

Major Events Resource Bank

The Four Step Guide To Bid Preparation



This material is from a Sport New Zealand (formerly SPARC) seminar developed and presented by Peter Cox, Arthur Klap and Paul Dunphy.

How to use the guide

The Four Step Guide should not be treated as a rigid blueprint, and is not necessarily applicable in its entirety. It provides a menu, and its elements should be selected, adapted and implemented according to the nature of the event and the information required for the bid.

Critical success factors

Critical success factors are those few things that must be focused on to ensure the outcome of the bid preparation is successful.

- ⊕ Establishing confidence levels with potential investors and partners is essential. They will be confident to walk with you if the vision, plan, budget and leadership are well reasoned and believable.
- ⊕ Establishing a clear vision allows people to understand why the event is important, why it is a great fit with them and what the benefits from investing in it will be.
- ⊕ Articulating possible benefits/value across a wide range of spheres is important as these are the 'hook-ups' that organisations will initially gravitate to and then possibly develop from their end.
- ⊕ Articulating risks and mitigations in full will reduce nervousness and suspicion that unidentified downside may exist that could place investment at risk.
- ⊕ Specifying the expert event knowledge/experience/leadership involved provides further confidence that the right people are in place to deliver on the vision.

Successfully focussing on and being able to articulate the critical success factors will help event instigators by:

- ⊕ giving clarity about the most effective next steps.
- ⊕ attracting other quality leaders and advocates.

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1 Step one – Scope or Pre-feasibility

Set up initial leadership team

- ⊗ Small empowered group.
- ⊗ Vision driven and influential.
- ⊗ Comfortable working with risk/uncertainty.
- ⊗ Work for the privilege of involvement – not cash.

Research basic parameters

- ⊗ Size, scope.
- ⊗ Fit (strategic fit with sport, media/public interest, capacity/capability, available infrastructure, licence fees).
- ⊗ Establish the vision and a wide possibility set of other opportunities that might be of interest to possible event partners.
- ⊗ Develop impactful presentation resources.

Consult central and local government

- ⊗ Your first partner – great for confidence levels.
- ⊗ Understand their level of rigour/expectation.
- ⊗ Utilise their processes/expertise to shape your event thinking.
- ⊗ Clearly ID value/benefits to them.
- ⊗ Allow time for their processes to run.
- ⊗ Value in kind (VIK) can be very significant from local government (cash important too).
- ⊗ Central government can advise on competitive, city bid approaches.

Identify seed funding

- ⊗ Internal sources.
- ⊗ Local or central government (SPARC/Major Events Development Fund)

2 Step Two – Fully Feasibility Analysis

Utilise a proven expert at event consultation/brokering

- ⊗ Independent view critical for confidence levels.
- ⊗ Credentials of analyst important.
- ⊗ Knowledge of wider New Zealand event landscape important (local authorities, funders etc).

⊗ Detailed dissection of event specifications to understand

- Event specifications
- Implications for budget
- Infrastructure and staff (contractors, volunteers, employed)
- Communications and media
- Strategic partners
- Risk analysis
- Revenue scenarios.

Risk analysis and mitigation

- ⊕ Independent view critical for confidence levels.
- ⊕ Credentials of analyst important.
- ⊕ Knowledge of wider New Zealand event landscape important (local authorities, funders etc).

Recommended work programme

- ⊕ Legal entity.
- ⊕ Governance.
- ⊕ Urgent priorities.
- ⊕ Host city opportunities.

3 Step Three – Bid Presentation, Inspection Visits, and Sign Off

Bid document preparation

- ⊕ Support from local government level – seek patron?
- ⊕ Use of media/audio visual (Tourism NZ or regional tourism bodies).
- ⊕ Can be costly – budget properly for seed money.

Bid presentations

- ⊕ Recognise that event owners such as International Sport Federations prefer to licence their events to people and organisations they are familiar with and with which they have an existing positive relationship.
- ⊕ Utilise city officials and New Zealanders of standing to build connection.

Inspections, visits and responses

- ⊕ Identify event owner needs and be sure to plan for these.
- ⊕ Listen and learn – you can usually still adjust your final bid.

4 Step Four – Establish Host Structure and Governance

Establish host entity/structures

- ⊕ Legal entity options.
- ⊕ Structure and relationship/connection to National Sports Organisation/Regional Sports Trust established.

Appoint longer term governance (disband project team)

- ⊕ Replaces project team (but allow for some continuity).
- ⊕ Consider government appointees where they add value.
- ⊕ Review the skill sets required on the Board.
- ⊕ Reputational standing is important.

Commit initial work programme priorities

- ⊕ Often these are critical outcomes that have not yet been secured e.g. television coverage, sponsorship/funding.

Appoint event director/CEO

- ⊕ Many options (individual vs company, risk share etc).

Forge on