

Major Events Resource Bank

Event Bid Feasibility Questionnaire



1 Strategic Alignments

A	Does this event fit with our strategic objectives?	Yes <input type="checkbox"/> No <input type="checkbox"/>
B	What are the economic, social, cultural and New Zealand brand benefits?	

2 Resource Requirements

A	What will it cost to host the event?	\$
B	Do we have the required resources to host a successful event?	Yes <input type="checkbox"/> No <input type="checkbox"/>
C	What will it cost to submit a competitive bid? And do we have the appropriate resources?	\$ Yes <input type="checkbox"/> No <input type="checkbox"/>
D	Can we meet the required criteria? (In terms of funding, hosting dates, volunteers, technical requirements, expertise etc).	Yes <input type="checkbox"/> No <input type="checkbox"/>

3 Selection Process and Critical Dates

A	When is the event?	
B	When is the bid proposal required?	
C	Will there be a site visit? If so when?	Yes <input type="checkbox"/> No <input type="checkbox"/>
D	Will there be a bid presentation? If so when and where?	Yes <input type="checkbox"/> No <input type="checkbox"/>
E	How is the selection process managed?	

F	Who are the decision-makers?	
G	Will there be a chance to meet and lobby the decision-makers?	Yes <input type="checkbox"/> No <input type="checkbox"/>
H	What format does the bid proposal need to be in?	

4 Buy-in

A	Do we have community buy-in for the bid?	Yes <input type="checkbox"/> No <input type="checkbox"/>
B	Do we have political support?	Yes <input type="checkbox"/> No <input type="checkbox"/>
C	What figureheads would lead the bid?	
D	Who are the other stakeholders who would support the bid?	
E	What agency will lead the bid?	
F	Who will own and finance the event if won?	

5 SWOT Analysis

A	What are our strengths?	
B	What are our weaknesses?	
C	What opportunities exist?	
D	What are the threats?	

E	What are our points of difference?	
F	What is our X-factor?	

6 Competitors

A	Who are our main competitors?	
B	What are our chances of winning the bid?	
C	What are the strengths, weaknesses, opportunities, and threats confronting our competitors?	

7 Demand

A	What level of interest does this event have within New Zealand (e.g. numbers of spectators such as viewership numbers or numbers of participants)?	
B	What level of interest is there internationally (participants and spectators)?	
C	How likely is it that New Zealander's attend or participate in the event and why?	
D	How likely is it that internationals will travel to New Zealand to watch or participate in the event?	