



Request for Consultancy Services

London Sport are looking to procure a supplier to develop a Philanthropy Strategy and Feasibility Assessment for Special Events and Engagement with High Net Worth Individuals, Corporates, and Celebrity Ambassadors

1. Invitation to Quote or Bid:

- 1.1 The purpose of this document is to invite tender Quotes or Bids for the procurement of a supplier to develop a Philanthropy Strategy and Feasibility Assessment for Special Events and Engagement with High Net Worth Individuals, Corporates, and Celebrity Ambassadors, and provide a recommendation of which mechanics and activity will deliver the greatest return.
- 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](#) is a charity that exists to help all Londoners live longer, healthier, and happier lives through being active. With physical inactivity responsible for 1 in 6 premature deaths, we want to help Londoners find their way to move more. Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality.
- 2.2. We work at a strategic 'B2B' level with a range of organisations across the public, private and voluntary sector, including local authorities, National Governing Bodies of Sport and community sport and physical activity providers. We work in three main ways:
 - 2.2.1 **Data and intelligence** : Gathering and sharing data and insight to be a central hub of information about sport and physical activity in London.
 - 2.2.2 **Influence and Advocacy**: Being the voice of grassroots sport and physical activity in London and influencing policy changes at local, regional and national level to support our sector and mission.
 - 2.2.3 **Funding and resources**: Empowering organisations to support Londoners becoming more active by signposting or providing funding and other resources, and fostering collaborations that can –drive sustainable change

3. Project Overview:

- 3.1 The feasibility assessment and philanthropy strategy will enhance our current diversification of income endeavours (primarily focused on corporate partnerships and Trusts & Foundations), allowing us to invest more in our work to help Londoners live longer, healthier and happier lives through being active.

4. Our Requirements:

4.1 External market review

A comprehensive evaluation of the philanthropic landscape, including recent sector insights, benchmarking reports, success and learnings from other charities in our sector, and the impact of cost-of-living crisis. Focus areas to include effective high-value fundraising vehicles such as special events and celebrity ambassador engagement including examples of best practice.

4.2 Internal review

An internal review of our diversification of income activities to date, including products to 'sell', our asks of funders, documentation (including proposals, case for support, impact reports etc), existing partnerships, processes, resourcing, and pipeline. Stakeholder interviews or focus group discussions to gather insights and perspectives on potential areas for growth and improvement.

4.3 Philanthropy Strategy Development

Strategy & Approach

Taking on board the insight from the external and internal reviews, formulate a robust Philanthropy Strategy which will form part of our wider Diversification of Income Strategy. The strategy will include a clear vision, strategic fundraising objectives, strategic approach, recommendations on mechanics/products/activities, actionable next steps and phased approach, financial modelling, short and long term targets, interdependencies and other considerations. The feasibility of implementing such a strategy to engage philanthropic audiences will be important to understand – including the critical ingredients, resources, interdependencies etc.

Special events and celebrity ambassador partnerships

Feasibility and potential impact of both organising special events and developing celebrity ambassador partnerships aimed at fundraising or building awareness and engagement – and provide some recommended concepts. Consideration of how we can further develop existing events (ie the London Sport Awards) to support this.

Engagement Strategies

Recommended engagement strategies for High-Net-Worth Individuals, Corporates, and Celebrity Ambassadors, outlining compelling value propositions, partnership opportunities, and communication channels, providing guidelines on how to identify prospects and foster long-term relationships to maximise mutual benefits between London Sport and these stakeholders.

Financial modelling

Scalable range of budget scenarios based on risk appetite/cost for special events, including resourcing/staffing recommendations (internal and agency support), budget considerations, potential income/ROI (including sponsorship, ticket sales, donations)

5. Format of Responses Required:

Interested agencies / consultants are invited to submit proposals by 16 February 2024, including:

- 5.1 A detailed costed proposal that outlines the methodology and approach that will be taken
- 5.2 Details of the individual(s) who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas.
- 5.3 Detailed budget breakdown including consultancy fees and any additional expenses..

- 5.4 Responses should include background material including relevant experience in philanthropy strategy development and stakeholder engagement.
- 5.5 Quotations should also include contact details of two referees from previous work.

6 Contract Value

The estimated value for this contract is £15,000 – £20,000 per annum including VAT and all expenses.

7. Estimated Timelines:

Task	Deadline
Proposal required from consultancy / consultant	23/2/24
Decision made by London Sport	8/3/24
Onboarding & any associated refinement of methodology plus contract signing	Wc 11 March
Project delivery period - The specific timeline for deliverables will be mutually agreed upon between the selected consultancy and London Sport but it is hoped that this work can be delivered within four months.	18 March to June 2024
Final content completed and returned to London Sport	June 2024 tbc

8. Evaluation Criteria:

The selection of the agency / consultant(s) will be based on the following criteria:

- 7.1 Demonstrated expertise and experience in similar consultancy projects.
- 7.2 Clarity and suitability of the proposed methodology to address the project requirements.
- 7.3 Cost-effectiveness and feasibility of the proposed budget.

Thank you for your interest, if there are any queries please contact:

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