

# Expression of Interest

## Catering Operation for Paqpaqli ghall-Istrina 2011



*\*billboard advert from last year's event*

The following pages outline what the Expression of Interest entails as well as general information about the event.

We invite all interested parties to read through the brief and forward applications, including a full breakdown and proposed donation towards the Malta Community Chest Fund.

The criteria for the selection of the preferred supplier will also include the proposed donation towards the event.

Interested applicants are to submit their proposals by not later than noon, 4<sup>th</sup> November 2011.

All applications are to be received in a sealed envelope, addressed to:

The Aide de Camp – Office of the President  
Malta Community Chest Fund  
San Anton Palace  
Attard

*Applications received after above mentioned date will not be considered.*

Paqpaqli ghall-Istrina is the biggest annual motoring event in Malta organized by The Malta Community Chest Fund in collaboration with Tonio Darmanin and his team of volunteers to raise funds for the Malta Community Chest Fund.

2011 will see the sixth edition of the organization of this event and the third to be held within the grounds of the Malta International Airport. Each year the event grows in importance and in popularity, with the 2010 edition attracting international participants such as the Lamborghini with the Reventon and the Murcielago Roadster, a Mercedes with the SLS AMG, a McLaren F1 car and the current world champion freestyle stunt rider, Chris Pfeiffer entertaining the crowd throughout the day. The event attracted more than 12,000 visitors and over Euro 80,000 was donated towards a very noble cause.

**This EOI is for the provision of Catering Operations for this one day event.**

### **Paqpaqli ghall-Istrina 2011**

Paqpaqli ghall-Istrina is all about raising funds towards the Malta Community Chest Fund.

Taking into consideration the brilliant success of last year's event the organizing committee aims to collect €100,000 to be donated to the needy from this one-day event.

This means that the aim is to top the 12,000 visitors which we had in 2010.

Apart from the blanket promotion which Paqpaqli ghall-Istrina gets, including TV and newspaper adverts as well as the use of billboards all around Malta, we are working towards assuring our Supercar Paddock will offer a variety of exotic automobiles never seen before on the island. There will be the introduction of live music to appeal to people attending the event who are not interested in cars and an emphasis on other entertainment for children, so that ALL visitors will have something to enjoy.

**The food offerings will be one of the attractions which will entice our visitors to spend most of the day - including lunch - at the Paqpaqli ghall-Istrina.**

**Date:** 11<sup>th</sup> December 2011

**Venue:** Malta International Airport Grounds and Lufthansa Technik Apron

**Visiting Time:** 9.00am to 3.30pm

**Visitors:** Expected 12,000 to 15,000 (based on 2009 / 2010 visits of 12,000 people)

**Exhibitors:** Expected 1200 (based on 2009 /2010)

**Main attractions:**

Super Car and Exotic Car Paddock Area

Over 60 local automotive clubs participating in a static display

International Stunt Shows

Circuit Racing

Go-cart and Mini-Moto Racing

Off-Road Arena

Drifting Arena

Airstrip Sprints

New Car displays

Kids' Area

Music and Entertainment

\*A wide variety of food and beverage\*

*Specifics and other possible attractions will be confirmed at a later date.*

## **Catering Requirements**

### **Layout**

Keeping in mind that the event is spread over a massive area, circa 1 km in length and 0.3 km in width, we are looking for the solution which will offer our visitors easy accessibility to a large variety of foods. All exhibitors will be legally bound to stay at the event for the entire duration, so this is already approximately 1200 people who have been up from the early hours of the morning and will be spending the entire day at the event. There will also be approximately 150 people helping to organize this event, and with the attractions being spread over the entire day.

Catering Operators are to submit their proposals keeping in mind that great catering must be the icing on the cake for a fun - packed day for the entire family, giving our visitors an entertaining experience and have them leaving looking forward to next year's event.

### **Set-up and dismantling**

Even though it officially begins at 9.00 am, the nature of this event dictates that the static car show- which last year included more than 1000 vehicles – actually set up on the day of the event, before the general public is allowed in.

Consequently, the exhibitors as well as all the helpers will be setting up between sunrise and 8.30 am.

*All set-up of activities for the catering will be done on the day before the event (**to be confirmed**)*

Sales of certain items (coffee and breakfast related) must begin by 5.00 am.

All catering needs to be available to our visitors by 9 am, and will continue until the end of the event, at 3.30 pm. Everything brought by the caterers must be set down and cleared by the evening of the same day.

### **Clientele / Food to be served**

The event has always been very family oriented, and the catering must be geared up accordingly.

### **Pricing**

Taking into consideration that this has always been perceived as – and will be marketed as – a “family day out”, the prices for the food and beverage for this event need to be “reasonable”; i.e. prices normally charged at this kind of event. Detailed pricing to be charged during the event are to be submitted together

with the offer to the organizing committee and will be taken into consideration during the evaluation of each proposal.

### **Food Safety and Hygiene**

All personnel employed for this event need to have a Food Safety & Handling Certificate.

All food stalls set up for the event need to conform to Food & Safety Regulations.

### **Site Visit**

2 site visits will be held, one in October before the caterer is chosen, and one closer to the date of the event to finalize the details of the event.

### **Insurance**

The Catering Operators must have an Insurance Policy which covers third party liability as well as any injury to anybody working on the day. The Organizing Committee will not be liable for any third party liability on the day of the event.

### **Cancellation of Event for reasons beyond control / Act of God / Weather**

In case of bad weather, acts of God or any other reasons beyond the control of the organizing committee we will do our utmost to postpone the event to 13<sup>th</sup> December 2011. The caterer chosen will be informed at least 2 days prior to the event and will be duty bound to provide the services as per the contract signed for the Paqpaqli ghall-Istrina event 11<sup>th</sup> December 2011.

### **This is an Opportunity**

The Catering Operator chosen to run the catering for Paqpaqli ghall-Istrina will have a number of great opportunities:

1. Showcasing of your product to the Maltese Public,
2. Run a profitable Event
3. Most importantly, make a donation to the Malta Community Chest Fund.

## PHOTOS FROM PAQPAQLI GHALL-ISTRINA 2010



The Lambo collection in the Lufthansa Hangar



A general view of the crowd



Some of the vehicles on display



The SLS AMG brought to Malta for the event



The President of Malta enjoying a spin in the Murciélago



The President of Malta being introduced to Chris Pfeiffer



The presentation of the cheque to The President of Malta

# WIN

**paqpaqli**  
GHALL-ISTRINA 2010

## A RIDE IN A LAMBORGHINI

join PAQPAQLI GHALL-ISTRINA - official page



12 ★ 12 ★ 2010

**MALTA INTERNATIONAL AIRPORT**

Lufthansa Technik Hangar Area

A promotional activity on Facebook