

BERMUDA

TOURISM AUTHORITY

Request for Proposal (RFP)
Sports Development Contractor
Date: December 2, 2020
Submission Deadline (revised):
December 24, 2020

1. PURPOSE OF THIS DOCUMENT – REQUEST FOR PROPOSAL (RFP)

During the coronavirus pandemic Bermuda has set herself apart as a safe haven for the world's leisure travellers. The government's successful management of the crisis and the community's compliance with safeguards are lauded globally. The destination's travel protocols are among the most rigorous anywhere.

These realities have launched Bermuda to the top of the consideration list for athletes and teams around the world. This past October, the country hosted, safely and responsibly, the following professional sports events simultaneously:

- **The PGA TOUR Bermuda Championship**, the first tour event to welcome live spectators since the onset of the pandemic;
- **Bermuda Gold Cup**, an international sailing competition on the Great Sound which included a World Match Racing Tour event;
- **World Tens Series Rugby**, seven teams from multiple continents converged on Bermuda in a multiweek tournament televised around the world

Leveraging the success of the events mentioned above, Bermuda's well-earned health-safety record and the island's reputation for capably hosting marquee sports competitions and training camps, this RFP aims to find a **Sports Development Contractor** for the Bermuda Tourism Authority. This is a highly incentivized, performance-based role that is designed as a short-term resource (6-12 months) to ensure that Bermuda can effectively monetize its position as a go-to sports destination in the current environment. The successful candidate will primarily focus on new business leads – leveraging their existing relationships and networks and combining it with the island's strong sports business development strategy to gain new, qualified leads for Bermuda. For more information on the BTA's sports business development strategy, review these two resources:

- [Sports Tourism Strategy Background](#)
- [Sports Tourism Strategy Briefing](#)

Essential functions of this role which may be conducted in Bermuda or outside of Bermuda include:

- Assists Director of Sports Business Development in analyzing key market statistics in development of top-producing and opportunity markets.
- Coordinates sales presentations, site inspections, and sales blitzes to showcase Bermuda in key tourism markets.
- Provides events rights holders/organizers with information about all Bermuda accommodation, facilities and services that meet the event's specific needs and acts as liaison between the event director and the local community.

- Creates transfer of knowledge (best practices) documents and actively assists with training Bermuda-based business development focused team members.
- Creates and implements business development strategy to capture new and existing markets in coordination with current tourism climate.
- Coordinates all promotions, planning and management of sports familiarization tours in compliance with marketing plans.
- Responsible for planning and acquiring sporting events that meet the needs of Bermuda tourism and occur at the times of the year our tourism industry most needs the business.
- Secondly to new leads, develop "home grown" nurture sports events to increase international participation by working closely with local sports promoters and overseas sports organizations.
- Develops and maintains strong professional relations with the local accommodations and attractions industries.
- Initiates sales contacts by phone, mail, e-mail and in person to qualify and establish relationships with prospective clients. Creates, monitors and follows-up on sales leads that can result in increased business for Bermuda.
- Works with Assistant Director of Sports Marketing to report and evaluate the economic impact of sponsored events for team and organizational performance.
- Gathers, organizes, evaluates data and information from Bermuda sponsored events and makes recommendations for soliciting new events and offers improvement ideas on current events based on investment applications and post-event reports and industry trends.
- Identifies and implements efficiencies in the application and post-event report process to maximize data collected and make more intelligence-based business decisions for the organization based on Return on Investment.

Minimum Qualifications of Applicants:

- Minimum of 5 years of professional experience in Bermuda, North America or international sports tourism or sports sales industry. Tri-State, U.S. Northeast-based preferred.
- Proven track record and qualified network within the sports vertical to leverage on behalf of Bermuda; working knowledge of Bermuda as a sports and travel destination preferred.
- Demonstrated ability to deliver sports visitor results in a resort/leisure destination required.
- Excellent communication skills and sales ability required. Experience working with CRM systems, preferably Simpleview and experience training others in sales would be an asset.

Issuing this Request for Proposal does not commit the BTA to engage or execute a contract with any responding vendor and/or company. BTA reserves all rights to postpone, discontinue or withdraw the Request for Proposal at anytime.

2. RFP REQUIREMENTS

Please ensure your submission, at a minimum, covers the important items below:

- History of sports/business development related experience
- Level of CRM software proficiency
- Ability to travel and attend in-person meetings
- Current or most recent Job/Role (or relevant project)
- Preferred base compensation and suggested model for incentivizing converted business

3. DESIGNATED CONTACT PERSON

The designated contact person at the Bermuda Tourism Authority for this RFP is Clintel Jones, Sports and Destination Services Assistant:

Email: cjones@bermudatourism.com

All communications related to this RFP, including clarification questions and responses are to be in writing via email and must be directed only to the designated contact person with the subject heading "Sports Development Contractor 2020".

4. SCHEDULE OF KEY DATES

RFP Issued	December 2, 2020
RFP Submission Deadline (revised)	December 24, 2020 @ noon (AST)
Notify Applicants	January 8, 2021
Review/Interviews Process	Dec 29, 2020 to Jan 8, 2021
Final Decision	Between Jan 13 & 22, 2021

5. PROPOSAL FORMAT AND DELIVERY

All proposals must be submitted electronically to cjones@bermudatourism.com by **December 24, 2020 at Noon**. No hand-written copies will be accepted. Submissions should not be dropped off in-person.