REQUEST FOR PROPOSAL

PARTY STAND MANAGEMENT AND OPERATION

BACKGROUND

The West Indies and United States of America will host the ICC Men's T20 World Cup 2024 (ICCMT20WC2024) from June 1, 2024, to June 29, 2024. This ninth edition of the T20 World Cup is set to be the largest ever, with twenty (20) teams featuring in a total of fifty-five (55) matches. Thirty-nine (39) of these matches will be played across six (6) host countries in the West Indies: Antigua & Barbuda, Barbados, Guyana, Saint Lucia, St. Vincent & the Grenadines, and Trinidad & Tobago; while a further sixteen (16) games are scheduled to be played across three (3) venues in the USA: Dallas, Texas; Nassau County, New York; and Lauderhill, Florida.

This ninth edition promises to be the biggest cricket carnival ever staged. Central to the achievement of this objective is the delivery of a comprehensive fan and tournament experience component which highlights the unique cultural elements of each host venue combined with the electric carnival flavour of our region; the perfect match for the most exciting T20 format.

T20 USA World Cup Inc (T20USA) will assume responsibility for full management of the sixteen (16) matches hosted across the three (3) USA venues, while Cricket West Indies Inc. (CWI) will maintain management oversight for the matches played within the region. Against this background, CWI seeks to identify one or more suitable entity(ies) to provide Management and Operation services for the 'Party Stand' element of the ICCMT20WC2024, across each of the six (6) West Indies host countries as outlined above. For clarity, an entity may submit a proposal for the management of one (1) 'CWI Party Stand', or a proposal to manage, multiple 'CWI Party Stands' across the six (6) host countries in the West Indies. Details of the roles and responsibilities of the successful entity(ies) are outlined in the Scope of Works (SOW) below.

TOURNAMENT OBJECTIVES

VISION: Invite the world to the biggest cricket carnival ever staged.

PURPOSE: Entertain and inspire a new generation of fans throughout the Americas and beyond to grow the sport.

OBJECTIVES:

Connect with the world: The largest ICC event ever will open the door to new audiences and connect the next generation of fans to the cricket carnival wherever they are in the world.

Entertain the world: Nothing entertains like cricket and carnival, and this unique vibe will excite fans wherever they are in the world and provide memorable experiences that are social, fun and shareable.

Inspire the world: Use the power of the carnival, the global reach of the event, and the spirit and diversity of cricket, to create new heroes and inspire a new generation of lifelong cricket fans.

Excellence in our world: Create the stage for cricket to shine with world-class pitches, world-class venues, and world-class broadcast and digital content, delivered by a world-class team, who challenge each other to think beyond traditional limits.

PARTY STAND VISION & OBJECTIVES

VISION

For the ICCMT20WC2024, CWI intends to deliver an out of this world cricket carnival experience representative of West Indian flair, culture, and exuberance, forever etched in the memories of the world.

Ultimately, the output should reflect a party stand offering, that is the epicentre of the in-stadia carnival vibes and atmosphere that will be fundamental to delivering this vision.

The CWI Party Stand is envisaged to adopt various models of all-inclusive, semi-inclusive or a fully paid bar, based on the category of match being played. The applicant is expected to propose various options for the operation of the CWI Party Stand with the intention of maximising the fan experience, as well as CWI's revenue generation potential.

One of the key measures of success would be maximising attendance towards a sold-out party stand at all fixtures for which the party stand is being operated.

OBJECTIVES

- To provide a unique and memorable ICCMT20WC2024 fan & tournament experience through a fusion of cricket, culture, carnival and entertainment;
- To offer alternative in-stadia experiences beyond the typical categories of seating and hospitality; and
- To maximise the financial viability of the ICCMT20WC2024 matches hosted in the WI through attractive CWI Party Stand offerings.

SCOPE OF WORKS

CWI is seeking to appoint one or more suitably experienced entity(ies) to design, build, manage and operate the CWI Party Stand in Antigua & Barbuda, Barbados, Guyana, Saint Lucia, Saint Vincent & the Grenadines, and Trinidad & Tobago, over the period March 11, 2024 – July 1, 2024. The scope of services includes but is not limited to the following:

- Create a concept design, where applicable, for the party stand area, inclusive of stage, seating, bar, toilets, facilities, sound system, and any WOW factor(s);
- Create a plan to outfit the area safely to accommodate the expected crowd. The plan should include provision of all services, toilets, and facilities necessary to allow the area to operate on a 'stand-alone' basis, with enough bathrooms to adequately service the expected crowd;
- Suggest provisions or considerations to improve the party stand space, maximise occupancy within safe limits and create a superior customer experience;

- Engage in negotiations and submit quotations from suppliers to CWI for approval and make all bookings necessary for furniture, materials and build, bar operations, food supply, washroom facilities, DJ, MC, sound system and all other required services;
- Manage the set up and breakdown of the party stand area;
- Submit proposals for 'WOW' factors such as live performances to add to the cricket carnival experience, inclusive of quotations for bookings;
- Manage the match-day operation of the party stand based on the proposed party stand offering in each venue e.g. drinks paid, drinks-inclusive, all-inclusive (meals & drinks). This will include ensuring the bar is appropriately stocked, adequate food and/or food vendors are available, ensuring all staff are appropriately accredited, and making the necessary arrangements for performances;
- Ensure the bar operation is managed efficiently, submitting usage reports and final invoices to CWI at the end of the tournament period;
- Management reporting to CWI as requested; and
- Provide Marketing and campaign support.

CWI reserves the right to amend the scope of the services at any time prior to execution of an agreement by the successful applicant.

CWI RESPONSIBILITIES

- CWI will have the sole responsibility for negotiating all sponsorships in addition to the ICC sponsorships associated with the CWI Party Stand;
- CWI, and the International Cricket Council (ICC), will determine the branding which will be permitted within the CWI Party Stand;
- All ticket sales will be conducted through official ICC/CWI channels;
- CWI will provide accreditation to the successful applicant's project team; no complimentary tickets will be provided; and
- CWI will enter into all third-party contracts, including but not limited to vendors engaged to outfit the party stand, as per the agreed design and layout, as well as any other service providers required.

SUBMISSION GUIDELINES

Proposals should clearly state the registered company name of the applicant, and the host country(ies) in which the applicant is applying to manage the CWI Party Stand.

Applicants should include in their submission a technical proposal highlighting:

- An overview of the company, including details of incorporation and operating structure;
- Human Resources to be dedicated to this venture i.e. the Applicant's Project Team with clearly assigned roles;

- Relevant experience of the Applicant's team in delivering similar concepts;
- The Applicants' understanding of the SOW;
- Applicant's vision for the CWI Party Stand(s), including visual representations and mock ups;
- Proposed service offerings and CWI Party Stand inclusions;
- Detailed proposed Food & Beverage offerings for patrons;
- A recommended pricing structure for CWI Party Stand tickets based on the suggested inclusions;
- A Sales & Marketing Strategy for the Party stand which highlights the demographic of the target audience and methods of promotion;
- An estimated budget for the full implementation of an effective party stand based on the fixtures provided in the Appendix;
- A project timeline for the period March 11, 2024 – July 1, 2024; and
- Key Risks & Assumptions.

The technical proposal should be supported by a financial proposal outlining the proposed Management & Operating Fees to be paid to the applicant if successful. Please note that CWI will be contracting all vendors directly, and as such, fees related to 3rd party and service provider payments should not be included within the financial proposal.

Any applicant with queries related to this RFP are permitted to submit a request for clarification by email to jbruce@cricketwestindies.org on or before February 24, 2024, at 4:00pm AST.

The deadline for the submission of proposals related to this RFP is Friday, February 28, 2024, at 4:00pm AST.

The subject line of email submissions should state: "**CWI Party Stand - ICCMT20WC2024 Proposal**".

Interested applicants are requested to submit their proposals in **PDF format** by email to:

Mrs Joni-Marie Bruce
Hospitality Manager – ICC Men's T20 World Cup West Indies & USA 2024
jbruce@cricketwestindies.org

Mr Antonio Alleyne
Project Manager – ICC Men's T20 World Cup West Indies & USA 2024
aalleyne@cricketwestindies.org

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the basis of Quality & Cost Based Selection (QCBS). The financial proposal will carry a weighting of 40% in the final evaluation of proposals.

KEY TIMELINES

	Date*
RFP published through CWI channels	February 7, 2024
Deadline for receipt of enquiries, requests for information or clarification from applicants	February 24, 2024
Deadline for submission of proposals to CWI by applicants	February 28, 2024
Presentation of proposal to CWI (if required)	March 4 - 6, 2024
Selection and Appointment of the Successful Applicant(s) by CWI	March 11, 2024

*Applicants are reminded that these dates may be amended by CWI, in its absolute discretion, for whatever reason and at any time.

GENERAL

1. This is a Request for Proposals (RFP) and is not intended to constitute a contract or an offer capable of acceptance by any recipient of this document.

2. A condition of any successful entity being appointed by CWI is the execution of an agreement with CWI. The agreement will be prepared by CWI and shall set out the terms and conditions upon which the services will be provided by the successful respondent.

3. All documentation and information provided to a respondent in connection with this RFP are the property of CWI or the ICC and must be treated as confidential and may not be used for any purpose other than replying to this RFP.

4. All requests for clarification or additional information must be made in writing to the email address(es) provided above. CWI shall attempt to respond to all requests in as expeditious a manner as possible and in such a form as CWI considers appropriate. CWI reserves the right to make its response to any such request available to all relevant respondents, without revealing the identity of the initial enquiring party.

5. All documentation and information, including financial information, obtained by CWI from the responder will be used for evaluation purposes only and will be held in confidence.

6. Notwithstanding anything else in this RFP, CWI reserves the right at any time and at its sole discretion to:
   - Waive, on such terms as CWI thinks fit, non-compliance or late compliance with any of the provisions of this RFP;
   - Appoint and/or negotiate with any entity regarding the services requested in this RFP simultaneously with or instead of conducting the process set out in this RFP; and

- Launch an additional, different or modified process.

7. Any decision made by CWI in relation to the appointment of a service provider is final. CWI:
   - is not bound to accept the lowest priced proposal;
   - is not bound to accept any proposal submitted as a part of this RFP process;
   - may accept one or more proposals, or negotiate with one or more preferred respondents;
   - may reject or refuse to consider any proposal;
   - may accept the whole or any part of a proposal, and may accept a proposal either conditionally or unconditionally; and
   - may award separate parts of the Scope of Work to different respondents.

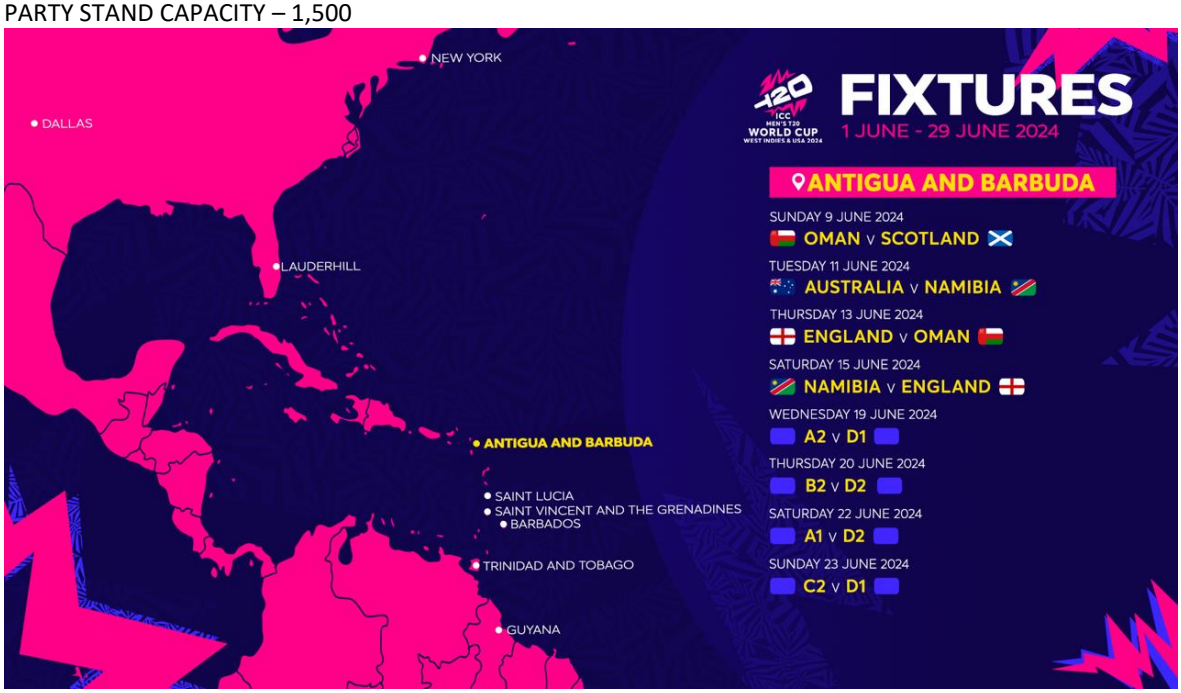
8. In participating in this RFP process and/or in submitting a proposal, a respondent expressly waives any right of action it might have against CWI with regard to the RFP process, the decision to appoint a service provider in respect of the Scope of Work or any other matter related to the RFP process.

APPENDIX – FIXTURES AND PARTY STAND CAPACITY INFORMATION

FIXTURES: https://www.icc-cricket.com/tournaments/t20cricketworldcup/matches

Please note that the capacities outlined below are estimates and may be adjusted subject to final regulatory approvals. Further details re stadium layouts and CADS are available upon request.

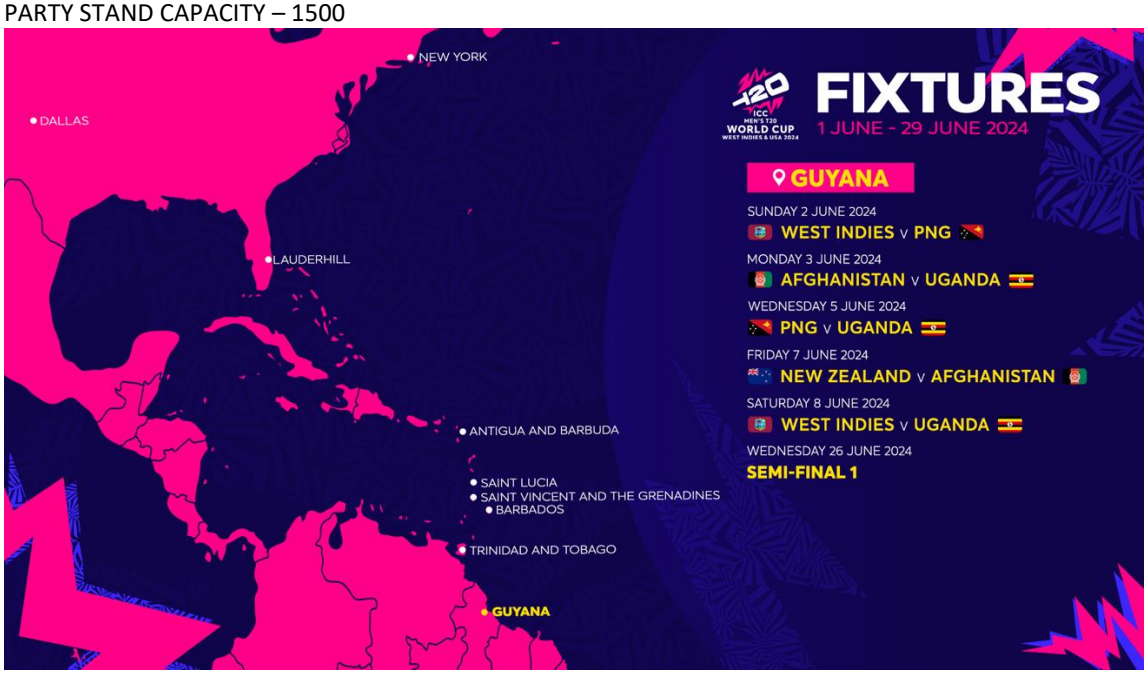
ANTIGUA & BARBUDA - SIR VIVIAN RICHARDS STADIUM
PARTY STAND CAPACITY – 1,500



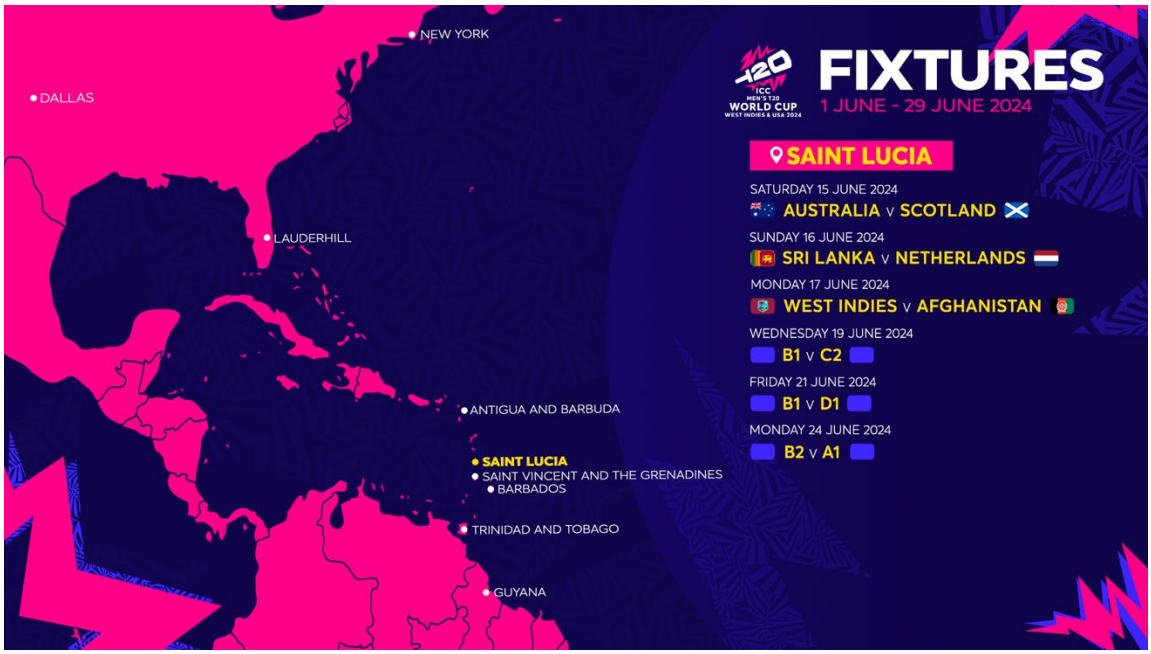
BARBADOS – KENSINGTON OVAL
PARTY STAND CAPACITY – 2,000



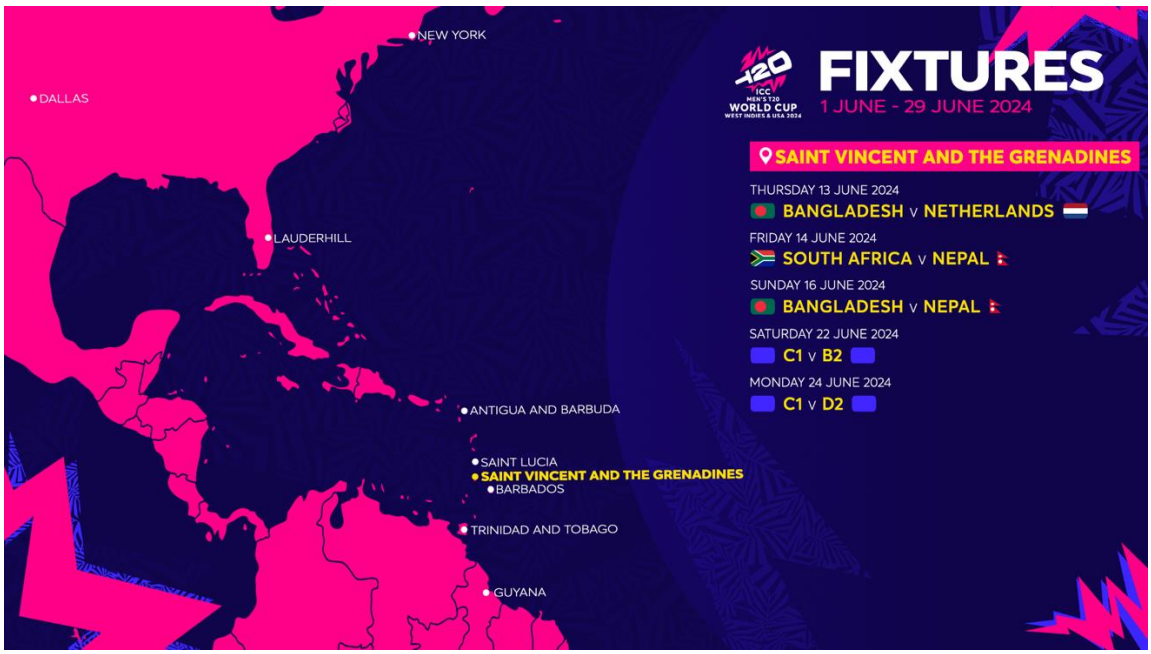
GUYANA – PROVIDENCE STADIUM
PARTY STAND CAPACITY – 1500



SAINT LUCIA – DAREN SAMMY NATIONAL CRICKET STADIUM
PARTY STAND CAPACITY – 800



ST. VINCENT & THE GRENADINES – ARNOS VALE GROUND
PARTY STAND CAPACITY – 700



TRINIDAD & TOBAGO – BRIAN LARA CRICKET ACADEMY

PARTY STAND CAPACITY – 2,500

