

London Sport are looking to procure a supplier to manage and produce the video content delivery for the London Sport Awards ceremony and content for the wider London Sport annual communications calendar, and manage the earned media strategy, planning and distribution of this content.

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the management, production, delivery and distribution of all video content for the London Sport Awards and wider annual content calendar, including all nominee/category videos, promotional teaser videos and ongoing content throughout the rest of the year until the next awards ceremony.
- 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.

3. Project Overview:

- 3.1 The London Sport Awards 2021 will take place at the Guildhall on 6th December 2021 to celebrate all of the unsung heroes that make grass roots physical activity and sport work in London and contribute to all the great things physical activity can do to benefit people in the capital. As part of the awards ceremony, each of the 10 awards categories will have a 3-4 minute video with the nominee/s introducing and telling the story of the project/organisation and why they should win the award before each award is then presented to the winner. As part of the efforts to grow the event this year, we are determined to create a step change in the quality, variation and impact of our video

content – this video content will be front and centre at the event and an integral part of how we tell the stories of all of the amazing people and organisations we are there to celebrate.

- 3.2 There are 10 award categories and 3 shortlisted nominees for each category – interviews and b-roll of their project will need to be filmed for each nominee and a 3-4 minute video edited for each category. We will also require promotional teaser video content for each category to promote engagement in the run up to and during the event via our social channels. We also require a really upbeat, impactful opening video for the awards ceremony to kick the ceremony off in style and create some momentum for the night.
- 3.3 In addition to the video content for the ceremony itself, we also want to maintain engagement with the nominees and the London Sport audience by putting in place a programme of content for the rest of the year until the next awards ceremony. Whether this be revisiting awards winners, or something entirely different, we are looking for support around the strategy and production of this content to make sure we can continue to tell the amazing stories of the people and projects we engage with through the awards and the wider work of London Sport for the rest of the year – it's an opportunity to make great content and we want to capitalise on this.
- 3.4 To help us drive fame and increase our reputation and credibility, we want to maximise the value of the inspirational content produced through owned and earned media channels.

4. Our Requirements

- 4.1 Filming and production of 10 x nominee films for the London Sport Awards Ceremony
- 4.2 Production of promotional teaser content based on nominee videos
- 4.3 Production of 70-90 second opening ceremony video/montage of a selection of great moments from the judging day, nominee videos and soundbites from judges, main sponsors and CEO.
- 4.4 Production of post-event wrap up video showcasing the event, the winners, best moments etc...
- 4.5 Production and delivery of ongoing content throughout remainder of the year – approximately 2 x pieces of content per month for 10 months. Content may be specifically around Award winner, but may also include wider London Sport project work and campaigns.
- 4.6 Full management of entire end to end production process including scheduling, booking, venues, creative treatment, and final delivery.
- 4.7 Experienced producers of content that can take on overall ownership of content projects from start to finish and execute their vision across all content.
- 4.8 Content marketing expertise to help us develop a content marketing strategy and multi-media plan to ensure we are sharing this content with our target audiences through a range of channels, including our owned channels, partner channels and earned media.
- 4.9 Content distribution and placement in earned media through news syndication or media relations.

5. Expectations:

- 5.1 Our expectation is that an experienced producer will take on this video content project in its entirety, so rather than an account manager, we would have a producer taking overall control of the end to end production including:
 - 5.1.1 Overall approach to content including creating direction, motion graphics/stings and overall style and looking and feel of the content
 - 5.1.2 Shoot set up – liaising with and booking schedules with nominees, confirming venues and videographer bookings
 - 5.1.3 Drafting shoot briefs, briefing videographers, liaising with London Sport representatives to discuss interview questions and approaches to interviews to help to tell the story of the nominee and other spokespeople in the best possible way
 - 5.1.4 Attendance at shoots as required
 - 5.1.5 Drafting editing briefs and managing end to end production process of videos with the editor, supplying video edits for feedback/approval to client at key milestones during process.
 - 5.1.6 Supplying of key quotes and transcripts for news articles and written case studies of a selection of projects
- 5.2 The expectation is that the supplier will propose different options on ways of approaching the production of the content so we can ensure we are making a step change in the way we produce and present the content and the overall quality. We are looking to tap into your experience and technical skills to help us to produce the best content we possibly can.
- 5.3 The production of the content will likely involve filming of 32 individual projects, potentially in individual locations and times – there may be scope to film some projects all in one central place, but we would prefer to film on location where the work that the project is taking place so we can get professionally shot b-roll. Please base the proposal in 22 different locations – some may provide their own b-roll and can be interviewed in one location and come to us but we would prefer most of the footage to be professionally shot and on location to improve the overall quality of the films.
- 5.4 We intend to award the contract by 23 August and all final film content for the Awards ceremony will need to be delivered by 22 November.

6. Skills and Experience:

- 6.1 Experience in production of multiple films and formats across events or campaigns in the past
- 6.2 Videographers with skills and equipment to shoot high quality footage to the brief set by the producer and in the style dictated by the overall vision and approach to the content.
- 6.3 Brilliant video editors that bring the stories of the nominees to life in a way that is compelling and emotive and in the style dictated by the producer.
- 6.4 Design/Motion Graphics experience to execute consistent design and motion graphics treatment across all content
- 6.5 Project Management experience of large scale filming and production projects

7. Management and Organisation:

- 7.1 The work of the commissioned organisation will be overseen by representatives of London Sport but the supplier will be expected to take complete ownership of the project management, production and delivery of the agreed film content. London Sport will give guidance where needed and provide feedback at key milestones but the responsibility of overall project will be of the supplier.
- 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 An outline of the approach that will be taken, including the individual content deliverables included in the approach. This could include the creative approach, format of the content and strategy behind why certain types and formats of films will be produced.
- 8.2 A detailed methodology and ideas for how you would approach producing the content to ensure there is real impact, variation and tell the story of the nominee in a meaningful way. We are open to different ideas on how to approach this, so please don't be afraid to break from what is outlined in our expectations and deliverables if you believe we should pursue a different approach.
- 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 including day rates of various elements including videographers, editors, motion graphics and producer.
- 8.5 A realistic timetable for the project (to be agreed with the successful agency but we have to work to the final delivery date as stated in the timings in the timescales below of 22 November).

- 8.6 Quotations should include background material to demonstrate the previous relevant experience and range of work of the supplier has been involved in. Relevant examples and case studies of similar projects delivered in the past.
- 8.7 Quotation to include indicative day rate for additional content above and beyond this specific brief.
- 8.8 Quotations should also include contact details of two referees from previous work.

9. Contract Value

Quotes of up to £40,000 exclusive of VAT will be considered for the duration of the 12 month contract.

10. Estimated Timescales:

Date	Activity
19 July	Tender LIVE
6 August	Proposals sent back to London Sport
w/c 9 August	Internal scoring of proposals
w/c 16 August	Supplier Interviews
w/c 23 August	Agency/Supplier for project appointed
w/c 23 August	Project Kick-Off
30 August – 30 September	Filming period
1 October	Content gathering. Additional back up week for any further filming
8 October	ALL AWARDS FILMING COMPLETE
1 October – 22 October	Film editing
13 October	First rough cut of one film for London Sport to provide feedback on edit style
22 October	First cuts of all films
27 October	Feedback on all first cuts
8 November	Second cuts all films
11 November	Final feedback all films
11 November – 22 November	Final changes to final films and subtitling
22 November	All final films supplied
Oct 2021 – August 2022	On-going content production and content distribution

Thank you for your time, if there are any queries please contact Rachel Rowe,
rachel.rowe@londonsport.org

Proposals to be submitted by Friday 6 August to: rachel.rowe@londonsport.org