



Boston Athletic Association | Boston, MA 02116 | www.baa.org | media@baa.org

REQUEST FOR PROPOSALS: Boston Athletic Association Boston Marathon Fan Fest presented by Dick's Sporting Goods & Mile 27 Post Race Party presented by Samuel Adams

BOSTON (8-SEPT)

REQUEST FOR PROPOSALS (RFP)

Event Planning & Execution Firm– Boston Marathon Fan Fest presented by Dick's Sporting Goods & Mile 27 Post Race Party presented by Samuel Adams

Issued by: Boston Athletic Association (B.A.A.)

Issue Date: September 8, 2025

1. Overview

The Boston Athletic Association (B.A.A.) is seeking proposals from qualified firms to serve as the lead partner in the planning, production, and execution of the Boston Marathon Fan Fest presented by Dick's Sporting Goods and the Mile 27 Post-Race Celebration presented by Samuel Adams. These signature events provide an immersive, multi-day celebration for Boston Marathon weekend attendees and partners.

Boston Marathon Fan Fest

The Boston Marathon Fan Fest, presented by DICK'S Sporting Goods, returns in 2026 as a free, three-day public festival located at City Hall Plaza. Scheduled for Friday, April 17 through Sunday, April 19, 2026, Fan Fest features live music, interactive sponsor activations, fitness classes, athlete meet-and-greets, food trucks, wellness zones, family activities, and more. It serves as a vibrant gathering spot for fans, runners, families, and community members in the days leading up to the 130th Boston Marathon on Monday, April 20, 2026.

Mile 27 Post-Race Celebration

On Race Day, April 20, 2026, City Hall Plaza transforms into the Mile 27 Post-Race Celebration, presented by Samuel Adams, running from noon to 8:00 p.m. This ticketed event celebrates the completion of the marathon with live race broadcasts, a beer garden, snacks, live performances, and a champions toast. The celebration offers runners and fans a festive and welcoming environment to relax and revel after the race.

Both events occur within the same footprint, providing B.A.A. partners and sponsors with an extended opportunity to engage with tens of thousands of attendees over four days in a high-profile, highly trafficked outdoor venue.

2. Scope of Services

The selected lead partner will be responsible for full-service event planning and execution, including but not limited to:

Pre Planning, Production, and Execution

- Serve as the lead partner for all aspects of concept development, event design, production, and onsite management for both Fan Fest and Mile 27 events.
- Manage entertainment concepts, talent contracting, booking, and coordination.
- Oversee infrastructure, technical production, coordination, safety, compliance, staffing, and food & beverage operations.
- Track and manage the overall event budget, provide timely updates, and propose cost-saving solutions for unexpected expenses.
- Collaborate closely with the B.A.A. Brand & Experience Team and Operations Team throughout all phases.
- Development and management of overall event budget, including cost projections, tracking, and reconciliation

Event Experience, Infrastructure & Vendor Management

- Support creation of site layouts, including load-in and load-out plans for all equipment and activations with B.A.A. team
- Manage relationships and coordination with the B.A.A. Operations on all rental vendors.
- Identify and propose branding and signage opportunities aligned with B.A.A. brand standards.
- Coordinate IT, AV, power, and other technical requirements with the B.A.A. Operations Team.
- Develop and implement security plans in partnership with B.A.A. Operations to ensure safety and regulatory compliance.
- Support onsite ticketing operations, particularly for the Mile 27 Celebration.

- Assist in the build-out and execution of all B.A.A. branded activations and B.A.A. supported sponsor activations including CITGO Road to Boston and Sam Adams Run Pub.
- Collaborate with third-party activation companies to support B.A.A. partner objectives.

Entertainment Programming

- Recommend entertainment that aligns with the event vision and budget parameters for both Fan Fest and Mile 27.
- Manage all entertainment contracting, technical rider needs, green rooms, and on-site support.
- Serve as the AV liaison for all performers and artists.
- Support athlete and VIP appearances, including pre-event preparation and onsite coordination.

Athlete & Community Programming

- Support programming for shakeout runs, wellness activities, and other non-stage experiences during Fan Fest.
- Coordinate athletes meet-and-greets, presentations, and VIP activations at both events.

Food & Beverage

- Propose and coordinate food and beverage vendors aligned with event needs and brand standards.
- Support beverage vendor operations, including Samuel Adams for Mile 27.
- Manage food vendor/truck coordination and site operations.

Volunteer Staffing & Management

- Work with the B.A.A. volunteer team to create job overviews, schedules for volunteer needs
- Serve as the main point of contact for volunteers leading up to event and conduct pre-event meeting with volunteers
- Provide onsite management for volunteers throughout event.

B.A.A. Partner Activation Support

- Work with the B.A.A. Corporate Partnerships Team to assist with partner activation development and delivery.
- Help create partner one-sheets and other communication materials.
- Manage partner load-in, load-out, and technical/logistical needs in coordination with GC and B.A.A. Operations.
- Serve as main point of contact for all activating partners.

Venue & Permitting Management

- Work with B.A.A. to support venue relationships onsite and in pre-planning stages
- Support all permitting details needed for event programming permit (as needed in conjunction with B.A.A. Operations)
- Develop electricity and lighting plans, including generator deployment and in-ground power management.
- Design and oversee waste management and sustainability initiatives.
- Manage placement and servicing of restroom facilities.
- Ensure site cleanliness pre-, during, and post-event.

Onsite Event Management

- Provide full onsite staffing and leadership for the duration of both events.
- Ensure the presence of a staff member holding a valid Massachusetts Class A Hoisting License for heavy machinery operations.
- Create and maintain a master production schedule encompassing move-in, event days, and move-out.
- Manage vendor coordination, ensuring contractual obligations and deadlines are met.
- Update the budget regularly, providing alternatives if plans deviate from budget parameters.
- Deliver daily status reports and communication to the B.A.A. Team.

Post-Event Reporting & Recommendations

- Submit a comprehensive post-event recap including attendance data, KPIs, partner feedback, and visual documentation.
- Provide detailed budget reconciliation.
- Offer actionable recommendations to improve future iterations of Fan Fest and Mile 27

3. Project Timeline

Phase 1: Proposal & Selection

- RFP Issued September 8, 2025
- Proposal Submission Deadline October 2, 2025
- Interviews/Clarifications October 6–15, 2025
- Final Selection & Contracting October 31, 2025

Phase 2: Pre-Event Planning

- Kick Off Meeting & Review Past Learnings Early November 2025
- Initial Venue Coordination & Layout Planning November 2025
- Begin Budget Development + Vendor Scoping November 2025
- Concept Proposals for B.A.A. Brand Activation December 2025
- Programming Planning and Talent Booking December 2025
- Partner Coordination Kickoff January 2026
- Layout Finalized January 15, 2026
- Mile 27 Ticket Sales Launch (BAA managed) Mid-January 2026
- Branding, Signage, and Print Production February 2026
- Final Activation Plans Approved March 1, 2026
- Final Budget + Order Placements March 5, 2026
- Staffing Assignments (staff & volunteers) Mid-March 2026

Phase 3: On-Site Execution (Race Week)

- Load-in Begins April 14, 2026 (Tuesday)
- Fan Fest & Mile 27 Open to Public April 17–20, 2026 (Friday–Monday)
- Hours (subject to change)
 - Friday 3pm–8pm
 - Saturday 11am–8pm
 - Sunday 11am–6pm
- Monday (Mile 27) 12pm–8pm
- Load-out & Breakdown April 20–21, 2026

Phase 4: Post-Event

- Budget/Invoices Due April 30, 2026
- Initial Debrief with B.A.A. Early May 2026
- Performance Recap May 2026
- 2027 Recommendations June 2026

4. Proposal Requirements

All proposals must include:

- Executive summary
- Description of agency/individual qualifications and relevant experience
- Approach and methodology for fulfilling the scope of work
- Proposed project team with bios and roles
- Relevant event samples and client references
- Budget management approach and reporting tools
- Draft project timeline and milestones
- Fee structure and estimated costs
- Contact information

4. Submission Instructions

Submit proposals electronically to:

Katie Hawkes
Director of Brand & Experience
Boston Athletic Association
Email: khawkes@baa.org

Proposal deadline: October 2, 2025
Late submissions will not be considered.

5. Confidentiality

This RFP and all related information are confidential and proprietary to the B.A.A. Respondents must not disclose or use any information herein for purposes outside of this RFP without written consent from the B.A.A. The B.A.A. name or logo may not be used publicly without prior written approval.

6. About the Boston Athletic Association

Founded in 1887, the Boston Athletic Association is a nonprofit dedicated to promoting healthy lifestyles through running and sport. The B.A.A. organizes the Boston Marathon and year-round community programs supporting athletes, charities, and youth. The 130th Boston Marathon will take place on Monday, April 20, 2026.

Learn more at www.baa.org.