

Proposal for CoffeeCon Live Virtual Event Worldwide For Warrenville Tourism & Arts Commission

Given the Covid-19 Pandemic requiring the cancellation of all large scale in-person events for 2020 including CoffeeCon Event, we propose Warrenville TAC take the event online as a live presentation. The City of Warrenville will be presented as cutting edge and a strategic partner in the of The Illinois Technology and Research Corridor. Warrenville will be established as the birthplace and ongoing home of CoffeeCon. Admission to all the programming will be free of charge to the public.

Our online budget saves money and significantly reduces of an in-person event. The event will be broadcast live on Facebook and YouTube as a “live streaming event” from Warrenville during a six to eight-hour Saturday in October 2020. Pre-recorded bumpers between the coffee presentations can include a message from the Mayor, a message from TAC and/or from the Chamber of Commerce. These would be recorded at the various hotels in Warrenville to promote those entities. Short video visits to various beauty spots in Warrenville along with highlighted businesses featuring Two Brothers™ as our local roaster and various restaurants. The TAC commission’s identifying message will be shown multiple times during the broadcast day. Pre-record video of some local music talent and local Artists artwork can be shown in the studio. All of these will comprise the bumpers between the National Coffee Experts.

Technical and remote video crews will be broadcasting from the experts’ various cities.

- Turgay Yildizli, Turkish Coffee Expert New Orleans, LA
- Heather Perry, Espresso & Latte Art Expert Los Angeles, CA
- Modern Process, Grinding Expert, Chicago, IL
- Kenneth Davids, Internationally known Tasting Expert San Francisco, CA – Mr. Davids presentation will offer advance tickets for a selection of coffees to be sent to taste with him.
- The Future of Coffee Panel, various experts from around the world
- Sustainability, coffee farmers and other experts from around the world

The budget details the technical requirements for a successful broadcast. The equipment rentals and professional technicians are very important. Two key personal are the technical director who is responsible for all the moving parts of the broadcast to come together. The technical programmer is responsible to program all the equipment. We’ve included a full-dress rehearsal a few days before the broadcast to work out any bugs. The most important aspect of any live presentation of this scope is to successfully get on air, have smooth flowing professional entertainment and maintain signal throughout the day. All services of Sinnott Productions are included free of charge.

We intend for our event to feel like watching a sporting event, with ongoing roll-ins, clips, sound and video effects to energize our views. We are, after all, doing a caffeinated coffee event!

This event will gain national and international attention, including loads of PR for the City of Warrenton and promotion of the City to audiences worldwide. We are hopeful and look forward to the commission greenlighting this prestigious and unique event.

Item	Detail	Cost
Technical Director In-studio	4 days = (2) pre-production (1) dress rehearsal (1) broadcast	2,000
Technical Programmer In-studio	3 days = (1) programming (1) dress rehearsal (1) broadcast	1,500
Audio Technician In-studio	2 days = (1) dress rehearsal (1) production	1,000
Graphic Design	Bumpers including TAC commercial	1,000
Remote Video Crew 1 Day Warrenville Profile	Mayor message/WIB/Businesses/ all to be included in bumpers	2,500
Kevin Sinnott - Host	Included in cost	Incl.
Patricia Sinnott - Producer	Included in cost	Incl.
Sinnott Productions Studio	Space with Cameras/Audio/Lighting	Incl.
Sling Studio Hub web streaming	Included in cost	Inc.
Equipment Rental		
Blackmagic Design ATEM Mini Pro HDMI Live Stream Switcher	4 day rental	1,000
HDMI Splitter		100
Misc Cables, HDMI USB3 etc		200
Vimeo Premium Account 1 months test & produce show	\$75 Monthly fee stream / security /unlimited users	75
Crews		
Remote Expert Video Crew Location 1 Espresso/Latte Art	2 days (1) dress rehearsal (1) broadcast	2,500
Speaker Fee		300
Remote Expert Video Crew Location 2 Turkish	2 days (1) dress rehearsal (1) broadcast	2,500
Speaker Fee		500
Remote Expert Video Crew Location 3 Grinding	2 days (1) dress rehearsal (1) broadcast	2,500
Speaker Fee		300
Remote Expert Video Crew Location 4 Tasting Coffee	2 days (1) dress rehearsal (1) broadcast	2,500
Speaker Fee		1,000
Remote Panel - Future of Coffee - conference software	2 days (1) dress rehearsal (1) broadcast	Incl.
Promotion		
FB Advertising Budget		5000
Create/Produce/Test Ads - Sinnott Productions		Incl.
Total		26,475