

**Request for Proposal**  
**PR, Marketing & Design Contractor**  
**Date: December 21, 2020**

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

Bermuda will host the [2021 World Triathlon Sprint & Relay Championships](#) in October 15–17, 2021. This brand new three-day, multiple-championships programme will be staged in the City of Hamilton, and will include a variety of events. These will include:

- Elite World Championship Series event on Supersprint (qualifiers, semi-finals, finals)
- Junior (U19) World Championships on Sprint distance
- Age-Group World Championships on Sprint distance
- Elite Mixed Relay World Championships
- Junior (U19) Mixed Relay World Championships
- Age-Group Mixed Relay World Championships
- Open Race (registrants in cancelled 2020 event to receive priority)

As a pinnacle event for the island, the Championships will help put a spotlight on our destination, highlight our sports capabilities, and significantly contribute to the Bermuda economy. Bermuda Tourism Authority, through its subsidiary [World Triathlon Series Bermuda Ltd](#), is working closely with stakeholders—including the global governing body World Triathlon, the Bermuda Triathlon Association, and World Triathlon Edmonton, among others—to host the Championships and ensure their success.

As a BTA-owned event, the 2021 Championships will build on our three-year World Triathlon partnership that saw successful Series events held on the island in 2018 and '19 and involves numerous members of the Bermuda Tourism Authority team. This RFP seeks to source external support for the event's local communications & marketing needs, led by and reporting to the BTA's Director of Corporate Communications & Strategy.

The support role requires:

- a self-starting individual accustomed to a fast-paced, deadline-driven, multi-tasking environment
- an immediate start, building in the months leading up to, and during the event itself
- substantial knowledge of, interaction with, and focus on the local community
- a strong design function, ideally in the form of a small firm with communications and design capabilities
- a 10-month contract, running January–October 2021

While the BTA Director of Corporate Communications will act as the key liaison with marketing teams at the BTA, WTS and World Triathlon, create and implement the overall comms strategy, and manage local comms, media liaison, and related website and social platforms, this support role will be vital to related community engagement, including working with volunteers, schools, local residents and businesses, and all on-island branding, signage and event collateral needs.

**Essential functions of this external role conducted in Bermuda will include:**

- Develop plan to budget & manage World Triathlon on-island brand presence
- Develop volunteer recruitment/outreach strategy, management, comms & execution, during and immediately after the event
- Work with BTA Dir of Corporate Communications to respond to or redirect inquiries received via website & email
- Produce all graphic design, leveraging World Triathlon branding, for print/web/social and digital platforms: advertising, collateral, bus-backs, race maps & pole banners, spectator guide/flyer, signage, social art, & other race documents (internal & public) etc
- Engage all segments of the community for inclusivity (schools, social clubs, associations)
- Liaise with related event committees (volunteers/community, etc)
- Develop & execute communications plans targeting residents and businesses directly impacted by race-day events and route; includes engagement with retailers (via Chamber) to inform and develop promotions to offset impact of road closures/racing
- Engage third-party vendors as needed to support marketing & communications
- Manage approved operating budget & report status/budget updates regularly to BTA Corp Comms
- Other necessary functions emerging during the project in line with this RFP, as directed by the Director of Corp Comms & Strategy
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**Minimum qualifications of Applicants:**

- Five years-plus of professional experience in public relations/marketing & design
- Demonstrated ability to deliver communications & marketing plans and products
- Self-starter able to work independently, meet tight deadlines and deliver on budget
- Excellent writing and oral communication skills required
- Knowledge of & working relationship with Bermuda stakeholder groups 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 any time.

**2. RFP REQUIREMENTS**

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

- Resume/history of your communications/marketing & design-related experience
- Ability to organise & attend meetings in the community (schools, business associations)
- Ability to work weekends, holidays and irregular hours
- Current/most recent work/projects/employment

**3. DESIGNATED CONTACT PERSON**

The designated contact person at the Bermuda Tourism Authority for this RFP is Shannen Talbot, Public Relations & Communications Assistant: [stalbot@bermudatourism.com](mailto:stalbot@bermudatourism.com)

**4. SCHEDULE OF KEY DATES**

- RFP issued: December 21, 2020
- **RFP Submission Deadline: December 31, 2020 @noon (AST)**
- Notify applicants of receipt: January 5, 2020

- Review/interviews process: Jan 8–22, 2021
- Final decision by Friday, Jan 29, 2021

**5. PROPOSAL FORMAT AND DELIVERY**

All proposals must be submitted electronically to [stalbot@bermudatourism.com](mailto:stalbot@bermudatourism.com) by December 31, 2020 at noon. No hand-written copies will be accepted. Submissions should not be dropped off in person.