

**REQUEST FOR QUOTE**  
**RFQ NO. 25-07**  
**for**  
**HTA SPORTS CONSULTANT**

The Hawai'i Tourism Authority, an agency of the State of Hawai'i, hereinafter referred to as the "Authority" or "HTA," is the state agency responsible for representing the Hawaiian Islands worldwide and holistically managing tourism in Hawai'i sustainably consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. The HTA was established in 1998 under Chapter 201B, Hawai'i Revised Statutes (HRS), and is administratively attached to the Department of Business, Economic Development and Tourism (DBEDT).

The HTA is issuing this request for quotations (RFQ) to seek a qualified contractor to consult on sports marketing and sporting events for the State of Hawai'i.

**Background:**

Sports events are a necessary component of a destination management organization and its strategy to produce economic development through tourism. Sports is a responsibility of the HTA, pursuant to HRS §201B-3 Powers, generally. (a) Except as otherwise limited by this chapter, the authority may: (19) Coordinate the development of new products with the counties and other persons in the public sector and private sector, including the development of sports; and pursuant to HRS §201B-7 Tourism-related activities. (a) The authority may enter into contracts and agreements that include the following: (4) Promotion, development, and coordination of sports-related activities and events.

Sports events play three critical roles for destination management organizations such as the HTA.

- **Sports travel generates economic benefits:** Domestic and International visitors travel to Hawai'i to watch, participate in, or support a sports event. Their expenditures while in Hawai'i contribute to positive economic benefits. The economic impact is also gained from investments in sports, such as renting equipment and sites, hiring workers, and hosting ancillary promotional activities.
- **Sports marketing for enhanced brand visibility:** Partnering with a well-known sports team, event, or league brings opportunities to market to fans and viewers. The events cater to specific demographics that allow the HTA to reach desired target audiences and enhance chances of conversion and customer loyalty.
- **Sports events for diplomacy:** Sports events bring visitors and residents together across a shared interest. They also allow HTA to benefit from the credibility and trust established by these world-class events and their organizers. The US Department of State uses sports as a platform to champion foreign policy priorities—inclusion, youth empowerment, gender equality, health and wellness, conflict resolution, and entrepreneurship.

**Primary Objective:**

The HTA has developed an implementation strategy for Fiscal Year 2025 and beyond that requires an active position to ensure sports events successfully fulfill the three roles mentioned above. The Sports Consultant for the HTA will evaluate incoming proposals and inquiries, seek additional opportunities, collaborate with venues to facilitate events and develop an overall sports strategy, including associated goals and objectives.

**Scope of Work and Responsibilities:**

The scope of work and expected deliverables for the Sports Consultant are outlined below, but are not restricted to the following:

- Evaluate all incoming proposals and/or inquiries received by the HTA for the sports sector. This may include various events, such as golf tournaments, basketball tournaments, and youth sporting events.
  - Evaluation should consist of the following process:
    - Understand if the potential opportunity is suitable for the HTA marketing objectives of reaching the responsible traveler segment using data.
    - Determine if the potential opportunity includes the assets that will drive the HTA's objective of increasing tourism and awareness of the destination.
    - Scorecard the objectives of the HTA against the opportunity before sending it to HTA for recommendation and review.
- Represent the HTA at sports and tourism-specific conferences and events.
  - This could be working a booth, accepting meetings to discuss sports investments for events, and soliciting properties to do events in Hawai'i.
- Develop a revised HTA sports strategy.
  - Inclusive of consultations from community/non-profits, venues/athletic facilities, industry partners, and prospective sports partners.
- Solicit sports properties that are plausible for Hawai'i based on HTA objectives.
  - Based on the profile of the potential traveler and event attendees, conduct outreach to properties to solicit interest in events taking place in Hawai'i.
- Ability to assist the HTA in negotiating current agreements if necessary.
- Support the HTA in ensuring fulfillment of current and new agreements secured under this contract.
- Ability to measure the impact of the investments made and benchmark events against each other for effectiveness.
- Ability to travel to conferences and events around the world as well as to Hawai'i as needed.

**Preferred Abilities and Resources:**

The consultant should also indicate if they possess the following preferred skills, knowledge, and resources:

- Cultural Sensitivity and Knowledge: Understanding and respect for Native Hawaiian culture, traditions, and sensitivities are essential.
- Working knowledge of Hawai'i's visitor industry, tourism issues, state and county government, and Hawai'i's varied communities.
- Tourism Liaison: Experience acting as a liaison between cultural communities and industry stakeholders, facilitating respectful and mutually beneficial partnerships. Ability to understand the economic and community impact of events in Hawai'i and the rationale for supporting these. A view of other destinations' activities to attract sports to their locales. Specific experience working in the sports and tourism space (not uniquely, but together).
- Technology Proficiency: Knowledgeable and competent in utilizing technology, social media, and other emerging communication platforms. Additionally, the individual assigned to this project must be skilled in using personal computers and software, such as the Microsoft Office suite and SharePoint.
- Evaluation: Access to syndicated data that covers the HTA's responsible traveler segment. Ability to analyze, evaluate, and critique proposals, contracts, and data. The ability to measure the impact of the investment made and benchmark events against each other for effectiveness.
- Project Management Skills: Demonstrated ability to manage projects effectively, including setting and meeting deadlines, multi-tasking, coordinating with stakeholders, and managing resources efficiently.
- Communication: Possess effective and satisfactory oral and written communication skills. Able to conduct presentations before individuals and private and public groups.

- Travel: Ability to travel to conferences and events worldwide and in Hawai‘i as needed.

**Deliverables should include the following:**

- Monthly report and review of all inbound solicitations the HTA receives.
- Quarterly report on recommended outbound solicitations that the HTA should consider, and that this consultant would then engage in conversation.
- An annual report showing the total sum of the work conducted to represent Hawai‘i throughout the year.
- Complete and submit for approval a revised HTA Sports Strategy, ADA Compliant, and present it to all relevant HTA Standing Committees and the full HTA Board by June 30, 2025.
- Subject to funding availability, confirm at least two (2) new sporting events for Hawai‘i in FY26.

**Compensation and Payment:**

**A. Submitting a Quote**

1. Submit a quote following the requirements of the scope of work to provide the requested services for the period **February 2025 to March 31, 2026.**
2. The quote must include a detailed *Narrative* clearly describing how the bidder will meet the Scope of Work and Responsibilities. The detailed *Narrative* shall include the following information: response to service specifications on specific qualifications or requirements, description of the organization in relation to tasks and responsibilities, and compliance with the deliverables. The proposal shall include the following:
  - i. Confirmation and itemization of qualifications.
    - 1. Educational Background of Offeror Team Member(s)**
      - a. Marketing, Communications, Business, or Tourism Degree
        - i. A bachelor's degree in marketing, communications, business administration, tourism management, or a related field is often preferred.
      - 2. Professional Experience**
        - a. Marketing and Promotions
          - i. Experience in developing and executing marketing campaigns, especially for sports-related events or tourism.
        - b. Event Management
          - i. Hands-on experience in planning and managing sports events or tournaments.
        - c. Tourism and Hospitality
          - i. Familiarity with the travel and hospitality industry, including destination marketing.
        - d. Sponsorship and Partnerships
          - i. Experience in securing and managing sponsorships and partnerships with sports organizations or tourism boards.
      - 3. Key Skills**
        - a. Strategic Planning
          - i. Ability to create marketing strategies targeting sports enthusiasts and aligning them with tourism goals.
        - b. Market Research
          - i. Skills in analyzing market trends, audience preferences, and competitors to craft effective campaigns.
        - c. Communication and Public Relations

- i. Strong writing, speaking, and relationship-building skills to collaborate with stakeholders, sponsors, and the media.

**4. Knowledge Base**

- a. Understanding of Sports Culture
  - i. Familiarity with various sports, fan bases, and trends in sports tourism.
- b. Hawai'i Destination Knowledge
  - i. Insight into the unique attractions and facilities of Hawai'i, its unique Hawaiian culture and multiethnic society.
- c. Regulatory Awareness
  - i. Knowledge of visa, travel, and other legal considerations impacting international sports tourism.

**5. Personal Attributes**

- a. Passion for Sports and Travel
    - i. Genuine enthusiasm for sports and tourism helps in connecting with the target audience.
  - b. Creativity and Innovation
    - i. The ability to come up with unique marketing concepts and campaigns.
  - c. Networking Skills
    - i. Building and maintaining strong relationships with sports teams, venues, sponsors, and tourism stakeholders.
- ii. Past Work Examples. Company profile and relevant experience. Provide examples of past work with a scope of work comparable to this RFQ.
  - iii. Examples of similar projects.
  - iv. Client References. Provide up to three (3) client references, at least two (2) of which the organization has worked for in the last three (3) years.
  - v. The quote must be tax-inclusive. No additional charges or expenses will be allowed.
- 3. The estimated maximum contract amount shall not exceed \$99,500 USD, this includes a minimum of 20 hours of consulting services per month and up to \$25,000 USD for travel expenses. Travel expenses incurred for attendance at meetings, conferences, events, etc., will be reimbursed by the HTA, provided that these expenses are approved by the HTA in advance.
  - 4. The awarded vendor shall acknowledge that “no work shall be undertaken prior to purchase order approval.” The State of Hawai'i is not liable for any work, contracts, costs, loss of profits, or any damages whatsoever incurred by the awarded vendor prior to the purchase order approval.

**B. Form of Payment**

- 1. The awarded vendor shall be equipped to accept State purchase orders. In addition, the awarded vendor may be asked to be equipped to accept payment via credit card.

**C. Procedure for Invoicing**

- 1. The awarded vendor shall submit invoices based upon the completion of deliverables.
- 2. No advance payment shall be made.
- 3. The final invoice shall be submitted within thirty (30) days after the end of the project period. Payment on the final invoice will not be processed until all tasks, responsibilities, deliverables, and activities, including the quarterly reports, are completed to satisfaction and approved by the HTA.

### **Procurement Timeline:**

1. January 24, 2025: Publication of RFQ 25-07 of HTA Sports Consultant
2. January 29, 2025: Pre-Offer Conference via Zoom at 9:00 AM (HST)
3. January 31, 2025: Written Question Submission Deadline (must be submitted in HiePRO)
4. February 4, 2025: State's Response to Written Questions (will be posted in HiePRO)
5. **February 13, 2025: RFQ Deadline to submit by 2:00 PM (HST)**
6. Week of February 17, 2025: (Projected) Notice of Award
7. Week of February 24, 2025: (Projected) Start of Contract
8. June 30, 2026: End of Time of Performance Evaluation
9. June 30, 2026: End of Contract

### **Pre-Offer Conference:**

The purpose of the pre-offer conference is to provide Offerors an opportunity to be briefed on this procurement and to ask questions about the procurement process. The pre-proposal conference is not mandatory, but attendance is highly recommended. The pre-offer conference will be held on the date noted in the procurement timeline via Zoom teleconference. You must register in advance for this webinar using this link: [https://us06web.zoom.us/webinar/register/WN\\_HTaVYoJ8SiOIblgFr0gxsQ](https://us06web.zoom.us/webinar/register/WN_HTaVYoJ8SiOIblgFr0gxsQ)

After registering, you will receive a confirmation email containing information about joining the webinar.

### **Hawai'i Compliance Express:**

State agencies can award \$2,500 or greater only to companies registered with Hawai'i Compliance Express (HCE). The HCE is an electronic system that allows companies doing business with State or County agencies to quickly and easily obtain proof that they are compliant with applicable laws. The HCE certificate, "Certificate of Vendor Compliance," is submitted in place of a tax clearance, labor certificate, and a Certificate of Good Standing required in Hawai'i Revised Statutes (HRS) §103D-310(c) and Hawai'i Administrative Rules (HAR) §3-122-112. For the most efficient and timely processing, please register now on the Hawai'i Compliance Express for a fee of \$12.00 per year at: <https://vendors.ehawaii.gov/hce/splash/welcome.html>.

For assistance with HCE registration, please call Tyler Technologies (formerly known as NIC Hawai'i) at 808-695-4620.

### **Additional RFQ Information:**

HTA reserves the right to cancel any component of this RFQ, or the whole RFQ, at any time. HTA assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of responses to this RFQ.

The State has established the Hawai'i State eProcurement System (HiePRO) to promote an open and transparent system for vendors to compete for state contracts electronically. Offerors interested in responding to this solicitation must be registered on HiePRO. Registration information is available at the State Procurement Office (SPO) website: <http://spo.Hawaii.gov/HiePRO>, then select HiePRO Vendor Registration Guide. For online assistance, on the HiePRO (<https://hiepro.ehawaii.gov/welcome.html>) landing page, select 'Help Chat – online' at the top of the page. Tyler Technologies can be reached at (808) 695-4620 or by email at: [hiepro@ehawaii.gov](mailto:hiepro@ehawaii.gov)

As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through HiePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee,

not to exceed \$5,000. This transaction fee is payable to Tyler Technologies (formerly known as NIC Hawai'i) and shall be based on the original award amount. Refer to the "Instructions" tab in the HIePRO solicitation for more details. The mandatory transaction fee shall be at the Contractor's sole cost and expense.

When award to the lowest responsive, responsible offeror is not practicable, the award shall be made to the offeror whose quotation provides the best value to the State. Best value means the most advantageous offer determined by evaluating and comparing all relevant criteria in addition to price so that the offer meeting the overall combination that best services the STATE is selected. These criteria may include, in addition to others, the total cost of performance history of the vendor, quality of goods, services, delivery and proposed technical performance in accordance with Hawai'i Administrative Rules Section 3-122-75(d).