



Request for Proposal (RFP)  
Canadian Finals Rodeo Music Director

**Date Issued:** June 2, 2026

**Submission Deadline:** June 26, 2026

**EXPLORE  
EDMONTON**

# Table of Contents

- Introduction..... 4
  - About Explore Edmonton ..... 4
  - Canadian Finals Rodeo..... 4
  - Purpose..... 5
- Conditions of Procurement..... 5
  - 1) Administrative Requirements ..... 5
  - 2) Eligibility ..... 5
  - 3) Project Location..... 5
  - 4) Timeline ..... 5
  - 5) Enquiries..... 5
  - 6) Confidentiality ..... 5
  - 7) Conflict of Interest ..... 6
  - 8) Submission of Proposal..... 6
  - 9) Electronic Submissions ..... 6
  - 10) Evaluation of Proposals ..... 7
  - 11) Selection..... 7
  - 12) Contract Award..... 7
  - 13) Incurring Costs ..... 7
  - 14) Prime Contractor Responsibility ..... 7
  - 15) Subcontractor ..... 7
  - 16) No Obligation..... 8
  - 17) Termination ..... 8
- Proposal Content & Format ..... 8
  - 1) Contractor Information..... 8
  - 2) Company Background..... 8
  - 3) Experience and References ..... 8
  - 4) Experience at Directing Music Rodeo Events or Western Events..... 9
  - 5) 2026 Rodeos..... 9
  - 6) Music Selections ..... 9

7) Cost Quotations or Fees .....	9
8) Other Supporting Materials .....	9
Evaluation Criteria.....	9
Scope of Work .....	11
Music Director Responsibilities .....	11
Equipment .....	11
• It is essential the contractor furnishes all necessary equipment to fulfill the music director's responsibilities effectively. This includes, at a minimum, a laptop and a 4-channel mixer.....	11
• Please provide a comprehensive list of additional requirements essential for the execution of the services. This list should include, but is not limited to, items such as tables, chairs, and power sources, cabling, internet etc.....	11
Contact Information.....	12
Appendices.....	12
Appendix A: Programmed Areas Overview.....	12
Appendix B: Detailed Programmed Areas.....	12
Appendix C: Submission Guidelines for Quotations .....	12
Appendix D: Questions.....	13
Appendix E: Contact Information and Questions .....	13

# Introduction

## About Explore Edmonton

Explore Edmonton operates within Treaty Six Territory and is the official destination marketing organization for Edmonton's tourism industry. Explore Edmonton focuses on promoting and selling the Edmonton region as a remarkable destination for visitors, whether they are coming to Edmonton for a vacation, conference, or sport tournament. Officially operating as a not-for-profit agency, Explore Edmonton is a partnership of public and private sectors and works alongside accommodation providers, suppliers, and experience and attraction companies.

Explore Edmonton also operates Edmonton's two largest convention centers, the Edmonton EXPO Centre and Edmonton Convention Centre, as well as produces three signature events, KDays, Farmfair International and the Canadian Finals Rodeo.

## Canadian Finals Rodeo

The Canadian Finals Rodeo (CFR) 2026 will be Live at Rogers Place arena in Edmonton Alberta from October 7 – 10, 2026. The CFR features five main rodeo performances over four days, which will have 120 contestants compete for over 1.7 million in purse and have major impacts on crowning 14 Canadian Champions. The CFR is the centerpiece in a week-long celebration of Western culture featuring some of the world's very best rodeo athletes as well as dozens of additional events, shindigs and entertainment both on and off-site throughout the city. CFR is an annual confluence point for agriculture, community and business leaders alike.

The first CFR was hosted in 1974 at the old Edmonton Gardens, before moving to Northlands Coliseum until 2017. For 44 years, it was a highlight in our city's annual calendar of events until it moved over yonder to Red Deer for a 5 year run. Edmonton has a long love affair with pro rodeo: many times, over the years, the CFR sold out Northlands Coliseum.

The total projected economic impact of bringing the CFR back to Edmonton is more than \$32 million, including more than 6,000 new jobs. The four-day event hopes to draw in an estimated 45,000 spectators, of which 50 percent are visitors to the city and will stay three nights, with around 18,000 hotel room nights booked for them to hang their hats.

The Canadian Professional Rodeo Association (CPRA) in collaboration with Explore Edmonton have entered into an agreement to produce the annual event. The CPRA is the governing body of Professional Rodeo in Canada. The CFR is the culmination of their season which annually spans 4 Provinces, over 55 events, and nearly 1300 members. In 2025, CPRA contestants earned nearly \$8.67 million dollars while the events provided a major economic driver for the communities that hosted the events.

### Quick Facts

- CFR is one of the largest rodeos in Canada with the largest purse payout of an estimated \$1.7M

- CFR contributes an economic impact of approximately \$32.4M annually

## Purpose

Explore Edmonton Corporation is requesting proposals from qualified contractors to provide Rodeo Music Director Services for the Canadian Final Rodeo October 7 – 10, 2026.

The purpose of this Request for Proposal (RFP) is to set forth the anticipated requirements for the event, so that qualified contractors may bid to provide outlined services for CFR52 in Edmonton

This document sets forth the requirements and evaluation criteria for respondents.

## Conditions of Procurement

### 1) Administrative Requirements

- For tendering, legal, and billing purposes, the client is Explore Edmonton. Submissions in response to this RFP assume acceptance of all the terms described herein.

### 2) Eligibility

- Contractors must be registered companies or individuals with legal authorization to conduct business in the Province of Alberta.
- Contractors must also be CPRA Card Members and must work a minimum of two (2) rodeos in 2026.

### 3) Project Location

- The project is based at Rogers Place Arena 10220 104 Ave NW in Edmonton, Alberta, Canada. The contractor will be expected to attend meetings as required. Virtual meetings will be arranged whenever possible.

### 4) Timeline

RFP release date	June 2, 2026
Questions deadline	June 12, 2026
Submission deadline	June 26, 2026, by 4:00 p.m. MST
Review of Submission	Week of July 6-17, 2026
In Person Review	May 8 – July 31, 2026
Award date	Week of August 10, 2026

### 5) Enquiries

- Please direct all enquiries related to this RFP to the individual noted in the 'Contact' section at the end of this document. Information obtained from any other source is not official and may be inaccurate.
- Inquiries and responses may be recorded and may be distributed to all who have submitted proposals at the option of Explore Edmonton.

### 6) Confidentiality

- All information made available within this RFP and or provided to the Contractor by Explore Edmonton are to remain the property of Explore Edmonton and must be treated

as confidential information. All programming, performer names, attractions and programmed areas must be kept confidential until the time that they have been announced by the Explore Edmonton in conjunction with CFR Marketing and Communications plan.

- b) All copies and contents thereof of any proposal, attachment, and explanation thereto submitted in response to this Request for Proposal, except copyright material, shall become the property of Explore Edmonton. All copyright material must be clearly marked. If your proposal contains any information you consider to be a trade secret or proprietary, you must provide this information as a separate file with file name of "Proprietary Information" with the following statement as the first page of the file: "This data shall not be disclosed outside Explore Edmonton or be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate the proposal; however, if a contract is awarded to this contractor as a result of or in connection with the submission of such information, Explore Edmonton shall have the right to duplicate, use, or disclose this information to the extent provided in the contract. This restriction does not limit Explore Edmonton's right to use information contained herein if it is obtained from another source. The Contractor is the final authority as to the extent of material that is considered proprietary or confidential. Pricing information cannot be considered proprietary.

## 7) Conflict of Interest

- a) Respondents must fully disclose, in writing, to the person noted in the 'Contact' section, on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a potential conflict of interest between the contractor and Explore Edmonton.
- b) Explore Edmonton may reject any proposal where, in the opinion of Explore Edmonton, the contractor is or could be perceived to be in a conflict of interest.

## 8) Submission of Proposal

- a) All proposals must be received for review and evaluation no later than 4:00 p.m. MST on Friday June 5, 2026.
- b) Proposals received after this deadline will not be accepted.
- c) A contractor may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. The Event's personnel will not merge, collate, or assemble proposal materials.

## 9) Electronic Submissions

- a) This RFP is being made available by electronic means. If accepted by such means, the Contractor acknowledges and accepts full responsibility to ensure that no changes are made to the RFP.
- b) In the event of conflict between a version of the RFP in the Contractors possession and the version maintained by Explore Edmonton, the Version maintained by Explore Edmonton shall govern.
- c) A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Contractors must have a valid e-mail address to receive this correspondence.

## 10) Evaluation of Proposals

- a) The evaluation of the proposal will be performed by an Evaluation Committee selected by Explore Edmonton Management. This process will take place following the submission deadline outlined in the Timeline above in Section 4. During this time, the CFR Director may, at their option initiate discussions with contractors who have submitted proposals for further clarification on aspects of the proposal.
- b) From May 8 – July 31, as per the section 4 Timelines, members of Explore Edmonton will make efforts to attend rodeos that the Contractors who have submitted and RFP's will be working at. This will provide additional information to bring back to the Evaluation Committee for review in addition to the formal RFP.
- c) Please reference Section "Evaluation Criteria" for further details to the evaluation process.

## 11) Selection

- a) The Evaluation Committee will select the contractor, or possible multiple contractors and the CFR Director, will notify the successful contractor(s).
- b) Explore Edmonton reserves the right to contract multiple providers to provide services if the scope allows and the identified Contractors agree.

## 12) Contract Award

- a) The contract will be awarded to the responsible contractor or contractors whose proposal is most advantageous, taking into consideration the evaluation factors set forth in the RFP. The most advantageous proposal may or may not have received the most points. In the event that mutually agreeable terms cannot be reached within the time specified, Explore Edmonton reserves the right to finalize a contract with the next most advantageous contractor without undertaking a new procurement process.
- b) Once the awarded contractor or contractors have been selected, Explore Edmonton will issue a contract to the contractor that will need to be signed and returned to the CFR Director, for execution of the agreement.

## 13) Incurring Costs

- a) The contractor is participating in this RFP process at its sole risk expense and Explore Edmonton will not be liable to the contractor for any costs, expenses or liabilities incurred by the contractor in any way arising in connection with the contractor's participation.

## 14) Prime Contractor Responsibility

- a) Any contract that may result from this RFP shall specify that the prime contractor is solely responsible for fulfillment of the contract with the CFR. Explore Edmonton will make contract payments to only the prime contractor.

## 15) Subcontractor

- a) Use of subcontractors must be clearly explained in the proposal, and major subcontractors must be identified by name. The prime Contractor shall be wholly responsible for the entire performance whether or not subcontractors are used.

## 16) No Obligation

- a) This procurement in no manner obligates Explore Edmonton or the CFR to the eventual rental, lease, purchase, etc., of any product, equipment or services offered until a valid written contract is approved and completed by the Contractor and by the CFR Director, and other appropriate authorities.
- b) Nothing in this RFP, nor the submission of the proposal, nor the review and consideration of the proposal by Explore Edmonton, nor any communication between the parties in relation to the RFP, obligate any party to enter into any further business relationship with the other party and, in particular, if Explore Edmonton decides to engage the respondent in connection with the subject matter of the RFP then such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, Explore Edmonton will have no further liability or obligation to the respondent in connection with the subject matter of this RFP;

## 17) Termination

- a) Explore Edmonton reserves the right to terminate this Request for Proposal at any time and for any reasons, and to reissue it for any reason whatsoever or decide not to reissue if for any reason, without incurring any liability, and no contractor will have any claim against Explore Edmonton as a consequence. The proposal and any accompanying documentation submitted by the respondent will become the property of Explore Edmonton and will not be returned.

## Proposal Content & Format

Qualified Contractors are encouraged to submit a Proposal for providing the services described. All Contractors must submit the following information but not limited to:

### 1) Contractor Information

- a) Contractor's name, address, and signature shall be clear and legible. The proposal shall contain a cover letter on corporate letterhead, signed by an authorized representative of the company, and accompany a bio and a digital headshot.

### 2) Company Background

- a) This part of the response to the RFP should be limited to a brief narrative highlighting the Contractor's proposal. The summary should contain as little technical jargon as possible and should be oriented toward non-technical personnel.

### 3) Experience and References

- a) The Contractor must furnish evidence of having successfully provided services that show creative development, and execution of professional rodeo performances and may include but not limited to other events, opening ceremonies, or equivalent western related events for at least three (3) references within the past five (5) calendar years that are of similar size and scope to Explore Edmonton request. It is preferred to have contact names of group advisors and other activities boards. The following information regarding each contact must be provided with your proposal:
  - Name of Company/Organization
  - Address
  - Contact Person's Name
  - Telephone Number & Email

- Dates of the Contract
- Brief written description of the specific prior service performed and requirements thereof.

#### 4) Experience at Directing Music Rodeo Events or Western Events

- a) Please include experience providing Music Director services for similar programming to what is outlined in this RFP. The following information can be included:
- Brief written description of the specific prior service performed and the requirements thereof.
  - Dates and years of previous contracts.

#### 5) 2026 Rodeos

- Please provide a comprehensive list of all the rodeos the Contactor has secured for 2026 season and the main contact for each rodeo.
- This information will support the section 4. Timelines, and In Person Review of the Contractors performance.

#### 6) Music Selections

- Please provide a list or links to music selections that the contractor feels are important to include in any rodeo.
- Provide a 45 second music clip produced by the contractor that could be used as a Pumper or Ballyhoo song in the rodeo, this is to review the work of the contractor and ability for mixing music.

#### 7) Cost Quotations or Fees

- The Contractor must outline in their proposal the fees to perform the services as requested in the RFP. All fees and costs are to be detailed and itemized to each programed area and item, and to include all services, materials, equipment, and personnel requirements.
- An accurate outline of the requirements will be provided to the Contractor for an updated quote request prior to any scheduled programmed area or concert for exact requirements needed.

#### 8) Other Supporting Materials

- The Contractor should include any supporting materials such as but not limited to
  - Video footage of their work at any other events the Contractors has been the main Contractor for similar events as outlined in the RFP.
  - All required needs for any set up to complete the services.
  - Any other documents to support any elements of the proposal.

## Evaluation Criteria

All proposals received from qualified Contractors will be evaluated by the Evaluation Committee. Any cost and/or pricing data submitted or related to the Company's proposal response, whether required or voluntary, shall be subject to the evaluation if deemed by the Evaluation Committee and Explore Edmonton to be in the best interests of the CFR Event.

In the evaluation of the Company's proposal response, Explore Edmonton reserves the right to consider the value of money and any other economic impact factors as deemed appropriate and in the best interests of the CFR event, and Explore Edmonton. Award of the requested services will be made to the Company who provides the best combination of services, experience, cost and value as determined by the Evaluation Committee and Explore Edmonton.

Explore Edmonton reserves the right to accept or reject any or all proposals submitted for consideration. In addition, Explore Edmonton reserves the right to negotiate specific aspects of the proposal submitted.

- 1) The selection committee will first determine if a proposal satisfies the requirements stated in this RFP document.
- 2) Explore Edmonton has the right to reject any incomplete proposals.
- 3) All responsive and responsible proposals will be subjected to a comparative assessment of the published evaluation criteria. The award of a contract will be based on the best proposal response in accordance with the evaluation criteria of preferred qualifications listed below:
  - Completeness of the Proposal
  - Cost
  - Performance record and experience in providing the requested service.
  - In person performance and music selections
  - References of Existing Clients Served
  - Creativity, Expertise & Reliability of Personnel
  - Proposed Method of Performance
  - Innovation and showcase of new technology, trends
- 4) Explore Edmonton reserves the right to make an award to the responsive and responsible Contractor whose product and/or service meets the terms, conditions and specifications of the RFP and whose proposal is considered to best serve the Event (CFR) and Explore Edmonton's interests.
- 5) Explore Edmonton reserves the right to consider historic information and fact, whether gained from the Contractor's proposal response, question and answer conferences, references, or any other source, in the evaluation process.
- 6) Explore Edmonton shall have the right to take such steps as it deems necessary to determine the ability of a Contractor to perform the work, and each Contractor shall provide to Explore Edmonton such information and data for this purpose as it may request. The right is reserved to reject any proposal response where an investigation, or consideration of the information submitted by such Contractor, does not satisfy Explore Edmonton that the Contractor is qualified to carry out properly the terms of these specifications.
- 7) The final determination of award shall be made by Explore Edmonton and Explore Edmonton will notify all Contractors responding to this RFP of the Contractor or Contractor(s) whom has been selected to perform these services.
- 8) Explore Edmonton is not required to provide any additional information to any Contractor responding to the RFP on why the Contractor or Contractors awarded were selected, or why the Contractor or Contractors who submitted proposals were not selected.

## Scope of Work

### Music Director Responsibilities

The Music Director will be tasked with the following responsibilities, specifically tailored to the needs of the Canadian Finals Rodeo at Rogers Place in Edmonton Alberta:

#### Music Selection

- Curate and manage a diverse playlist that complements the Event Production of the Canadian Finals Rodeo
- Utilize music management software for instant replay of sound effects and music, ensuring seamless integration into the event's flow.
- Provide curated and mixed music selection appropriate for recap videos, opening videos, pumper videos, and ballyhoo sections of the performance, further direction to be provided to the successful Contractor.

#### Live Event Execution

- Employ impeccable timing for music and sound effect cues, adapting to live action to enhance audience engagement.
- Ability to engage the audience and change behavior through musical selections.

#### Collaboration and Communication

- Coordinate with event organizers, show callers, announcers, and other personnel to maintain a cohesive production.
- Attend all pre-event production meetings virtually and in person and opening and speciality act rehearsals to ensure alignment with event schedules and special requests.

#### Audience Engagement

- Use music to create an inviting and energizing atmosphere, responsive to the crowd's energy and the event's dynamics.

#### Equipment

- It is essential the contractor furnishes all necessary equipment to fulfill the music director's responsibilities effectively. This includes, at a minimum, a laptop and a 4-channel mixer.
- Please provide a comprehensive list of additional requirements essential for the execution of the services. This list should include, but is not limited to, items such as tables, chairs, and power sources, cabling, internet etc.

## Contact Information

Amanda Frigon  
Director, Canadian Finals Rodeo  
Explore Edmonton  
Phone: (780) 906-3960  
Email: [afrigon@exploreedmonton.com](mailto:afrigon@exploreedmonton.com)

## Appendices

### Appendix A: Programmed Areas Overview

This appendix provides an overview of the programmed areas for the upcoming rodeo event at Rogers Place in Edmonton. The event will feature a series of performances requiring precise musical direction to enhance the overall experience for participants and spectators alike.

### Appendix B: Detailed Programmed Areas

#### Rodeo Music Director for Canadian Finals Rodeo

- **Description:** The Rodeo Music Director is responsible for all musical aspects of the rodeo event, including the selection, arrangement, and execution of music to accompany each segment of the rodeo. This role requires a dynamic individual capable of adapting to the fast-paced environment of rodeo performances and ensuring that the music contributes positively to the atmosphere and flow of the event
- **Operational Times:** The event takes place from October 7-10, 2026. Evening performances are scheduled for 6:30 pm on October 7th, 8th, 9th, and 10th. An additional matinee performance is scheduled for 11 am on Saturday, October 10th.
- **Minimum Requirements:** The contractor must have extensive experience in musical direction, preferably with a background in live performances for rodeo or similar large-scale events. They must be able to work closely with event organizers and performers to select and arrange suitable music for each segment of the rodeo. The contractor is also expected to manage all aspects of the musical performances, including coordinating with any live musicians or handling recorded music playback as necessary.
- **Expected Deliverables:** The Rodeo Music Director will deliver a comprehensive music plan for the event, including a detailed playlist for each performance. They are also responsible for all musical rehearsals, sound checks, and live performance management to ensure flawless execution during the event.

### Appendix C: Submission Guidelines for Quotations

Contractors interested in providing their services as the Rodeo Music Director for the event at Rogers Place should submit their quotations in accordance with the following guidelines:

- Detailed proposal outlining their approach to managing the musical aspects of the rodeo event, including selection and arrangement of music.
- Evidence of previous experience in similar roles, with references.

- Breakdown of costs associated with their services.

#### Appendix D: Questions

In the event there are questions on the requirements or Music Director responsibilities outline in the RFP, the contactor shall direct inquire to the contact provided. All questions and responses will be shared with all eligible interested parties in the RFP.

#### Appendix E: Contact Information and Questions

For any inquiries regarding the RFP or submission process, contractors should contact Amanda Frigon the CFR Director at [afrigon@exploreedmonton.com](mailto:afrigon@exploreedmonton.com). Please ensure that all questions are submitted by email no later than May 22, 2026.

This structured approach should provide a clear and comprehensive guide for potential contractors to understand the requirements and expectations for the Rodeo Music Director role at Rogers Place, ensuring a successful and memorable rodeo event.