

**Request for Proposal**  
**Home Country Athletics Federations**  
**Commercial Partnerships –video design & production and**  
**LinkedIn marketing campaign brief**  
**January 2024**



# **CONTENTS**

1. Introduction
  - 1.1 Purpose of RFP
  - 1.2 About Home Country Athletics Federations
2. Commercial Context
  - 2.1 Assets and current approach
3. The Brief
  - 3.1 Context
  - 3.2 Audience, message and deliverables
4. Information requested from bidders
5. Criteria for Assessment
6. Timelines

## **Appendix**

- Conditions of tender

## 1. INTRODUCTION

England Athletics together with the other Home Country Athletics Federations (“HCAFs” - Scottish Athletics, Welsh Athletics and Athletics Northern Ireland) is seeking proposals from prospective contractors for a powerful emotional film, supported by LinkedIn promotion, together with more stories from our marketing teams about the transformative power of the sport. The campaign will be aimed at CMOs and Heads of CSR / ESG to support headline commercial partner acquisition from non-endemic running brands.

### 1.1 Purpose of RFP

The purpose of this Request for Proposal document (‘RFP’) is to outline the process for appointing a provider.

Bidders are invited to submit a response to this RFP, detailing how they would meet the brief outlined below.

Interested organisation can contact Andy Anstey, Commercial Manager [aanstey@englandathletics.org](mailto:aanstey@englandathletics.org) for our current sponsorship credentials and an informal discussion prior to submitting a proposal.

### 1.2 About England Athletics and the Home Country Athletics Federations

- What we do
  - Leading development agencies for grassroots athletics and running
  - Support affiliated clubs, coaches and volunteers
  - Provide competition at international, national and county level
- Our Mission

To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.
- Our Vision

Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustain able, respected and trusted governing body.

## 2 COMMERCIAL CONTEXT

### 2.1 Assets and current approach

The HCAFs work collectively to sell key assets across the following areas

- **Social running programme (RunTogether)**
  - A network of 3,500 beginner running groups with 230,000 runners led by qualified run leaders
- **Youth and schools**
  - Primary school physical literacy programme, combined with a number of competition programmes
- **Club Community and road running**
  - A network of 2,500 clubs and 220,000 registered athletes, 3,500 road race organisers a further 200,000 road runners, 20,000 coaches and 5,000 officials
- **Talent Pathway, Home Nations Teams and Track and Field Championships**

- 750 elite athletes and coaches, Home Nations Teams in over 30 events, with Commonwealth Games as the highlight, Age Group, Senior and Para Track and Field Championships

Sponsorship acquisition for HCAFs has been conducted through a combination of in-house resource at England Athletics (Commercial Manager), together with agency support. From the start of 2024 sponsorship acquisition will be fully in house.

England Athletics, in particular, has been successful in securing and growing a significant number of smaller category partnerships are all endemic brands related to running / athletics, based primarily on direct sales that can be generated from engagement mostly with the club running audience and to a lesser extent engagement with the RunTogether runners.

Despite ongoing efforts and a number of very positive potential partner discussions, we have not had a headline / major commercial sponsorship since the end of the DW Fitness First partnership. This relationship ended due to the company entering administration in summer 2020.

### **3 THE BRIEF**

#### **3.1 Context**

Over the past two years we have seen significant growth in our category partnerships. However, we are approaching maximum capacity for our smaller partners both in terms of servicing and also not wanting to over-expose our audiences to too many commercial messages.

Whilst the current approach is yielding some success and we are having positive discussions, the ability to engage more emotively would definitely help, as well as using CEOs to directly support outreach work

We are seeking proposals for a powerful emotional film, supported by LinkedIn promotion, together with more stories from our marketing teams about the transformative power of the sport.

As well as outreach by the Commercial Manager, the commercial team from England Athletics will also start to manage the CEO's LinkedIn account to help enable this.

#### **3.2 Audience, Message and Deliverables**

- Key audiences  
Chief Marketing Officer, Head of Sponsorship / Partnership, Head of / Director ESG / Sustainability / CSR, Head of / Director Corporate Affairs
- Key messages  
We have previously highlighted the social impact of our programmes, but now feel that a film that leads on the social impact first and how the programmes support this rather than the other way round would make for a more powerful initial impact with our key audiences.
- Deliverables  
We would like to use the video through a direct outreach over LinkedIn InMail using Sales Navigator, but also recognise that a LinkedIn marketing campaign would help reach a wider audience. Whilst we feel it needs a highly emotive short film for the initial outreach, a longer version or fuller fleshed out version would also be useful at the second stage when a potential sponsor has positively responded to an initial LinkedIn approach

#### **4 INFORMATION REQUESTED FROM BIDDERS**

- Outline of proposed marketing plan including deliverables and creative execution options
- Detailed breakdown of costs
- Proposed timeline
- CV / experience of proposed team delivering the campaign
- 3 organisations you have worked with in a similar capacity, including contact details and brief outline (separate case studies may be provided)
- Credit references, including relationship to Bidder, contact person, title, contact details
- Bank reference, including contact details and how long you have banked here
- Company Number
- A document presenting the background of the company including reference to relevant examples of previous projects.
- Proposals must be signed by a representative that is authorized to commit Bidder's company.

#### **5 CRITERIA FOR ASSESSMENT**

England Athletics reserves the right to award to the bidder that presents the best value as determined solely by England Athletics in its absolute discretion. The selection criteria will be based on:

- Creative execution and campaign plan
- Quality/price/value
- Experience with similar work
- Capability/capacity

#### **6 TIMELINES**

RFP & Project Timelines

The RFP timeline is as follows:

Proposal Due	31 January 2024
Clarifications / Selection	1 Feb – 8 Feb 2024
Contract Begins:	12 February 2024
Deliverables	15 April 2024

## APPENDIX

### CONDITIONS OF TENDER

1. **SUBMISSION.** The completed tender responses must be sent to Andy Anstey, Commercial Manager, [aanstey@englandathletics.org](mailto:aanstey@englandathletics.org) by **4pm** on the closing date. Failure to meet this will result in the tender being rejected. EA will not accept tender documents in any other way.
2. **OFFICIAL DOCUMENTS.** Tenders must be submitted in the exact format and sequence as listed in the Method Statement, which will enable the evaluation to be carried out fairly.
3. **CONDITIONS.** EA reserve the right to amend the Conditions of Tender, the Tender process and/or the selection criteria at any time in writing before or after the application closing date.
4. **PARTICIPATION.** All costs, expenses and liabilities incurred by the tenderer in connection with preparation and submission of the tender will be borne by the tenderer. The tenderer shall have no claim whatsoever against EA in respect of such costs and in particular (but without limitation) EA shall not make any payments to the successful tenderer or any other tenderer save as expressly provided for in the Contract and (save to the extent set out in the Tender Documents) no compensation or remuneration shall otherwise be payable by EA to the successful tenderer in respect of the Services by reason of the scope of the Services being different from that envisaged by the successful tenderer or otherwise.
5. **CORRESPONDENCE.** Communications relating to the tender must be addressed to the person identified in 4.1 (above).
6. **ADJUDICATION.** EA will endeavour to assess the proposals and presentations and inform the tenderer of the result within the timetable laid out.
7. **ACCEPTANCE AND REJECTION OF TENDERS.**
  - 7.1 The successful tenderer will be required to commence the provision of the Services as specified in the Invitation to Tender document.
  - 7.2 EA reserve the right to change any aspect of, cancel or withdraw from the tender process at any stage at its absolute discretion.
  - 7.3 EA reserve the right not to award a contract.
  - 7.4 EA shall not be bound to accept the lowest price or any Tender.
  - 7.5 EA reserve the right to reject any or all Tenders, may accept any Tender in whole or in part, or to award contract(s) in whole or in part.
  - 7.6 EA reserves the right to reject any tender submitted by a tenderer in respect of which the tenderer:-
    - 7.6.1 Has submitted the tender not in accordance with the requirements of this Conditions of Tender, by the closing date or not conform with the requirements of the tender documents; or
    - 7.6.2 Discloses to any third party prices shown in its tender except where such disclosure is made in confidence in order to obtain quotations necessary for the purposes of financing or insurance; or
    - 7.6.3 Enters into any agreement with any other person that such other person shall refrain from submitting a tender or shall limit or restrict the prices to be shown by any other tenderer in its tender; or
    - 7.6.4 Fixed prices in its tender in accordance with any arrangement with any person or by reference to any other tender; or
    - 7.6.5 Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tenderer or any other person's proposed tender any act or omission; or

- 7.6.6 Has directly or indirectly canvassed any member or official of EA concerning award of the Contract or who has directly or indirectly obtained or attempted to obtain information from anyone concerning any other tenderer or tender submitted by any other tenderer; or
  - 7.6.7 Has done anything improper to influence EA during the tender period; or
  - 7.6.8 Has failed to use the English language; or
  - 7.6.9 Has failed to return the Response Document fully completed. It may not be possible to consider a Tender if complete information or data is not given at the time of tendering.
8. **THE CONTRACT.** The successful tenderer shall be liable for any loss or damage incurred by EA if the Services do not commence at the Commencement Date as a result of the successful Tenderer's failure to execute the Contract properly.
  9. **ALTERNATIVE CONDITIONS OF CONTRACT.** Tenders are subject to the conditions stated in the Tender Document. Offers made subject to additional or alternative conditions may be rejected on the grounds of such conditions alone.
  10. **CONFIDENTIALITY.** The Tender Documents and all other documentation issued by EA relating to the Contract shall be treated by the tenderer as private and confidential, and ensure such by all their employees and agents involved in this process, for use only in connection with the tender and any resulting contract and shall not be disclosed in whole or in part to any third party without the prior written consent of EA save where such information has been disclosed for the purposes of obtaining quotations from proposed insurers and/or sub-contractors and other information required to be submitted with the tender.
  11. **INFORMATION.** EA reserve the right to take into account any knowledge of an organisation that EA may have, but the tendering organisations should not assume that any such information will be taken into account and should restate it in the tender response if they consider it relevant. Tendering organisations are required to reply to all questions even if they have previously provided this information or if they think that EA are already aware of it. This is to ensure that evaluation is in a fair, like-for-like and reasonable manner.  

The information contained in the tender document does not purport to contain all of the information which an organisation may require. While EA has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this document are true and accurate in all material respects, EA do not make any representation or warranty as to the accuracy or completeness or otherwise of this document, or the reasonableness of any assumptions on which this document may be based. All information supplied by EA to organisations is subject to organisations' own due diligence. EA accept no liability to organisations whatsoever resulting from the use of this document, or any omissions from or deficiencies in this document.

Organisations should note that any quantities or volumes contained in the tender document are for indicative purposes only and any future quantities or volumes may vary from those stated.
  12. **CIRCULATION OF INFORMATION.** EA may request organisations to give additional information or clarification at any time during the tender process.  

If EA considers any question or request for clarification to be of material significance, both the query and the response will be communicated, in a suitably anonymous form, to all tenderers who have responded. All responses received and any communication from tenderer will be treated in confidence.
  13. **ISSUE OF TENDER DOCUMENTS.** All intellectual property rights in the tender documents, and any specifications, plans, drawings, patterns, samples or information issued or furnished by, or on behalf of, EA in connection with it, are issued solely for the purpose of enabling a tender to be completed and may not be used for any other purpose. They remain the property of EA. EA will supply any

additional documents which are required in connection with this tender (if not already in the tenderer's possession).

14. **TENDER VALIDITY.** The tender offer and prices quoted will remain open for acceptance for a minimum of 12 months and for the avoidance of doubt, until the formal Contract document has been executed and completed.
15. **PRICES.** Tendered prices must be net and, where applicable, carriage paid with all cash and trade discounts being allowed for. Tenderers offering settlement discounts for prompt payment of invoices must state such terms in the tender. The net prices quoted on the tender should be those before settlement discount is applied.
16. **CURRENCY OF TENDER.** The currency in which all prices and rates must be tendered, and which payments under the resulting contract, in pounds sterling.
17. **VALUE ADDED TAX.** Tenders must be exclusive of any VAT chargeable. However, tenderer must highlight any item where VAT is applicable and its percentage.
18. **OFFER.** All tender prices or rates will be regarded as firm offers for the whole of the contract period unless the tender clearly indicates when and how prices or rates are subject to variance.
19. **SAMPLES REQUIRED.** If samples are required after the opening of the tenders, the tenderer submits samples without charge. Failure to comply with such a requirement within five working days of the requested date may prejudice consideration of the tender. Every sample must be clearly labelled with the following particulars:
  - 19.1 Tenderer's name and address
  - 19.2 EA's contact person on the Invitation to Tender letter and date of return of tender