



Sport Event Proposal (Bid Document)

Weighing of the Proposal: 50% of the Final Mark

Word count: 2000 +/-10%

Due date: Week 16, Friday, January 31st, 2021

Proposal approved by Week 7

Write a Sport Event Proposal in the form of a Bid Document intended to schedule, plan and describe a sport event of your choice, and justify the event concept in relation to the topics learned throughout this module.

1. Purpose statement – Who are you (your organization or committee)? Your mission and vision statement. Why are you bidding on the event? What do you hope to achieve through hosting this event? What are the goals and objectives of the event? Who are all the stakeholders? What is the target market for the event?
2. Host committee credentials - What experience do you (your committee) have hosting events? What is the relationship between the host committee and the local sports commission or convention and visitors bureau? Who will be the tournament director, and what experience does that person bring to the event?
3. Budget and finances - What is the proposed budget for the event? What are the costs associated with the facility, labor, equipment, supplies, printing, etc.? What are the estimated revenues from registrations, ticket sales, sponsorship, media rights, merchandising, concessions, and so on?
4. Potential sponsorships and partnerships
5. SWOT analysis
6. Staff and volunteer support - Is there experienced staff available to support the event? Is there a sizeable volunteer base available to support the staff? What experiences does the host committee have in recruiting and training volunteers?
7. Playing facilities - What facilities will be available for the event? What are the facility specifications (e.g., seating, parking, restrooms, changing room facilities)?
8. Support facilities - What other facilities can be used to support the event (meeting space, exhibitor space, space for social events)? What are the arrangements for concessions and merchandise sales?
9. Transportation - Where is the nearest airport, and how accessible is the event to air travel? What ground transportation is available (e.g., rental cars, bus, train)? How can spectators and participants get around the city when not participating in or watching the event?

10. Accommodations - What accommodations are available near the site? How are accommodations priced, and what is the availability during the time of year when the event will take place? What other lodging options exist?
11. Emergency services - How will you provide for the health and safety of participants and spectators? How close is the nearest hospital?
12. Public relations and media coverage - What are the opportunities for media coverage? Who will be handling public relations for the event?
13. Environmental sustainability - How will supplies be properly disposed of?
14. Weather-related issues –Why your location is a good fit for the event in terms of the climate and expected weather conditions? Will smog or extremely drastic climates factor into the event?
15. Contingency plans and event risks
16. Conclusion
17. References