



TIPS FOR WRITING BIDS FOR SPORT EVENTS

So, you have attended a sport championship and you feel that your community could do as good a job or a better job of hosting it. You do the research and find out that the next championship is up for consideration. What do you do first? Where would you find the materials to help you secure the event? Listed below are some areas to consider when preparing a winning bid.

- **Stakeholder support**

This is where you will describe the relationships you have with all your bid partners including sport organizations (provincial, local, disability, national), government agencies (local, regional, provincial, federal and First Nations), corporate sector, media, [local tourism offices](#), etc. Here is where you would include letters of support from community and/or political leaders or indication of financial commitment from partners/sponsors.

What are the economic benefits to locals and other stakeholders? Is your event economically viable?

- **Check with your tourism office for assistance**

Your [local tourism office](#) has a wealth of statistics and experience that can help save time and strengthen your proposal. It may also have staff dedicated to sport tourism. Staff can also help you prepare a polished and professional bid by providing source materials from past events such as templates, formal submissions, photos and data.

- **Why does my community want to host?**

If you cannot answer that question then nobody can. Be prepared to provide a compelling rationale for hosting the event. Does your bid committee want to create a lasting legacy? Do you want to attract new partnerships? Or perhaps you want to expand volunteer development in your community. Whatever the reason, know that you will be expected to provide a persuasive summary of your motivation to host.

- **Know more about your event than anybody else**

Make sure to provide background, history and vision of the event. Read your application form and/or bid guidelines and make sure you follow timelines. Know the selection criteria for the event and address them in your bid document. Provide reference documents from previous events. Develop a realistic and detailed budget with revenue and expenses. Be mindful that you may need to prepare a budget for the bid phase as well as the event itself. Your bid should leave no question unanswered in the minds of the decision makers who are tasked with making a choice of what community will be selected to host.



TIPS FOR WRITING BIDS FOR SPORT EVENTS

- **We have “it”!**

What makes your community unique? How will that turn into a memorable experience for spectators or athletes? Outline plans to grow the event/sport and heighten “brand” recognition. Illustrate how complimentary programs (i.e. cultural, educational) will promote awareness and enhance community engagement. Make sure you have a clearly defined vision – one that the community can identify with.
- **Toot your own horn**

Summarize your community’s track record of hosting similar successful events. If there are any, include a list of major sporting events that have been staged over the past five to 10 years. Showcase the involvement, community profile and experience of key members of your committee. Demonstrate the level of community support and stakeholder engagement.
- **If you build it, they will come**

Ideally, your bid should discuss the venue you will use and how it meets or exceeds minimum technical standards and how it addresses the needs of spectators, athletes and officials. Include a list of travel distances or proximity to other key venues and amenities. How close is it to accommodation? What would your food services look like? What is the walking distance to the entertainment district? When identifying facilities, make sure to ask for a quote on the facility rental costs.
- **Submitting your bid**

Bids come in all shapes and sizes. It may be an in-person or online presentation. Or it might come in the form of physical site inspections by local, national or international representatives. Be proactive when planning to submit your bid as deadlines can change on very short notice.
- **Consider social objectives**

Not a must but definitely a nice-to-see in a bid. What is your affordable ticketing plan? How are you going to make sure that your event is inclusive? Is it accessible? Do you have a plan to allow the economically disadvantaged to attend a rehearsal or preliminary round of competition? What are your social/cultural goals? Do they include health, education or visitor satisfaction?

Have you considered the environmental benefits of hosting your event? Will you have a balance between natural and built facilities?



TIPS FOR WRITING BIDS FOR SPORT EVENTS

- **Investment in your event**

If you're requesting government funding, will your event bolster an international television audience? Will it support government's objective to have more British Columbians be physically fit? Will it contribute to B.C.'s tourism industry? What are the benefits of hosting this event? Why choose your event when municipal councils receive requests from several other worthwhile events? Does your event align with your city's strategic goals? What is the return on investment for your community and for British Columbia as a whole?

Note when accessing non-B.C. Government resources found in this toolkit: *These websites are managed by other organizations and are not affiliated with or endorsed by the Province of BC.*