

DETROIT WAYNE COUNTY PORT AUTHORITY

Request for Proposals for:  
Port of Detroit Tall Ship Event  
Consulting Services

**RFP Questions & Answers**

The following questions were received in response to the RFP. Answers are provided below.

**Q1. TICKET FEES: Can the Detroit market handle a \$15.00 ticket with ticket fees and taxes?**

A1: Unsure. The Port Authority will work with the selected consultant to determine optimal pricing for tickets.

**Q2. EVENT FUNDING: Will any event funding come from the Detroit/Wayne County Port Authority?**

A2 . The Port Authority's goal is for Tall Ships to be a net positive revenue event. The Port Authority understands that expenses for the event will be incurred and paid by the Port Authority in advance of the event and has budgeted funds to ensure timely payment. The Port Authority expects that the revenues from ticket sales and sponsorships will more than offset those up front expenses.

**Q3. What is the relationship between the county and the city?**

A3. The Port Authority, City of Detroit and Wayne County are separate legal entities. The Port Authority alone will be responsible for approvals of contracts and for the expenses of the Tall Ships event.

**Q4. Are there grants that can be applied for? What about "Green" grants?**

A4. The Port Authority is not aware of grants for this event, "Green" or otherwise. Timing for grants is often too slow to support this type of event.

**Q5. SPONSORSHIP: Do you have any big ticket companies that will willingly sign up for a sponsorship? Or will they be truly cold calls?**

A5. The Port Authority has not solicited any sponsorships yet and expects to work with the selected consultant on the strategy and effort on solicitations.

**Q6. What level of Sponsorship will Port Detroit be? And will you "pay" for it or use a sponsor, such as "the Pepsi Tall Ships® Detroit 2024 brought to you by Port Detroit, or no title sponsor - just brought to you by Port Detroit?**

A6. Undecided

**Q7. VOLUNTEER COORDINATION: Have you solicited support for volunteers? What other events are happening the month before Tall Ships® Detroit that could cause volunteer burnout?**

A7. The RFP was sent to potential volunteer coordinators. The major riverfront events in Detroit are in May (Movement, Pride & Grand Prix), June (Fireworks) and September (Jazz Festival). The

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Port Authority will work with the consultant to solicit volunteers to help reduce the cost of hosting the event.

**Q8.ADVERTISING/MARKETING/SOCIAL AGENCY: Does the Port have any existing contracts with advertising, marketing, public relations, social media, or design firms or ones that will be hired for Tall Ships?**

A8. The Port Authority does not yet have contracts for these services, but is open to considering contracting for those services.

**Q9. LEGAL DEPARTMENT: Will ship contracts be reviewed and signed by Port Detroit legal?**

A9. Yes, all contracts will be reviewed by the Port Authority's legal counsel.

**Q10. Will Port Detroit be able to include Tall Ships® Detroit under your insurance policy?**

A10. This question is under review.

**Q11. COMPETITIVE EVENTS OR PARTNERSHIPS. What other events are taking place at the same time on the waterfront and is there an opportunity to partner with them for ticketing? Would Downtown Detroit benefit from event partnerships?**

A11. The 2025 event calendar for Hart Plaza has not been released, though it is expected that there will be an event the weekend of Tall Ships. The Riverfront Conservancy is expected to open Ralph Wilson Park in 2025, though the exact date has not been released. The Port Authority believes that other events occurring that weekend could provide synergies and boost attendance. It will work with the consultant to engage with sponsors of other events to partner on ticketing or other efficient use of resources.