



## Request for Proposals

Entertainment at  
Diamond Tooth Gerties Gambling Hall  
Dawson City, Yukon

2026-2028



## **Request for Proposals**

### **Entertainment Contract**

### **Diamond Tooth Gerties Gambling Hall**

### **Dawson City, Yukon**

The Klondike Visitors Association (KVA) hereby requests formal proposals to produce entertainment at Diamond Tooth Gerties Gambling Hall (Gerties) for three seasons, May through September, commencing May 2026 and concluding September 2028. Interested producers are asked to submit a clearly marked and complete proposal by postal mail, email, or in person, addressed to:

### **DTG Entertainment Proposal**

Attention: Ricky Mawunganidze, Executive Director  
Klondike Visitors Association  
Box 389  
Dawson City, Yukon Y0B 1G0

#### ***Contacts for additional information:***

Ricky Mawunganidze, Executive Director c/o: [kva@dawson.net](mailto:kva@dawson.net)

Deadline for information requests is October 10, 2025

### **Deadline for receipt of proposals is October 20, 2025**

***Qualifying proposals will be evaluated by KVA based on a combination of price and quality.***

***KVA reserves the right not to accept the lowest price or any proposal as submitted.***

***KVA reserves the right to change the scope or conditions of this RFP prior to the closing date.***

# Background

Dawson City, Yukon was established during the Klondike Gold Rush of 1898. The height of the gold rush lasted a few short years but during this brief period more than thirty thousand men and women arrived in the Klondike seeking fame and fortune. A city was born and legends were created that live on in the remaining historic buildings and through the stories that are retold and celebrated.

Dawson City is now a small but vibrant community and popular tourist destination, annually attracting approximately 100,000 visitors from all over the world, primarily during the summer months. The population today is approximately 2,500 year-round and 4,500 during the summer season.

## Klondike Visitors Association (KVA)

KVA is a non-profit organization located in Dawson City. KVA's mandate includes destination marketing, hosting special events and the operation of attractions that reflect the Gold Rush era, including Diamond Tooth Gerties Gambling Hall (Gerties).

## Diamond Tooth Gerties (Gerties)

Gerties is distinguished as Canada's oldest gaming establishment. Gerties is an iconic visitor attraction, featuring a unique Klondike Gold Rush themed entertainment experience that includes high energy shows, licensed gaming with slots, poker, blackjack, red dog, multi-action blackjack and roulette, a full service bar, and food. The venue seats approximately 300 people. The main floor area has table games, slot machines, bar & seating area, as well as show seating at the front near the stage. A second floor balcony has some additional show seating.

## Gerties Shows

**The following summary of Gerties' current entertainment format is provided as a required template.**

*The season is from early May to late September (approximately 135 nights) - seven nights/week and three different shows/night plus three 20-minute musical sets prior to each show (piano and side musician).*

*Miss Diamond Tooth Gertie is the casino's renowned "hostess". Gertie and the Gold Rush Cancan girls entertain visitors nightly with three different lively shows filled with song, dance and shenanigans.*

*Following the shows, Miss Diamond Tooth Gertie and dancers are required to remain in the house, in character, for not less than 25 minutes after each show to mingle and to pose for photos.*

*Shows should all be in good taste and be oriented to appeal to a casino clientele that varies in composition throughout a typical evening. Clientele at the first show are generally seniors, while second show spectators are somewhat younger and expecting a slightly more adult product. The late show generally draws a younger crowd, and the producer has leeway to move further into the 21<sup>st</sup> century style and music while still remaining cognizant of, and reflecting, the historic theme of the facility.*

## **RFP Framework**

KVA encourages submissions that propose creative, cost-effective, high-quality entertainment - within the context of the background, framework and criteria set out in this RFP. *(As an example only – consideration could be given to a combination of formal stage performances and unscripted historic figures interacting with patrons throughout the evening.)*

- ❖ Affordability target for Year 1 is \$430,000 plus GST.
- ❖ All entertainment to be professional quality and Klondike Gold Rush themed.
- ❖ Miss Diamond Tooth Gertie should be the featured lead character.
- ❖ Entertainment mix should be energetic and upbeat with music, song, dance (must feature Cancan) & theatrical components.
- ❖ Operating season from May to September (approximately 135 nights). Entertainment is required 7 nights/week with a minimum of 3 stage shows per night (8:30 pm, 10 pm & midnight) plus additional entertainment components.

## **RFP Criteria**

RFP submissions should clearly identify the following:

### **Price**

- The proposed price for Year 1 (Years 2-3 are subject to the CPI adjustment described in Schedule B.)
- Proposals above the affordability target must clearly demonstrate the superior value commiserate with the price variance.
- Annual budget that details all categories and corresponding amounts (including applicable GST)

## **Qualifications**

- Describe business and artistic experience and qualifications of the producer / company, including the professional background of principals.
- Provide current references, letters of reference, reviews, media articles, video or any other relevant material supporting the producer's/ company's experience and qualifications.
- A brief summary of the producer/company's philosophy regarding the role of arts in the community as a whole.

## **Proposals**

- Describe the overall concept and artistic vision for Gerties entertainment.
- Provide detailed descriptions of proposed entertainment including, but not limited to: cast, roles, scripts, sets, choreography, music, technical support (light, sound, other).
- Submission must include signed Bidder Exceptions Table (Schedule E)

## **Awareness**

- Indicate how you became aware of this Request for Proposals

KVA invites applicants to request the full Proposal package for further details by contacting: [kva@dawson.net](mailto:kva@dawson.net)