



City of Auburn, Maine

Communications & Community Engagement Department
Liz Allen, Director | Jennifer Boenig, Events & Engagement Manager

60 Court Street | Auburn, Maine 04210
www.auburnmaine.gov | 207.333.6600 X2070

REQUEST FOR PROPOSALS: Alcohol Vendor

Request for Proposals (RFP): Alcohol Vendor

Auburn Blues & Brews Festival – Saturday, September 12, 2026

1:00 to 7:00PM

The City of Auburn is seeking proposals from qualified vendors to serve as the exclusive provider of alcoholic beverages at the Auburn Blues & Brews Festival on Saturday, September 12, 2026, from 1:00 to 7:00PM at Festival Plaza in the heart of downtown Auburn.

Scope of Services | The selected vendor will have the sole right to sell alcoholic beverages at the event, including beer, wine, seltzers, and a limited selection of mixed drinks. Since this event is promoted as a “brews festival,” offering a wide selection of local and specialty beers is a key priority. *The City of Auburn prioritizes partnering with Auburn-based businesses.*

Vendor Responsibilities | The successful bidder will be responsible for:

- Obtaining all required state and local licenses and permits for the sale of alcohol
- Providing multiple points of sale/service within Festival Plaza to manage crowds and minimize wait times
- Handling all ID checks and age verification; proposals must include a clear plan for enforcement
- Adhering to responsible service practices, including no overserving. Recommended serving sizes:
 - Beer: maximum 16 oz (standard ABV)
 - Wine: 8 oz pours
 - Mixed drinks: maximum 1.5 oz distilled spirits per drink
- Ensuring full compliance with all applicable laws and regulations
- Supplying all necessary equipment, staffing, and operational support
- Coordinating with the City of Auburn on event logistics and site layout
- Participating in co-promotion of the event in coordination with the City

Proposal Submission Requirements | Proposals should include:

- Description of relevant experience
- Planned beverage offerings with anticipated pricing structure
- Service layout and staffing plan
- ID verification approach

Questions | All questions regarding this RFP should be directed to Liz Allen, Director of Communications & Community Engagement, at LAllen@auburnmaine.gov.

Submission Deadline | Proposals must be submitted no later than **August 31, 2026, at 5:00PM** to LAllen@auburnmaine.gov.

The City of Auburn reserves the right to accept or reject any or all proposals and to select the proposal deemed in the best interest of the City.