

Request for Proposal

Impact of the Bermuda Championship

Background –

The Bermuda Tourism Authority (BTA) is looking to engage a professional services firm to deliver a comprehensive report on the overall impact of the Bermuda Championship for each annual event over the next 3 years.

This will include but will not be limited to the following primary tasks:

- Perform interviews with source information providers (e.g. Government, Bermuda Chamber of Commerce, Bermuda Hotel Association, PGA Tour, Sponsors, Golf Courses, etc.)
- Compile and analyze data based on agreed priority metrics to produce an event impact report
- Include Media Value details which will be provided to the successful vendor(s)
- Validate visitor data that will be provided by the Bermuda Tourism Authority
- Deliver a succinct report (no more than 20 pages) with summary infographic within 8 weeks of the end of each event
- Deliver a value-for-money proposition

The structure of the report should include the following areas:

- Economic Impact to Bermuda
- Legacy Impact
- Media Value

General Instructions –

To ensure consistency and accuracy, all enquiries concerning any aspect of this RFP should be made strictly in writing by email to: Lamar Caines, Director of Data Strategy & Insights - lcaines@bermudatourism.com

Vendors attempting to gather information through other personnel without consent from the designated contact(s) concerning this RFP may result in elimination from the process.

BTA reserves the right to issue amendments to this RFP and its timeline at any time. Any such amendments will be notified by email.

Acknowledgement of Tender –

Vendors are required to confirm receipt of this RFP and their intention to submit a response in accordance with the provisions of the RFP documentation. To this effect, vendors are required to send a message confirming their intention in writing/email within a period of forty-eight (48) hours from the RFP issue date.

Any vendor wishing to decline to submit a response is requested to notify the BTA in writing/email and will be treated in confidence.

Response Preparation and Associated Costs –

The Vendor accepts all liability for their costs associated with the preparation and submission of their response and the attendance at meetings or presentations may be required in connection with this RFP.

Proposal Validity Period –

The Vendor is required to abide by their proposal and leave it open for acceptance by BTA for a period of up to 30 days from the proposal submission deadline.

Reservation of Rights –

BTA reserves the right to reject any or all responses to this RFP at any time prior to a final decision being made, without incurring any liability whatsoever to any Vendor.

BTA reserves the right to terminate the selection process at any time at its sole discretion.

Vendor Timeline –

Activity	Deadline
RFP issued to Vendors	Monday, July 13, 2026
Vendors acknowledge receipt of RFP and confirm intention to respond	Wednesday, July 15, 2026
Vendor to pose questions to BTA	Monday, July 20, 2026
BTA to respond to Vendor questions	Wednesday, July 22, 2026
Vendor RFP responses returned to BTA via email to lcaines@bermudatourism.com	Wednesday, July 29, 2026
Decision and communication of preferred Vendor(s) selected	Tuesday, August 4, 2026

BTA reserves the right to amend the above timeline.

Evaluation of Vendor Responses –

RFP responses will be evaluated against a series of weighted criteria. The actual criteria will not be disclosed to vendors however they will cover several categories, for example:

- Capability in meeting requirements of producing report scaled appropriately to the event
- Quality/service
- Value