

Rights Marketing Consultancy Tender



GB Climbing Ambitions

GB Climbing's overarching, long-term ambition is to **establish Great Britain as the leading competition climbing nation by 2032.**

We want to inspire future generations that are more diverse and reflect the community at large. We want to see paraclimbing included in future Paralympic Games.

We want to connect the British public to the wider messages of environmental and climate protection, and the health and wellbeing benefits of access to outdoor spaces.

We are also building a Performance System capable of delivering sustained success into the future.

Our core values are **Health, Performance and Respect.**

GB Climbing is currently financially supported, in part, by the BMC and receives funding for Talent Development Projects from Sport England, with current 'Olympic hopeful' athletes receiving targeted support funding through the UK Sport Aspiration Fund and GB Climbing has just been awarded UK Sport Progression funding.

The development of a Commercial Sponsorship revenue stream is now becoming increasingly important in the development of a sustainable performance system and would significantly increase GB Climbing's ability to support the athletes within the Performance Pathway and achieve our long-term aspirations and ambitions.

Climbing is a growing sport

Sport England's Active Lives survey show a growing indoor market. 234,500 age 16+ go indoor climbing at least twice every 28 days, and this is growing year on year. The International Federation of Sport Climbing (IFSC) YouTube often get upwards of 500k views for videos streaming finals and climbing is in the Tokyo and Paris Olympic games.

GB Climbing is looking for

GB Climbing is looking to build and develop a long-term partnership, with a likeminded Rights Marketing Consultancy company/agency who will assist in developing and growing awareness of both the GB Climbing brand and presentation of Climbing as a sport and will assist in securing commercial sponsorship for 2021 - 24.

The successful applicant will align with our guiding principles:

Athletes: Putting athletes first. Athlete health, wellbeing and welfare are our priority to support our values of 'Health, Performance and Respect'.

Inclusion and Diversity: we want to inspire the next generation of the climbing community to come from all groups through athlete role models and the platform of the Olympic Games.

Impact – being a force for good: we want to create the best environment for success and also consider the environment from which our sport has evolved and has a responsibility to build awareness of the impact we have in our world

The successful applicant will also be able to demonstrate and evidence:

- Previous experience working with a fast-growing adventure sport.
- Working in a transparent and strategic way to create efficient and effective Sponsorship Pipelines.
- Linking appropriate stakeholder groups and sponsors to brand ethos, ideals and aspirations.
- Successful campaigns showing appropriate, thorough and robust needs analysis, linking audience commonalities to client, brand and sponsor groups.
- The use and creation of client profiles to engage with, and inspire a more diverse, non-traditional audience.

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- Specific media output and projects within conurbations and urban areas, where there is naturally more diversity and an abundance of audience members to grow engagement, interaction and membership.
- Existing and Commercial Network & Relationships Links

Rights Marketing Consultancy Outcomes

- Headline Commercial Sponsor secured for 2020-2024 Paris Cycle, contributing a significant amount pa to GB Climbing by Year 3.
- Balanced Sponsorship Portfolio of appropriate sponsors linked to each strand of GB Climbing and their support projects, with a significant contribution pa to GB Climbing by Year 3.
- Manage relationships for maximum growth and development of 'Know, Like & Trust' with a Win:Win:Win approach for Athletes, GB Climbing & Sponsors.
- Assist with the management of contract processes.
- Assist GB Climbing Marcomms with servicing of partnership & sponsorship agreements.
- Assist GB Climbing Marcomms in developing and growing awareness of both the GB Climbing brand and presentation of Climbing as a sport:
 - i. Acknowledging the roots and traditions of climbing whilst leveraging the profile-boost from Olympic inclusion.
 - ii. Using the Olympics to stimulate discussion and to push the IFSC for the development of a Paralympic Strategy that incorporates the ambition for Paralympic Games inclusion.

Rights Marketing Consultancy Tender Applications

GB Climbing is looking to work with the successful applicant for a minimum 4 year term.

Please forward all applications to GB Climbing Lead Officer, Nick Colton. Email nick@thebmc.co.uk

Including:

- An overview of your company structure and resources
- Details of your experience and background working with a fast growing adventure sport
- An overview of how you would assist GB Climbing over the next 4 years in achieving the ambitions and outcomes outlined above.
- An initial indication of the current value you would place on the Marketing Rights of GB Climbing as they exist right now, and how you would propose to develop these over the next 4 years.
- Your proposed fees and an indication of return on investment.
- Any other relevant information.

Applications should be submitted by **17.00hrs Friday 12th February 2021**.

GB Climbing will shortlist the applications and invite those who are successful to present an initial plan to a team of representatives from GB Climbing and CCPG following their written submission.

Presentations will occur the week beginning 1st March 2021.

A decision will be made after the conclusion of these presentations and the contract awarded, starting 1st April 2021.