

London Sport is looking to procure a supplier to deliver event management for 2025-26

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 deliver event management for London Sport 2025-26.

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 partners 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 ensures more equitable and inclusive access to sport and physical activity and sets out to work to tackle London's inactivity crisis, breaking the link between inactivity and inequality to help all Londoner's live longer, healthier and happier lives through being active.

3. Project overview:

3.1 London Sport has a busy programme of events that run throughout the year, punctuated by two showpiece events: the London Sport Awards and Active LDN.

3.2 The London Sport Awards celebrates the capital's unsung heroes and the inspiring stories of those improving the lives of Londoners through sport and physical activity. The London Sport Awards recognises everyone from clubs and volunteers to those making an impact on the capital's workforce, children and young people.

3.4 Active LDN is the largest annual conference dedicated to the future of physical activity and sport in the capital. The purpose of Active LDN is to bring to together stakeholders from across the sport and physical activity sector, and beyond. Active LDN provides a platform to educate and inform, share thought leadership and learnings from across the sector, enhance the organisation's profile and credibility, network, and create an environment to drive meaningful collaborations and partnerships with London Sport.

3.7 Smaller events throughout the year are aligned to the organisation's strategy and key focus areas, providing an opportunity to engage stakeholders and communicate externally around our key priorities and the impact our sector is having on improving lives.

4. Our requirements:

1.1 *Project management*

- Working with the London Sport Fundraising, Marketing and Communications (FMC) team to develop, lead and implement the event strategy for the organisation to drive profile, reputation and influence among key audiences.
- Lead project teams to deliver two flagship events.
- Work with the FMC team, and third-party agencies, to develop event branding, content strategy, promotional plans, and guest experience and comms.
- Support internal content strategy working groups to develop content themes and topics.
- Create and maintain planning documents.
- Schedule and host project meetings, including producing meeting notes and actions.
- With guidance from London Sport, identifying, approaching and securing hosts and speakers for events and leading on logistics and briefings
- Stage management and delivery of events, including producing all written and verbal briefings for all stakeholders.
- Responsible for the overall guest experience and flow of events.
- Look and feel, and the recommendation of design and/or content elements, ensuring they stand out and provide the best guest experience.
- Track income and expenditure, managing and delivering against budget whilst driving cost efficiencies.
- Carry out a regular review of the events programme to understand the impact of London Sport events, ideate around improvements and evolution of our events programme year on year.
- Ad hoc support on smaller events during this period (maximum of six) (up to 10 days' work in total). This may include:
 - Advising on things to consider, sharing event briefing templates, event checklists and other useful templates.
 - On-day logistical help, with an event producer or coordinator to ensure the smooth running of the event, such as guest registration, liaising with caterer, AV supplier etc.

1.2 Venue liaison

- Organise walk-throughs and site visits.
- Finalise plans and room layouts.
- Health and safety management, including risk assessments.
- Confirm venue layouts (stage position, networking areas, exhibiting space, cloakroom etc.)
- Confirm screen dimensions for branding.
- Identify branding opportunities.
- Confirm set-up date & time.

- Confirm set-up & de-rig times.
- Notify of loading restrictions if any (suppliers may bring vans / lorries).

1.3 *Supplier liaison*

- Procure, brief and manage third party agencies and suppliers.
- Identify and work with caterers on confirming menu choices, catering numbers and dietary requirements.
- Work with event production on all elements of production including but not limited to installation and de-rig of stage set, branding, AV, lighting room dressing and staffing roles and responsibilities.

1.4 *Ticketing*

- Manage guest invitations and ticketing process including set-up, tracking and regular updates on RSVPs and ticket sales.
- Lead on administration processes including collection RSVPs and dietaries.
- Lead on guest communications with London Sport support.

1.5 *Partners*

- Work with London Sport's Head of Commercial Partnerships and Fundraising to manage specific activations of key commercial partnerships, particularly around their support of our events, to ensure partners receive their contracted benefits and value for their investment.
- Ensure sponsor branding appears across multiple platforms; pre, during and post event comms, socials and in-venue collateral, to include sign off processes.
- Consider sponsors in event scheduling.
- Provide briefings and regular event updates when required.

5. **Skills and experience:**

5.1 Show clear and relevant experience of large-scale events, including conferences and awards ceremonies, and event production to support in-person events.

5.2 Expertise in event management, including client testimonials.

5.3 Relevant health and safety certificates.

6. **Management and organisation:**

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

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

7. Format of responses required:

7.1 A preliminary outline of the approach that will be taken (two sides of A4 is sufficient; London Sport will be in touch if more information is needed).

7.2 Proposed team structure.

7.3 Estimate of costs excluding VAT up to the value of £30,000.

8. Contract value

The estimated value for this contract is £30,000 per annum exclusive of VAT and all expenses. This excludes all event production costs.

9. Estimated timescales:

Task	Deadline
Proposal required from agency	23/02/2025
Decision made by London Sport	28/02/2025
Project initiation & any associated refinement of methodology plus contract signing	March 2025
Project delivery period	April 2025 – March 2026

Thank you for your time, if there are any queries please contact Lucy Bishop
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