



Invitation to Tender
For Content Production and Distribution of
Australian Surf Rowers League
National Surf Boat Events

June 2020

The Brief

Australian Surf Rowers League (ASRL) is looking to engage an agency/individual to assist in content production and distribution for its national surf boat events. The ASRL is responsible for running two events each year.

Events for Tender

Event 1 The Australian Surf Rowers League Open – The ASRL OPEN 2021

Overview

The Australian Surf Rowers League Open (ASRL Open) is an annual event where members from Australia's 311 Surf Clubs come together to compete in the largest surf boat event in the world.

The 2021 The Australian Surf Rowers League Open will be hosted on the south coast of NSW venue TBC. On the 19th – 21st February 2021

Event Structure

The ASRL Open is a three-day event across 500 m of beach, split into two areas.



The Australian Surf Rowers League National Team Selection Event – The NTSE 2020

Overview

The Australian Surf Rowers League National Team Selection Event (NTSE) is an annual event where members from Australia's 311 Surf Clubs come together to compete in an event which the winner is crowned as the Australian Team.

The 2020 The Australian Surf Rowers League National Team Selection Event will be hosted on the Gold Coast at Tugun on the 12th December 2020

Event Structure

The ASRL NTSE is based on a one-day event across 250 m of beach, in one area. Categories are Under 23 Male, Under 23 Female, Open Male and Open Female.

ASRL National Events - Our Objectives

- To deliver the highest quality coverage of ASRL's signature live events, and to generate a high level of interest and appreciation for the events in Australia and around the world.
- To deliver exciting and informative coverage that builds knowledgeable and passionate fans whilst being able to educate non-surf life saving supporters and develop their affection for the sport.
- To align ourselves with a production partner that possesses a reputation for innovation and implementing broadcast and digital technologies to help reinvigorate the sport in Australia.
- To develop a commercially favourable distribution model that supports as well as attracts partners and brands, whilst showcasing the best of surf boat rowing to the largest possible audience.





- Optimise the value of ASRL's live events.
- Increase fan engagement and interaction including improved access to coverage incorporating pre-prepared content into the coverage.

The Production Brief

The major requirements include:

- Produce the live stream coverage on behalf of ASRL.
- Undertaking the role of host broadcaster on behalf of ASRL and to include pre-event and event day liaison with event organisers, thirds parties, athletes, commentators, and other key stakeholders where required
- Produce and deliver a feed in 4K High Definition and Sound.
- Tailor and execute dedicated graphics package to conform to ASRL brand guidelines and creative identity.
- Assemble a production team specialising in live stream programming with an emphasis on surfboat coverage.
- Work alongside ASRL event team to develop innovations that allow viewers and fans to be engaged across the events.
- Offer live streaming and multi-platform digital solutions to ensure live coverage, and postproduction content is delivered in a timely dependable manner.
- Provide valid safety certifications, insurance, licenses and permissions for your business and on behalf of any subcontracted companies



TEAM NAVY ASRL SERIES



- To work with the event organisers to ensure cabling, scaffolding, tape stock and all digital storage requirements are taken care off.
- Provision of service to distribute our live events across both digital and broadcast platforms.

2 x Daily Highlights Packages (VNR)- A dynamic snapshot of the entire event captured (each day) for the ASRL media manager to distribute to Australian TV networks and social media as required. To be sent to Media Manager by 5pm daily

- Music (including licenses) to complement the dynamic visuals and direction of the broadcast.
- Create a post-production package after the event highlighting the Interstates, and highlights of all 8 finals.

Production Plan and crew

The successful tenderer will be responsible for the assembling and leading a highly skilled production team using the latest broadcast technology and multi-platform digital solutions to deliver high quality coverage.

The production crew must be made up of a team experienced in sport broadcast. As part of the tender can you please list the roles in which staff will be supplied as well as the numbers of staff required to successfully carry out production of an event of the surf sports nature.

Camera requirements

We envisage a crew that can including cabling, audio, aerial drone, capabilities along with go pro and tracking options, POV cameras

- Beach cameras
- Transition cameras
- On Water cameras
- Go Pro
- Aerial drone





Graphics

ASRL require a production partner that can implement a dedicated on-screen graphics packages tailored for surf boat racing.

The successful tenderer will also be required to take all parties commercial partners and event supporters and their logos in the graphics packages.

Graphics production, crew and equipment will be supplied by the successful production partners together with event day staff to provide a live graphics feed on the live feed.

Commentary and Microphones

A commentary system which is either single or dual channel units with easy access individual use controls. Each channel (event dependent) must be high quality and low noise.

Microphones cables and all equipment are to be supplied by the production team

Transmission and delivery

ASRL is sourcing the best distribution model that will maximise audience reach and later commercial revenues. The successful tenderer will work alongside ASRL on transmission and delivery strategies in the lead up to the events to help achieve these goals.

Our production partner must be able to deliver outbound signals to the point of transmission regardless of the event location. It is highly probable that the event coverage will be distributed along traditional broadcast channels as well as digital platforms. A partner who has proven experience in live streaming solution will be highly regarded.



Provision of content

The Australian Surf Rowers League requires copies of all content post event to be upload onto our own internal library. This can be distribution to us as a hard drive and/or digital files.

The Bid Process

Timeline

Distribution of Invitation to Tender	16 th June 2020
Submission of Bids	17 th July 2020
Awarding of successful tender	1 st August 2020

Project Budget

Please itemise costs clearly in the response

Additional information

- Proposed style guide of on screen graphics and creative elements
- Outline broadcast and production innovations that will enhance viewing
- Show operating rhythm between live stream broadcast and digital video production
- Demonstrate examples of previous event live streaming

Your Company Profile

Please supply a product portfolio of sporting events and markets you have experiences and provide information about similar projects and their outcomes.





Due Dates and Contact

Please submit your tender to

ASRL Secretary - secretary@asrl.com.au

Contact for further information – nicksampson1@gmail.com

Kind regards,

Nicholas Sampson
ASRL Vice president

