

Request for Proposal. Date: Friday January 29th 2021

Marketing Agency and or Content Creators (RFP)

1. GENERAL INFORMATION SUMMARY

The Bermuda Tourism Authority will host the SailGP Bermuda Grand Prix presented by Hamilton Princess on April 24th-26th 2021. The Bermuda race will be first of eight races scheduled for the league's second season (2021-22). There will be eight national teams competing from Australia, Denmark, France, Great Britain, Japan, New Zealand, Spain and the United States. SailGP – co-founded by Larry Ellison, who has been personally committed to the growth and advancement of the sport for multiple decades – exists to accelerate change through world-leading sustainability, tech and entertainment. As a racing product, fans get closer to the action than ever before, through a close-to-shore stadium racing format, innovative broadcasting and an award-winning app. Each grand prix event includes two competition days, featuring five fleet races leading to a final race between the leading teams. Points are accumulated at each event throughout the season, culminating with a thrilling \$1 million winner-takes-all championship race at the Grand Final.

Statement of Work

2.1 Project Purpose

The purpose of this Request for Proposal (RFP) process is to invite Bermuda-based marketing/communications/digital/ad agencies, content creators or a consortium of professionals to submit a proposal for a campaign to highlight Bermuda's sailing heritage.

The successful candidate(s) will work in coordination with the SailGP Community Steering Committee, which is comprised of local representatives and is acting in a supporting role for the planning and execution of SailGP's Bermuda Grand Prix.

The ultimate goal of the Steering Committee, during and in the lead-up to Bermuda Grand Prix, is to champion economic and social engagement opportunities across our community in an open and fair-minded way by pursuing:

- Broad community participation and buy-in.
- Transparency in all dealings as it relates to RFPs.
- Connectivity between job opportunities and the jobless in partnership with the Department of Workforce Development and the Bermuda Tourism Authority.
- Youth sailing activities that capture the imaginations of our young people and further the work of the Endeavour Programme.
- An awareness of Bermuda's sailing heritage, including the contributions of Black sailors.
- A bridge-building approach between the event and local stakeholder groups including non-profits, community boating, and social clubs and entrepreneurs.

2.2 Scope of Work

- Develop an innovative campaign aimed at highlighting Bermuda's unique sailing heritage, with a focus on the contributions of black sailors; creative messaging should focus on educating and instilling a sense of pride around the sailing history of the island
- Design and create compelling visual assets to bring the campaign to life, to include short-form video content, digital graphics and/or print advertisements/signage, etc.
- Build a relevant and comprehensive distribution plan and timeline for delivery beginning April 1, with long-term legacy component

2.3 Budget

The initial budget for this Scope of Work is \$30,000. Submissions must articulate the vendor's ability to deliver an innovative campaign within this budget amount or cite ways for additional funding to be raised to support the proposal.

2.4 Project Scheduling

This schedule, as follows, is based on our current timelines but is subject to change:

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| • Friday, January 29 th , 2021 | RFP Released |
| • Friday February 5 th , 2021 | RFP Due by 5:00 pm |
| • Monday February 8 th , 2021 | RFP Awardee Announced |
| • Friday February 12 th , 2021 | Ideas and Brainstorm Presentation |
| • Thursday February 25 th , 2021 | Campaign Launched |

3. Proposal Submission Procedure

3.1 Vendor RFP Reception

By responding to this RFP, the agency or consortium of partners agrees responsibility for fully understanding the requirements and other details of the RFP and will ask any questions to ensure such understanding is achieved. The SailGP Community Steering Committee retains the right to disqualify agencies that do not demonstrate a clear understanding of our needs.

3.2 Good Faith Statement

All information provided by the SailGP Community Steering Committee is offered in good faith. Specific items are subject to change at any time based on business circumstances. The Steering Committee does not guarantee that any particular item is without error. The Steering Committee will not be held responsible or liable for use of this information or for any claims asserted therefrom.

3.3 Communication and Proposal Submission Guidelines

Communications shall only be honoured when a specified procurement executive is responsible for managing the RFP process and formally confirms communications in writing; in no case shall verbal communications govern over written communications.

Please submit your proposal by **February 5, 2021**

Please send questions and agency proposals to:
Jamari A. Douglas, SailGP Community Steering Committee
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