



London Sport are looking to procure a supplier to develop and deliver the creative development and production of all associated materials for their two major events.

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the development of the creative concepts for London Sport's two major events, Active London and the London Sport Awards and the associated materials required to roll-out these concepts across all areas of the events.
- 1.2 The contracting authority and manager of the project is London Sport.
- 1.3 Quotes or Bids are invited from suitably qualified individuals, collectives or organisations.
- 1.4 This document constitutes an invitation to quote or bid for the work. Subsequent sections describe the background to the project, the work to be done and our expectations.

2. About London Sport:

- 2.1 [London Sport](#) work at a strategic 'B2B' level with a range of clients who represent the public, private and voluntary sector. Examples include local authorities, National Governing Bodies of Sport and community sport and physical activity providers.
- 2.2 London Sport is seeking to create a step change in the number of Londoners that benefit from and enjoy leading physically active lifestyles.
- 2.3 Our vision is for London to be the most physically active city in the world. Our key target is to get 1m more Londoners more active by 2020.

3. Events Programme Overview

The London Sport events programme comprises two main event assets (The London Sport Awards and [Active London](#)), the [Connect Series](#), and other ad-hoc event engagements linked to project and partnership activities i.e. in response to the covid-19 pandemic, we hosted a ['Talking Covid-19 and Sport'](#) webinar series, developed to provide practical information, informed advice and a platform for discussion for community sport providers. Each event asset is both a vehicle to enhance our reputation and a means to activate against other organisational projects, including commercial partnerships and operational activity.

- 3.1 Active London – annual partner engagement conference held in Q3. In 2020 the conference was held virtually with approx. 700 registrations.
- 3.2 London Sport Awards – A showpiece event for the grassroots and community sport sector.
- 3.3 Connect Series - a bi-monthly event series that explores a range of key industry issues and insights.



4. Our requirements:

4.1 *Event Theme Development & Guest Experience*

Through all of our events we aim to develop a tailored guest experience and create a journey for our guests ensuring they feel involved at every stage of the event. This includes everything from the event concept, its identity, the technology used to encourage guest engagement, pre-event communications, the environment in which the event is held and the entertainment and activities which take place throughout.

As a part of our aim to create a strong guest experience, this is where the importance of a relevant and impactful event theme comes into play, the concept development and creative support is the first area we would need agency support.

We had dabbled with applying a theme to the Awards in the past few years, but 2020 was the first year we created an event theme that has really encapsulated the essence of the event, what it is all about and then rolled this out across all materials associated with the event. See the Appendix for the creative journey we have been on with both events and where we got to in 2020.

4.2 *Pre-Event Promotional Assets*

Once the event themes and creative treatment is set, we will require the development of promotional assets that we can use to support the marketing campaigns for both events. For Active London this will be a singular campaign to maximise registrations and engagement, however for the Awards we will be running two separate campaigns - one to launch and promote nominations for the awards themselves and then secondly general promotion of the event to drive engagement and tickets for the awards ceremony.

4.3 *In-Event Assets & Materials*

During both events various materials and assets will be required for activities such as reporting via social media channels, frame the in-event content, to dress the venue and generally bring the theme to life on the night. Active London will be wholly digital so does not require any physical in-event/venue branding.

4.4 *Post-Event Assets*

Post event assets for on demand content, post event reporting and wrap-up event video.

5. Expectations:

5.1 Event Theme Development & Guest Experience

Active London 2021 (DIGITAL)	London Sport Awards 2021 (IN-PERSON)
<ul style="list-style-type: none"> ▪ Development of event theme and creative concept to communicate the conference content theme consistently across all materials. London Sport will provide the content theme in due course ▪ Translate event theme across all assets and content – oversee production to ensure consistency across all materials. 	<ul style="list-style-type: none"> ▪ Development of event theme and creative concept to communicate the event theme consistently across all materials. ▪ Translate/roll-out event theme across all assets and content – oversee production to ensure consistency across all materials.



5.1 Pre-Event Promotional Assets

Active London - asset requirements	London Sport Awards - asset requirements
<ul style="list-style-type: none"> • Updated logo (2021) • E-signature • Event agenda • Email template design • Promotional GIFS • Splash page design • Infographics - info about previous events / what to expect this year • Social media assets (Twitter and Instagram) • Countdown to event • Branded speaker template (“I’m attending”/ “Join me” with headshot) • Quote templates for previous event feedback • Individual topic/workshops template • Branded overlay to use for 2020 images/videos • Promo video to launch event • Preview to how the event platform will look on a phone screen/laptop 	<ul style="list-style-type: none"> • Theme/Event launch assets x 2 - optimised/sized for all social media channels • Nomination Launch assets x 2 - optimised/sized for all social media channels • Award nomination assets x 10-12 (1 per award) - optimised/sized for all social media channels • Animated video stings – bookends for video content in line with event theme/design style • Promotional Event Video - for Sponsors to sell sponsorship opportunities

5.3 In-Event Assets & Materials

Active London	London Sport Awards
<ul style="list-style-type: none"> • PowerPoint event deck for main event screen – template for all speakers to use • Opening video content to launch the event on Day 1 – 1 minute video/motion graphics 	<ul style="list-style-type: none"> • PowerPoint event deck for main event screen • Award winner graphics – main event screen and social media assets (x 10-12. 1 per award) • Table Plan x 2 (A1) • Venue Signage x 4 • Sponsor boards – backdrop for photos • Event Programme (16pp A5) • Stage Set Design • Hall of Fame Posters x 12 – A1 boards with image of past winner with a quote • Bar/refreshment frontage design • Table name cards • General Awards promo pull up banners x 3 • Ideas for giveaways, goody bag contents • Guest experience ideas – we had a photo-booth last year which went down well



5.4 Post-event Assets

Active London	London Sport Awards
<ul style="list-style-type: none"> • On-demand video thumbnail design • Post-event reporting 	<ul style="list-style-type: none"> • Thank you card design in line with event theme – for sponsors, speakers, judges etc. • Post-event wrap-up review video • Post-event reporting

6. Skills and Experience:

6.1 Show clear and relevant experience of planning, producing and running large scale events, inclusive of creative concept development, design and full production.

7. Management and Organisation:

7.1 The work of the commissioned organisation will be overseen by representatives of London Sport.

7.2 The commissioned organisation will be required to regularly engage with, consult with and report back to representatives from London Sport.

8. Format of Responses Required:

8.1 A detailed proposal that outlines the approach that will be taken, including initial creative concepts and design ideas included in the approach.

8.2 A detailed methodology

8.3 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas

8.4 Detailed breakdown of costs

8.5 A realistic timetable for the project (to be agreed with the successful agency but we have an aim to complete by the beginning of May).

8.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the consultants have been involved in.

8.7 Quotations should also include contact details of two referees from previous work.

9 Contract Value

9.1 The estimated value for this contract is £85,000 exclusive of VAT.



10. Estimated Timescales:

Task	Deadline
Proposal required from agency	12 March
Decision made by London Sport	19 March
Project initiation & any associated refinement of methodology plus contract signing	22 March
Project delivery period	22 Mar – 30 April (6 weeks)
Final content completed and returned to London Sport	7 May

11. Additional Event Information

11.1 Active London

Event purpose and background

Active London is London Sport's annual stakeholder engagement event, and the capital's largest annual conference dedicated whole to the future of physical activity and sport. The purpose of Active London is to bring together stakeholders from across sport and physical activity, as well as a wider cohort of relevant and beneficial non-sport sector delegates. Active London provides a platform to educate and inform, share thought leadership and learnings from across the sector and creates an environment to facilitate networking and collaboration.

Active London was originally established to educate stakeholders about London Sport, who we are and what we do. However, as the event has evolved, and the industry is now familiar with London Sport as an organisation, the event content programme has developed and takes a more outward facing approach.

As a result of the covid-19 pandemic, Active London 2020 took a digital format, it marked the delivery of London Sports first ever digital event. With the support of a local event agency, we delivered a 4-day content programme via a bespoke digital platform. The event welcomed almost 800 delegates and hosted a series of influential speakers, panel discussions, interactive workshops and a unique networking opportunity to facilitate collaboration across the physical activity and sport sector.

The event contributes to raising the profile of London Sport and supports partnership development – building strong commercial partners.

Strategic Objectives

1. Support sector engagement and the growth of the London Sport community
2. Educate, inform and inspire through a curated content programme
3. Enhance organisational fame, brand development and credibility
4. Create an event with a desirable commercial offering to support the wider LS commercial programme



Conference content themes

London Sport develops the annual conference content theme internally. London Sport will be working on the 2021 content theme and the wider programme through March-April. The content themes for 2019 and 2020 are detailed below for reference.

- 2019: *Innovation in the ways we work* ([2019 event video](#))
This theme gave us the opportunity to explore and showcase innovation, new processes, initiatives and approaches taking place across the sector, on a local, national and global scale. Delegates were able to discover innovation-in-practice across a range of projects and initiatives covering technology, insight and communities and explore the ways that creative approaches to physical activity and sport can help improve the lives of Londoners and the future of the city itself.
- 2020: *Physical Activity and Sport – Creating opportunities for a more equal London*
With the covid-19 pandemic having thrown into sharp relief the inequalities experienced by many Londoners, Active London explored the sport sector's response and its role in positively influencing the lives of people from all backgrounds over the coming decade.

11.2 London Sport Awards

Event purpose and background

Deliver the organisation's showpiece event for community physical activity and sport, recognising and celebrating the hard work and achievements of those helping to make London the world's most active city.

2021 marks the sixth edition of the [London Sport Awards](#) as held in its current format. Over its five previous years, the event has grown to become the biggest celebration of grassroots physical activity and sport in the capital, and regularly attracts hundreds of nominations across its Award categories. The first London Sport Awards took place in January 2016 at Lord's Cricket Ground and has since been held at prestigious venues including the indigo at the o2, Wembley Stadium, Twickenham and the Guildhall. Following the success of last year's event, we will be hosting the 2021 Awards in the Guildhall for the second consecutive year.

Each year, a collection of incredible individuals, groups and organisations are recognised for their outstanding work in helping Londoners to be more physically active and to take advantage of the significant benefits physical activity can bring. The London Sport Awards recognises everyone from clubs and volunteers to those making an impact on the capital's workforce, children and young people and those harnessing the power of elite sport.

Strategic Objectives

- To build an Awards Programme that recognises and celebrate that recognises and celebrate the hard work and achievements of those helping to make London the world's most active city.
- Bring together a diverse group of organisations and individuals from community physical activity and sport
- Enhance organisational fame, brand development and credibility
- Create an event with a desirable commercial offering to support the wider London Sport commercial programme

Build an Awards programme which demonstrates the power of physical activity and sport in London, and encourages more partners to create meaningful project partnerships with London Sport

The Award Categories



Below is a summary of the 10 Award categories, the 2020 event included the addition of two new Award categories – Inspirational Young Person of the Year and The Business Contribution Award. You can see detailed information on our website. We are currently reviewing our categories and will likely add an additional category to reflect the year the sector has endured and recognise the innovation and adaption we have seen.

- Volunteer of the Year
- The Children and Young People Award
- The Health & Wellbeing Award
- The Technology and Innovation Award
- The Impact of Elite Sport Award
- The Community Impact Award
- The Enhancing the Workforce Award
- Inspirational Young Person of the Year
- The Sport Unites Award
- The Business Contribution Award

12. Previous creative development

12.1 Active London 2019: Innovation in the Ways we work

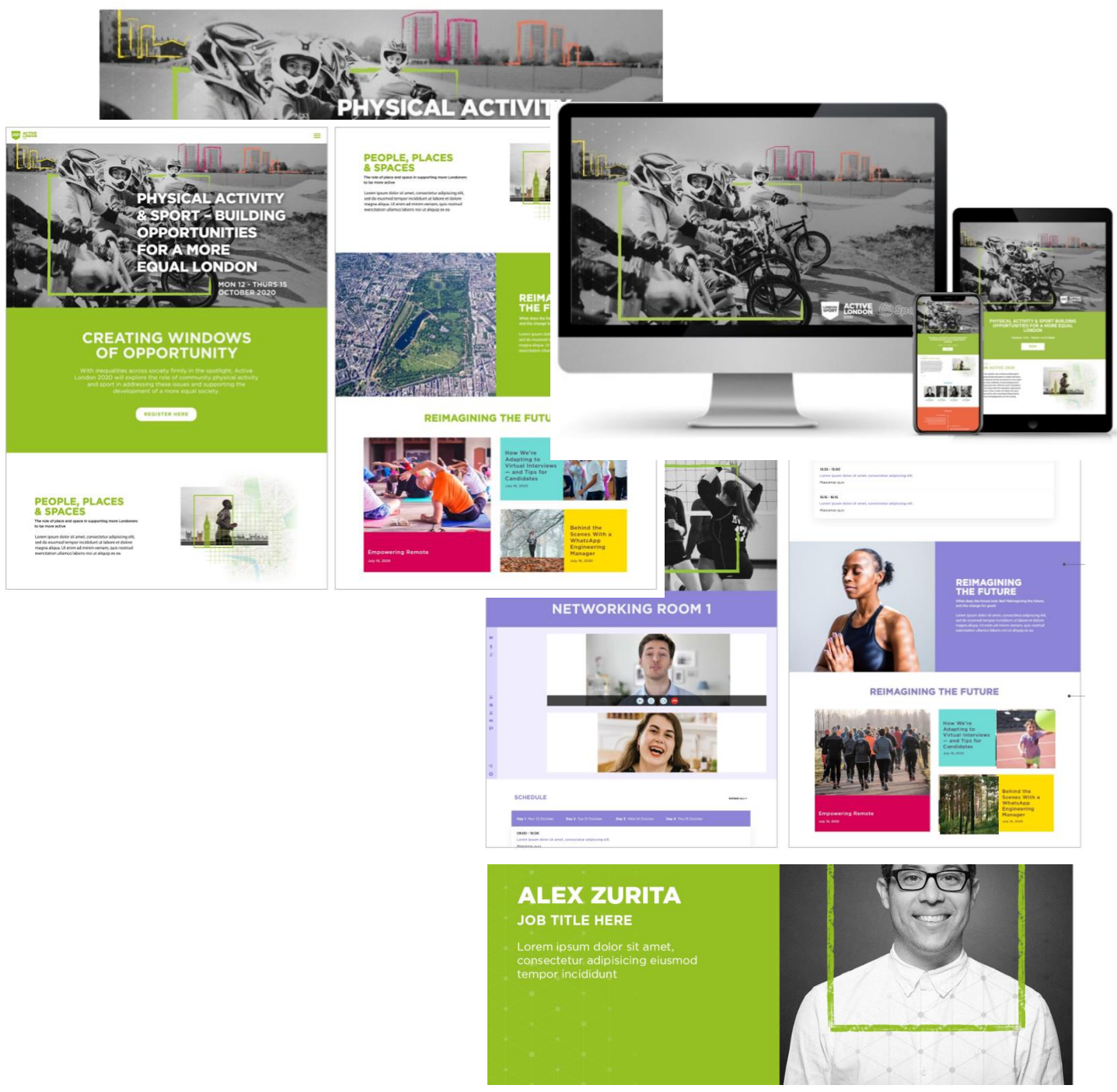
The content theme for Active London 2019 was *'Innovation in the ways we work'*. This theme gave us the opportunity to explore and showcase innovation, new processes, initiatives and approaches taking place across the sector, on a local, national and global scale. In terms of creative design to support this theme, it was very minimalist as a result of budget and internal capacity restrictions.



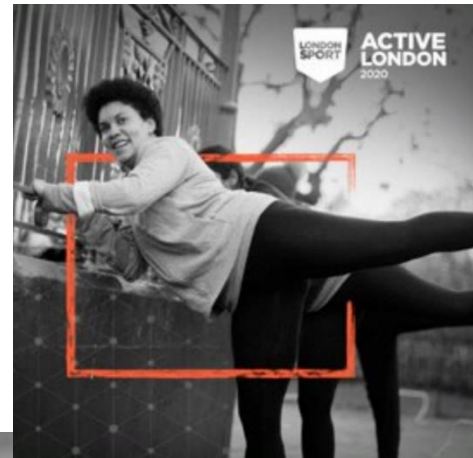
12.2 Active London 2020: Physical Activity and Sport – Creating opportunities for a more equal London



In 2020 we continued our year-on-year improvement in our creative for Active London, justifying the investment in branding and production. The promotional assets, platform and various other touch points related to the event looked professional and told the story of the event theme well, while having consistency across all items.



**LONDON
SPORT**



**ACTIVE
LONDON**
2020

**PHYSICAL ACTIVITY & SPORT - BUILDING
OPPORTUNITIES FOR A MORE EQUAL LONDON**

MON 12 - THURS 15 OCTOBER 2020

REGISTER FOR FREE



12.3 London Sport Awards 2015: Celebrating Grassroots Sport

2015 saw the first ever London Sport awards, with little branding and a basic venue with only eight awards.



12.4 London Sport Awards 2019: The Final

In 2019 the event theme was developed around the concept idea of a sporting cup final, which was used through all pre-event comms and in-event branding. We used mascots for impact at the entrance, a hall of fame display, and various other elements throughout the venue. Some of the marketing assets are below:





12.5 London Sport Awards 2020: Make Your Mark

In 2020 the event theme aimed to celebrate those choosing to Make their Mark on communities and individuals using physical activity and sport in London. This theme was weaved through all our pre-event comms, in-event branding and guest giveaways. Some of the marketing assets are below:

