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Ms. Kristy Bada
Procurement
1755 Meridian Avenue
3rd Floor
Miami Beach, FL 33139

**Re: Proposal for activation of the Lummus Park Spoil Area
BID #2021-153-KB**

Teamwork Marketing is please to present our proposal to produce, manage and promote our **International Artwalk 3D festival** as activation to be held in the Lummus park.

With its experience an event organizer and logistic producers around United States, Teamwork Marketing can deliver unique events aligned with the goals and expectations of their clients and creating memorable experience in their target group.

Together with this cover letter, we enclose herewith the proposal that outlines the details of our Artwalk 3D Festival including management plan, methodology and cost.

Should you have further inquiries regarding this proposal, please contact our Managing Director **Andrea Tovar directly at 954.391.1679 or atovar@teamwm.com** for further rounds of discussions.

Thank you and best regards,

Andrea Tovar
Managing Director
Teamwork Marketing Solutions



BIDDING DOCUMENTS

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ACTIVATION OF THE LUMMUS PARK SPOIL AREA
TAB 2.1

EXPERIENCE AND QUALIFICATIONS

team**work**



teamwork marketing

WE CREATE
THE
EXPERIENTIAL
SIDE OF
BRANDS





ABOUT US

We are a creative marketing agency with no limits to convert brand problems into amazing experiences.

For more than 12 years we are being producing a wide range of brand activations, massive events and private meetings for corporation and government institutions.

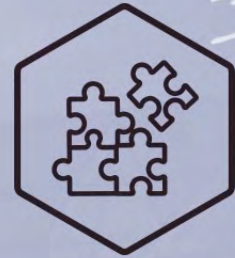
EX PER TI SE



Experiential marketing



Grassroots Marketing



Stands and Displays



Promotions



Events



Staffing



Digital Marketing

Experiential & Grassroots Marketing



Teamwork experiential marketing and Grassroots team thrives at the art of developing experiences that create emotional connections to brands.



Promotions



Teamwork develops and executes national multicultural events that provide brands with unique opportunities to achieve measured results and grow brand equity through comprehensive activations.



Special Events



Teamwork designs and produces creative events to connect your brand with customers, prospects, employees and partners.



Staffing



Teamwork strategically select the team to represent your brand by language and cultural knowledge; relevant elements to identify the perfect talent for your brand.



Digital Marketing



We combine the strategy, creativity, learning, and performance through brand digital ecosystems. Just you have an idea, we'll make this happen.





CLIENTS





DDB *Momentum*



Zuentipo | ANCHOR

glue.
A WPP COMPANY



MILAGROS



SUCCESS STORIES

Project : ARTWALK 3D COLOMBIA

City: Bogota

Client: SANTAFE MALL

Client Representative:

General Manager

Andres Vargas

011+6050707 – 4324219

Avargas@santafe.com.co

Description:

For the first time in South America and in Colombia we brought the first anamorphic art exhibition, **INTERNATIONAL ARTWALK 3D**, where 7 artists from Holland, Russia and the USA made live paintings for 5 days.

The exhibition was open to the public for 6 weeks, achieving 121,000 visitors in the exhibition and the presence of media such as TV, Radio and articles in newspapers.



SUCCESS STORIES

PROJECT: COLOMBIA TAKES TIME SQUARE

City: New York

Client: PROCOLOMBIA

Client's Representative:

Tourist Director USA

Maria Jose Abuabara

mabuabara@procolombia.co

212-922-9114 ext 66204

Marca Colombia seeking to position itself in the international market, we developed a unique, attractive, credible and memorable concept that offered to potential travelers an experience that allowed them to live and feel Colombia.

For this we created a brand activation in Time Square where for 5 days we had an interactive auction that combined the time Square screens and social networks along with an opening concert with the singer Fonseca and a flashmob that surprised the audience.



SUCCESS STORIES

ASK ABOUT CHILE

City: Miami

Client: FUNDACION IMAGEN CHILE

Client Representative:

Head of Marketing Marca Chile

Camila Salas Naddaf

csalas@marcachile.cl

+56962362105

Marca Chile chose Miami as the launch city of its country campaign "Ask About Chile, a world of Services" to present to American investors the new proposals that Chile has to offer and creating networking with Chilean entrepreneurs. We were appointed in the selection, and search for a venue and the creation of the experience from scenography, audiovisuals, staff and catering.



SUCCESS STORIES

DESTINATION BOGOTA CITY

City: Toronto

Client: Greater Bogota Convention Bureau

Client Representative:

Marketing Department

+57 (1) 610 3879

We developed to Bogota Visitors Bureau an augmented reality experience where Torontonians were able to tour Bogota and get to know the city through VR technology, mobile billboard and biking.

The activity took place in high traffic places such as Dundas Square, Roger Center Stadium, union station and queen Street, where promoters riding bikes and accompanied by mobile billboard invited the public to immerse into the experience.





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TAB 2.2

QUALIFICATIONS OF PROPOSER TEAM

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ORGANIZATIONAL CHART



TEAM STRUCTURE



ANDREA TOVAR
PROJECT MANAGER



VICTOR LOPEZ
GENERAL EVENT
PRODUCER



MALANIE STIMELL
LEAD ARTIST AND
CREATIVE DIRECTOR



REMCO VAN LATUM
ARTIST MANAGER

Andrea Tovar our Project Manager has a reputation as a dedicated and highly-motivated professional with over 18 years' experience in coordination and planning of events and brand activation programs.

Solid track record of setting-up and executing events and functions within assigned budget working for clients such as Colombia Tourism Bureau, Chile Tourism Bureau, American Airlines, Spirit Airlines, Twitter, Direct TV among others. Her Key strengths include; capability of meeting and exceeding targets, an aptitude for connecting with stakeholders, problem solver and the ability to negotiate. Proven ability to balance priorities, meet tight deadlines, and produce superior quality.





Victor Lopez our General event producer, has proven expertise in managing events for more than 15 years in multiple events nationwide and internationally including times square, International Developing Bank in Washington, Marlins Stadium, US Airports, Tradeshows and international Art walk 3D, Offering an array of skills in marketing, creative issue resolution, tracking goals, accurate reporting, cross-functional collaboration, fostering positive relationships and project management.

Melanie Stimmel Our Lead Artist and Creative director it is a Graduate of Art Center College of Design in Pasadena, Melanie Stimmell has had quite the career.

Though you wouldn't guess it by viewing her amazing 3D and Renaissance style street paintings, Melanie has the incredible cool factor of spending 8 years working on the iconic series South Park! Starting out as a Lead Technical Director on the feature film, 'South Park: Bigger, Longer, & Uncut', creators Trey Parker and Matt Stone then asked her to join the very popular Comedy Central series where she oversaw the transition from infamous paper cutouts to flawless digital animations.

Melanie quickly became a leader in the Street Painting world – a 'maestra madonnara' (master street painter) – the only woman ever to hold this prestigious title in two countries (Italy and Germany). During her 20 years as a street painter extraordinaire, she has been awarded Gold medals and 1st place awards in Europe's most prestigious competitions to become one of the worlds most decorated street painters. She has worked with clients in Turkey, Holland, UK, France, Canada, Colombia, Israel, The Republic of Georgia, Thailand, China, Saudi Arabia, The Dutch Antilles, and throughout the US and has consulted, painted, and held workshops for chalk painting events all over the world.





Remco Van Latum

Remco is a renowned festival producer and talent manager, with more than 20 years of experience as a 3D art curator, recruiting talent, booking and festival planning.

During his professional career he has had the pleasure of working for globe for corporate clients, non-profit organizations, and marketing campaigns such as McDonalds, Verizon, Toyoya, MGM resorts, Coca-Cola and many more that testify to his capabilities as a producer to evaluate locations, materials, artists and all the elements related to festival planning.



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TAB 3

PROPOSE CONCEPT

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Nothing is more Miami Beach than **LUMMUS PARK**, a unique place where you can enjoy the beach and the iconic Ocean drive, and today we are bringing to you a mind-blowing **optical illusion exhibition** that boost the culture, energy and reputation of Miami Beach as one of the nation's top cultural tourism destination For first time in south Florida.



WHAT IS THIS ABOUT

Also known as anamorphic art, the 3D effect is eye-catching and highly engaging, that gives a distorted image to the spectators, encouraging passers-by to interact with it, take pictures and upload and share their social media.



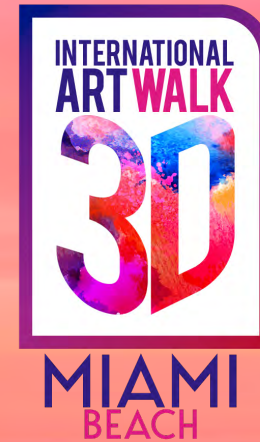


TRICK EYE ART





OUR EXHI BITION



We are a A fascinating family-friendly art festival that will offer an unique experience in Lummus Park .

Ten (10) international artist painting live during 5 days with different concepts, style and technique, allowing the passers-by to see the complete painting process from scratch until the painting is finished and ready to interaction.

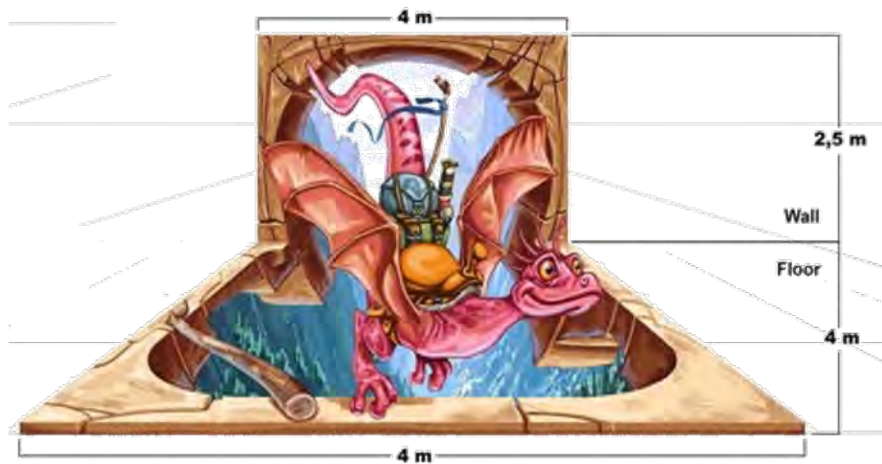


OUR ARTISTS

Our festival count with the best 3D street artist of the world. With more than 30 years of experience in 3D Art and has received the world Guinness record for the largest anamorphic paint in the world.

HOW IT WORKS





Based on the brief and guidelines provided by the brand/ client, each artist before the festival will create a rendering of the 3D painting.





During 5 days our artists
will create live a large
painting over canvas and
acrylic paints,



Each painting average size is 250 SQ feet , painted on canvas, ideal for indoor and outdoor exhibition.



Our paintings are a unique piece, having it own style, technique and inspiration and will open to public for 4 weeks.



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APPROACH AND METHODOLOGY

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We will generate memorable experiences to the Miami Beach residents and tourists who are looking for a new form of experiences, involving the community and adding value to their business.



HOW WILL WE DO IT?



We will hold a large exhibition in the Lummus Park spoil area identified by its low frequency of visitors (Green and yellow), which makes it a perfect space to develop an activity that will attract visitors and guide them to enjoy a unique exhibition with works made exclusively for Miami Beach and with a duration of 6 weeks open to the public.

At different entrances to the Lummus Park spoil area we will place a route map that will indicate where each painting is located.

In each 3D painting the visitors will find the infographic of the artists and a QR code to be scanned with any mobile device to allow them to have ON-OFF line activities throughout the exhibition.



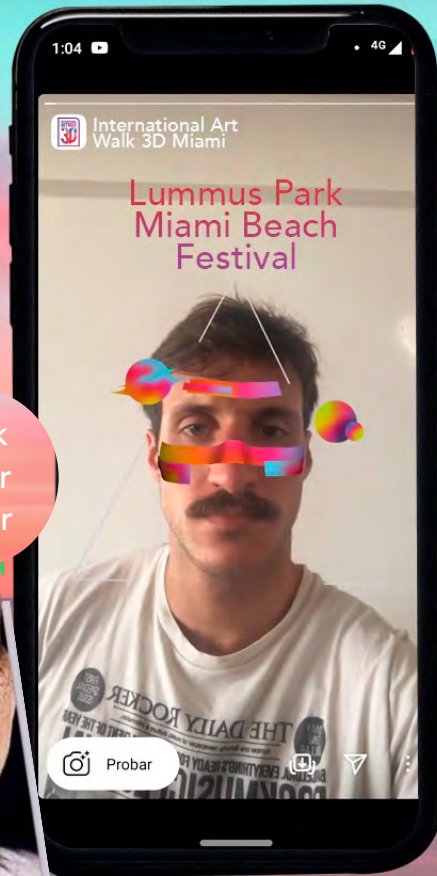


By scanning the **QR** code in each painting, the visitor will enter to the event website, where they can download the **holophonic** sound that accompanies each painting, allowing them to immerse themselves in the atmosphere of each work.

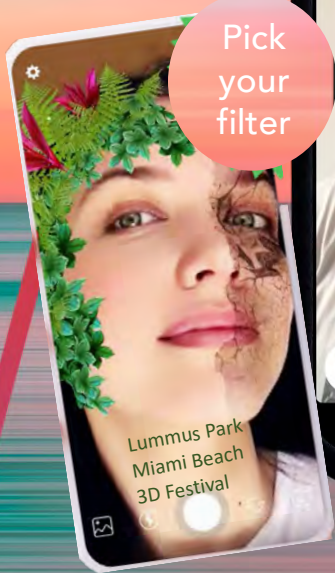
In order to access all the experiences, people must fill out a small registration form to enter the web, this will allow us to have a database of those attending the event.



MOBILE



Pick your filter



In the landing page, attendees will be able to access other experiences such as filters for social networks, related to the work in which they are.

These filters will be accompanied by messages from the festival, this in order to vitalize our event, generate voice to voice through the stories of the attendees on their social networks (Facebook and Instagram), which will be accompanied by a hashtag of the festival.

RESIDENT AND VISITOR ENGAGEMENT

In strategically located places on ocean drive (restaurant, hotel, shops) between 5th and 15th streets, we will install **Beacons: proximity marketing devices**, to generate a Call to Action, sending a PUSH (Push Notification message) to their cellphones of people who pass within a 15 ft radius. of them.

Through this message we will invite you to visit our exhibition and indicate the exact location to visit and this will increase traffic in the Lummus Park spoil area.



HOW TO MONETIZE



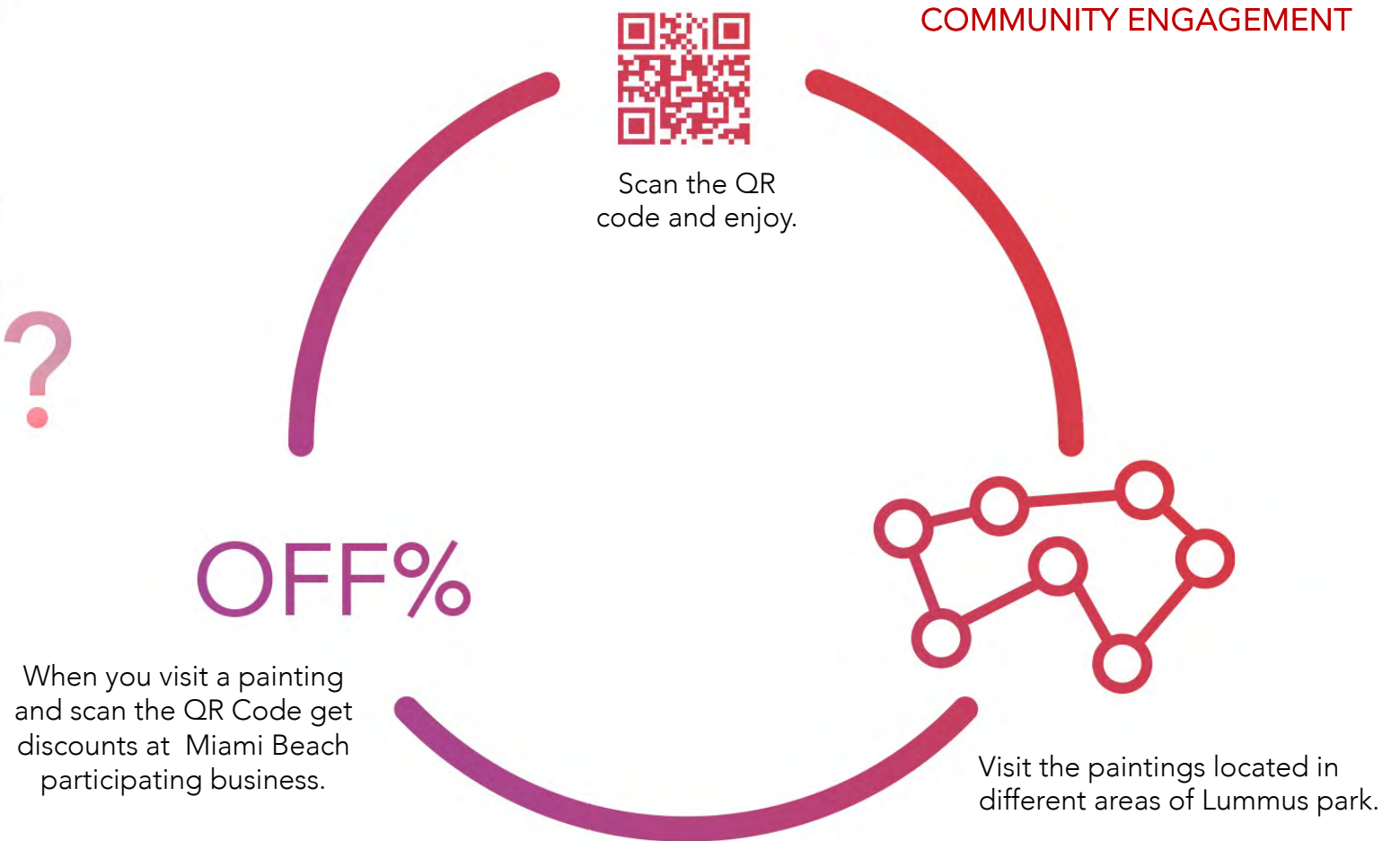
COMMUNITY ENGAGEMENT

Each painting will have a sponsor such as a restaurant, hotel or any kind of shop that is family-friendly located in Miami Beach. Giving the opportunity to the sponsor to promote their place and offering a special to their potential clients.

When the public visits each painting, they will have the opportunity to scan the QR Code and receive a promotional message and a coupon to be used.

Each sponsor will be free to decide what promotion will be offered to their potential clients.

HOW TO TAKE PART?



COMMUNITY ENGAGEMENT

But our activity do not end here...

Since we want the international art Walk 3D to accompany the attendees for a longer time; days after the event and using the collected database, we will send the attendees an email thanking them for their visit to the event, accompanied by relevant content from Miami Beach and upcoming events in Lummus Park.

AFTER EVENT





PLANNING

SET UP

Days prior to the arrival of the artists, we will install the structures where the artists will paint their paintings. additionally, signs and location maps will be installed.

IMPLEMENTATION

During the 6 weeks of activation, we will have a team of brand ambassador circulating in the paintings in charge of guaranteeing the good use of the paintings by the public, as well as welcoming the works, explaining photography points and helping visitors taking photo in case they require it. The estimated opening hours to the public will be from 10am to 7pm, this time will be defined according to the season of the year that the city of Miami Beach wishes to implement this event.

SAFETY AND SECURITY

The paintings will be delimited with stanchions to guarantee the protection of the space. After closing time to the public, there will be a security service circulating to prevent the works from being vandalized

CLEAN UP

Every day the paintings will be checked by the general producer who will verify that the paintings are in adequate condition for the next day. In case the paintings have color damage due to high use, a local artist will be in charge of color touch-ups.

THANK
YOU



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TAB 5

FINANCIAL PROPOSAL



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ITN 2021-153-KB ACTIVATION OF THE LUMMUS PARK SPOIL AREA

FINANCIAL PROPOSAL

QTY	HOURS	DAYS	DESCRIPTION	UNIT PRICE / HOUR PRICE per hour	TOTAL
ARTIST AND MATERIALS					
10	**	**	3D Painting- temporal paint average size 250 square feet, 5 days 10 artist painting live onsite in Miami Beach . Include: artist, production & paints	\$7,500.00	\$75,000
10	**	**	Airfares from Italy, Amsterdam, Kiev and USA. (Average price)	\$800.00	\$8,000
10	**	7	Hotel acomodation for 7 days	\$300	\$21,000
10	**	7	Transportation for 7 days	\$400	\$2,800
10	**	**	Painting plataform	\$3,600	\$36,000
10	**	**	One time painting installation	\$250	\$2,500
10	**	**	Stanchion set per painting	\$150	\$1,500
30	**	**	Outdoor sign -Advertising festival maps	\$180	\$5,400
1	**	**	Set up- Break Down and transporation	\$4,800	\$4,800
DIGITAL MARKETING					
Proximity Marketing					
1	**	**	Beacons - proximity marketing Digital marketing implementation . It includes programming of the devices (beacons) control panel, push notifications through the physical web, development of metrics and analytics and alerts for 10 beacons during 1 month. Does not include cost of beacons	\$2,850	\$2,850
10	**	**	Beacons Rental for 4 weeks. Beacons Ref: NRF52 SOC with 64mhz arm cortex-m4f processor, 512 flas ram and 2.4ghz bluetooth	\$187	\$1,870
10	**	**	Beacons Installation and programming Includes: device installation, range configuration, space noise measurement and connection with web platform.	\$2,000	\$2,000
LANDING PAGE					
1	**	**	Landing page include planning, design, implementation and development for events. Includes event map, registration form integrated with crm (mailchimp) event information, artist information section, sponsorship module. Optimized for mobile devices (responsive) and sharing modules.	\$3,150	\$3,150
AUGMENTED REALITY FILTER					
2	**	**	Filter-type augmented reality development for social media (facebook and instagram) includes development and programming of the view, integration of objects and materials, optmization, uploading and validation with fb business and publication. Cost per filter. Does not include objects or 3D models	\$2,520	\$5,040
STAFF AND LOGISTIC					
1	8	30	Event Producer	\$30	\$7,200
5	8	30	Brand Ambassadors 10am to 6pm	\$25	\$30,000
1	1	10	Touch up- artist	\$120	\$1,200
2	12	30	Overnight security	\$22	\$15,840
				Grand Total	\$ 226,150.00

Paintings, hotel accommodations and digital marketing campaign can be **sponsor** by local businesses in Miami Beach. The sponsor package will be developed in further conversation with the City Miami Beach.