



# Kent FA

# Invitation to Tender

Filming Partner at the  
Kent County Cups  
2019/2020

Please ensure all bids are received by 30/09/2019  
to [Amy.Rutland@KentFA.com](mailto:Amy.Rutland@KentFA.com)



## INTRODUCTION

Kent FA is the governing body of Grassroots Football in Kent. We are responsible for the development, support and protection of football within our county.

Every season, Kent FA runs 28 County Cup competitions. This includes playing opportunities for youth girls, youth boys, male and female adult football, disability football and walking football.

The Kent County Cup Finals are a pinnacle event in the Kent Grassroots Football calendar, and take place from March – June every year. These are held at different football stadiums across the county. Due to this, we cannot always guarantee that a filming platform gantry will be available.

Of these 28 County Cup Final Competitions, 23 are run as a single match day final, and 5 are run as a single day tournament. Due to the nature of the tournaments, these will not be required to be covered under this tender.

Please see Appendix 1 at the end of this document for the confirmed dates and venues of the Kent County Cup Finals 2019/2020.

## CONTEXT

Kent FA aims to provide a very high standard, professional package at the Kent FA County Cup Finals for our finalists. These events are the peak of the Kent FA Football calendar and are an exciting way to wrap up the end of the football season, and create a unique opportunity to engage with our stakeholders.

The Kent County Cup Finals are a great way for Kent FA to leave a lasting positive impact on the clubs and leagues we work with, and we aim to make these events as special for our finalists as possible, making them a memorable and enjoyable event to be a part of.

The highlights and video footage produced are used across the Kent FA Social Media Channels, including Twitter, Facebook, Instagram and Youtube. They are used to showcase the Kent County Cup Finals with an aim of promoting grassroots football, and also sharing the positive impact and opportunity of entering the Kent FA County Cups, with an aim of increasing cup entries in the new football season. They are also used to drive traffic to the Kent FA website and social networks, increasing our audience reach and interacting with our followers.

**Kent FA works hard to increase it's positive perception within grassroots football, and the footage gathered from our Kent County Cup Finals are a huge asset which provides a vehicle for doing this.**



## SERVICES REQUIRED

Kent FA requires the successful tendering company to:

- Film the full match (including any extra time and penalty shootouts) and produce a high quality, professional highlights video (approx. 8 minutes long) for each of the 23 Kent County Cup Finals. *(Essential)*
- Create engaging and modern graphic overlays and transitions for each highlight produced, including team line ups, goals scored, goal scorer names, and winners, ensuring continuity in design that links to the Kent FA brand, and the Kent County Cup brand. *(Essential)*
- Commit to turning around fully edited highlights within 5 working days; with a financial rebate if this deadline is not met. *(Essential)*
- Provide a montage of a goal from each match to run a competition selecting the top goal of the Kent County Cup Finals. *(Essential)*
- Provide short clips of key **match decisions by a referee to support Kent FA's referee** development. *(Essential)*
- Offer the ability to live stream a minimum of 3 of the Kent County Cup Finals. *(Desirable)*
- Provide commentary coverage over each highlights video. *(Desirable)*
- Provide short clips showing goals or skills from each match to share on social media channels. *(Desirable)*

## KENT FA COMMITMENTS

- Kent FA will commit to working with the successful tendering company for the duration of the 2019/2020 Kent County Cup Finals period.
- Kent FA will publish a press release announcing the partnership for the 2019/2020 Kent County Cup Finals, promoting the partnership and the successful tendering company.
- Kent FA will offer the successful tendering company an A6 promotional space in the Kent County Cup Finals programme promoting their service; alongside an A6 promotional space promoting any footage sales from the Kent County Cup Finals if required.
- Kent FA will offer the successful tendering company the opportunity to have a small watermark of their logo appear on all video footage.
- Kent FA will provide full hospitality at every cup final for the camera operatives of the successful tendering company.



## FURTHER OPPORTUNITIES

- There will be an opportunity for the successful company to offer sales of the full footage of the match to the participating teams. If this opportunity is taken, the management and operation of this will be managed entirely by the successful tendering company. Kent FA will support this opportunity by sharing the contact data for each club involved.
- Following a successful review of the 2019/2020 Kent County Cup Finals service; Kent FA will commit to the successful tendering company for the 2020/2021 season.

## FURTHER INFORMATION

For further information about the Kent FA County Cup Finals or for an informal talk about this tender, please contact Amy Rutland (Marketing & Communications Officer, Kent FA) on [Amy.Rutland@KentFA.com](mailto:Amy.Rutland@KentFA.com) or by calling 01622 792140.

Please ensure all bids to this tender are submitted by email to [Amy.Rutland@KentFA.com](mailto:Amy.Rutland@KentFA.com) no later than midnight, 30/09/2019.

Please feel free to include either links or examples of any work you have previously done.



## APPENDIX 1: Kent County Cup Final Dates & Venues

KENT COUNTY CUP	DATE	VENUE	KO TIME
Kent U13Boys Youth Plate	Sunday 1 <sup>st</sup> March	Faversham Town	10:30
Kent U13 Boys Youth Cup	Sunday 1 <sup>st</sup> March	Faversham Town	13:00
Kent U14 Boys Youth Cup	Sunday 1 <sup>st</sup> March	Faversham Town	15:30
Kent U15 Boys Youth Cup	Sunday 8 <sup>th</sup> March	Faversham Town	10:30
Kent U16 Boys Youth Cup	Sunday 8 <sup>th</sup> March	Faversham Town	14:00
Kent U13 Girls Youth Cup	Sunday 15 <sup>th</sup> March	Maidstone United	10:00
Kent U14 Girls Youth Cup	Sunday 15 <sup>th</sup> March	Maidstone United	12:30
Kent U15 Girls Youth Cup	Sunday 15 <sup>th</sup> March	Maidstone United	15:00
<b>Kent Women's Cup</b>	Wednesday 25 <sup>th</sup> March	Chatham Town	19:45
Kent U16 Girls Youth Cup	Sunday 29 <sup>th</sup> March	Maidstone United	10:30
<b>Kent Women's Plate</b>	Sunday 29 <sup>th</sup> March	Maidstone United	14:00
<b>Kent Veteran's Cup</b>	Friday 3 <sup>rd</sup> April	Phoenix Sports	19:45
Kent Senior Cup	Tuesday 7 <sup>th</sup> April	TBC	19:45
<b>Easter Weekend! – 10th – 13th April 2020</b>			
Kent Intermediate Cup	Wednesday 15 <sup>th</sup> April	TBC	19:45
Kent Senior Trophy	Sunday 19 <sup>th</sup> April	Maidstone United	14:00
Kent Intermediate Challenge Shield	Wednesday 22 <sup>nd</sup> April	Chatham Town	19:45
Kent Sunday Premier Cup	Sunday 26 <sup>th</sup> April	Maidstone United	11:00
Kent Under 18 Youth Cup	Wednesday 29 <sup>th</sup> April	Ashford United FC	19:45
Kent Junior Cup C	Saturday 2 <sup>nd</sup> May	Maidstone United	10:30
Kent Junior Cup B	Saturday 2 <sup>nd</sup> May	Maidstone United	13:30
Kent Junior Cup A	Saturday 2 <sup>nd</sup> May	Maidstone United	16:30
Kent Sunday Junior Trophy	Sunday 10 <sup>th</sup> May	Maidstone United	10:30
Kent Sunday Junior Cup	Sunday 10 <sup>th</sup> May	Maidstone United	14:30
Kent Disability Cup	TBC	TBC	
Kent Disability Trophy	TBC	TBC	
Kent Disability Youth Cup	TBC	TBC	
Kent Walking Football Cup	TBC	TBC	