

Event Bid Analysis Checklist



Should you bid for an event?

If your committee has a task to decide whether to bid for, and organise, a special event e.g. a state or national championships, the following questions may assist in making the decision.

1. Is the organisation of this event by your organisation justified on the basis that it is highly likely to **provide a substantial profit** and thereby significantly help your organisations finances?

2. Can you identify **any significant risk** of the following:
 - Key organisation personnel are already at “burn out” and this event may be too much
 - The success of this event depends on winning a government grant or sponsorship, which might NOT be forthcoming, or is difficult to obtain?
 - Your facilities cannot be improved sufficiently to meet the probable expectations of event participants

3. How will the event improve your organisation’s **future income**? Is it likely that:
 - Your organisation will earn more income through increased **membership** due to the promotional value of this event?
 - Your organisation will earn more income by being able to run **similar events** or **better events** in the future?
 - This event will enable your organisation to **improve facilities** and this will lead to a long-term improvement of the capacity of your organisation i.e. your organisation can offer more programs, better services, etc?
 - This event will provide a long-term improvement in your organisation’s ability to gain **sponsorship**?

4. How will your event develop the **people of your organisation**? Is it likely that:
 - This event will encourage your own members to raise their sport performance level?
 - This event will be a long-term benefit to the organisation because it will provide an opportunity for members to develop skills in event management, sport administration, club administration, officiating and/or coaching?

5. How will the event improve the **profile** of your organisation in the community? Is it likely that?
 - This event will create an impact politically i.e. members of parliament, local councillors and this may have an effect on future funding possibilities?
 - This event will foster closer relations with other community organisations such as schools, other organisations in the same sport, and other organisations in different sports.
 - This event will improve the awareness of the community about your organisation and/or your sport.
 - This event will provide an opportunity to demonstrate your organisation’s capability and therefore your ability to bid for and win future events of even greater magnitude.