification may subject the certifier to criminal prosecution.

Signed *[Signature]* GABRIELA BARBARINA  
State of CA, County of LOS ANGELES

Subscribed and sworn to (or affirmed) before me on this 8<sup>th</sup> day of January, 20 25, by GABRIELA BARBARINA, 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

*See attached Notary Certificate*

**THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE PROPOSAL.  
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A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

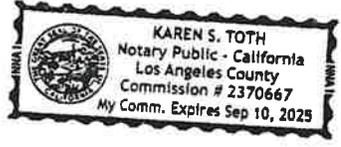
State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 8<sup>th</sup> day of January, 2025, by  
Date Month Year

(1) GABRIELA BARBARENA

(and (2) \_\_\_\_\_),  
Name(s) of Signer(s)



proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

Signature \_\_\_\_\_  
Signature of Notary Public

Place Notary Seal and/or Stamp Above

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document** Attachment D

Title or Type of Document: City of Santa Ana - Non-collusion AFFIDAVIT

Document Date: 01/08/2025 Number of Pages: 1

Signer(s) Other Than Named Above: None



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: [Signature]
Title: CEO
Firm: ARAS Enterprises, Inc.
Date: JANUARY 9, 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 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



## 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:

*[Handwritten Signature]*

Title:

CEO

Firm:

ARAS Enterprises, Inc.

Date:

JANUARY 9, 2025

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**EXHIBIT C**

**CONSULTANT'S FEE PROPOSAL**

## COST PROPOSAL

### ARAS Enterprises, Inc. – Hourly Rates

Billing is submitted monthly.

Rate Sheet 2025-2028	Hourly Rate
Principal / Project Manager	\$276.00
Marketing & Production Executive	\$238.00
Production Director	\$220.00
Marketing & Event Outreach Coordinator	\$173.00
On-site Production Team Lead	\$145.00
Day of Event Staff	\$85.00

### ARAS Consulting Service Fees

Labor Category	Hourly Rate
Graphic Design	\$100.00
Decor & Design	\$120.00
Technical & Production Consultation	\$150.00
Photographer	\$230.00
Videographer – includes filming and editing*	
Media Relations	\$155.00
Printing - quote provided for each project	

### Photography experiences

Regular Photobooth

4 hours \$650 (\$150 every additional hour)

360 Photobooth

4 hours \$1300 (\$250 every additional hour)

Magazine Cover Booth

4 hours \$1300 (\$250 every additional hour)

### \*Videography

4 hours \$1,500

8 hours \$2,500

Professional vendor service rates are negotiable based on the number of events per year.

Services	Rate
Mobile or Temporary Build Main Stage Audio Technicians, Audio Equipment, Stagehands, Main Stage Lighting	Up to \$205,000
Security/Site Patrol/Metal Detectors, Emergency Medics	Up to \$195,000
Barricades and/or Fencing	Up to \$65,000
Décor, Displays, Props, Exhibits	Up to \$40,000
Event Rentals and Furnishing	Up to \$115,000
Utility Equipment – Generators, lights, tech team	Up to \$20,000
Social Media Influencers	Up to \$15,000
Food & Beverage Rentals – portable sinks, bars, food tents	Up to \$20,000
Ground Transportation – golf carts	Up to \$20,000
Sanitation services – VIP, regular, ADA accessible restrooms	Up to \$75,000
Waste Services	\$50,000

### Sample of current Entertainment Price Range

Artist / Entertainment	Cost Range
Emilio Ortega - Norteña music	Up to \$2,000
Vintage Rock - Rock en español	Up to \$2,000
Grupo Patron Norteña	Up to \$2,000
Lety Lopez – Mariachi y Rancheras	Up to \$2,000
Banda – Los del Barranco	Up to \$2,000
Vilma Diaz y La Sonora – Tropical	Up to \$6,500
Mariachi Divas	Up to \$6,500
Gustavo Rivera - Norteña music	Up to \$12,500
El Dasa - Norteña music	Up to \$12,500
Las Reinas de Los Angeles – Mariachis	Up to \$25,000
La Sonora Dinamita – Tropical	Up to \$32,000
Mariachi Sol de Mexico	Up to \$35,000
Chiquis Rivera – Banda	Up to \$55,000
Lucero – Pop to Mariachi genre	Up to \$80,000
Los Alegres del Barranco – Banda	Up to \$80,000
Los Cadetes de Linares	Up to \$100,000
Los Tigres Del Norte - Banda Norteña	Up to \$200,000