



City of Auburn, Maine

Communications & Community Engagement Department
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REQUEST FOR PROPOSALS: Alcohol Vendor

Request for Proposals (RFP): Alcohol Vendor Auburn Lobster Festival – May 16, 2026

The City of Auburn is seeking proposals from qualified vendors to serve as the exclusive provider of alcoholic beverages at the Auburn Lobster Festival on Saturday, May 16, 2026, from 1:00 PM to 6:00 PM at Festival Plaza in the heart of downtown Auburn. *The City of Auburn prioritizes partnering with Auburn-based businesses.*

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.

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 at LAllen@auburnmaine.gov.

Submission Deadline

Proposals must be submitted no later than **May 1, 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.