

ADDENDUM 1

LEA COUNTY, NEW MEXICO

REQUEST FOR PROPOSALS

RFP# 2– (23-24)

ENTERTAINMENT BOOKING AGENT

LEA COUNTY FAIR

POSTED TO WEBSITE: 9/21/2023

*Questions *Answers

1. What is the capacity of the Arena?

Bleacher/standing room – approximately 4,000

2. Are these hard ticket shows or pay one price shows for the rodeo and show each night?

One (1) price for all

3. What is the entertainment budget for all 6 nights?

Artists' fees only \$500,000 - \$600,000 (typically)

4. How much do you typically spend on an artist each night?

Approximate amounts:

Hispanic Heritage (1st Friday) - \$110,000 - \$130,000

Tuesday - \$20,000 - \$40,000

Wednesday - \$80,000 - \$100,000

Thursday - \$50,000- \$60,000

Friday - \$60,000 - \$70,000

Saturday - \$150,000 - \$200,000

I have received & understand the answers in ADDENDUM 1.

Signature

Date

Name (Typed/Printer)

Company Name

Position