

Fairmont

SOUTHAMPTON



Request for Proposal (RFP)

Event Sponsorship, Strategic Partnerships & Destination Demand Activations

2026–2027 Programming Window | Fairmont Southampton – Bermuda

Issue Date: February 6, 2026

Responses Due Date: February 28, 2026

1. Introduction

Fairmont Southampton, Bermuda, is undergoing a comprehensive \$550 million transformation, repositioning the resort as one of the world's leading luxury destinations for leisure, groups, celebrations, wellness, and cultural experiences.

As part of this repositioning, Fairmont Southampton is seeking innovative, commercially driven, and brand-aligned partners to support, sponsor, co-create, and activate a curated calendar of events and experiences for 2026 and 2027.

This Request for Proposals (RFP) invites submissions from qualified organizations, brands, promoters, producers, cultural institutions, airlines, beverage brands, lifestyle companies, media platforms, and experience creators interested in:

- Hosting or sponsoring events at Fairmont Southampton
- Partnering on signature event experiences
- Supporting destination demand generation
- Driving incremental visitation and room nights
- Enhancing guest and community engagement
- Creating globally relevant content moments
- Supporting airlift, group, and leisure conversion

This RFP is focused exclusively on event-based partnerships, sponsorships, and demand-driving activations. It does not cover individual guest experiences, excursions, or day-to-day concierge-style services. For individual guest experiences, tours, and activity operators, please refer to the Discover Bermuda DMC RFP.

This RFP covers:

- Already existing and established events seeking to scale, expand, or elevate their impact
 - Events that would materially benefit from strategic support to boost reach, scale, and commercial impact
 - Events that require sponsorship or partnership to become established
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2. Objectives

The primary objectives of this RFP are to:

- Drive year-round visitation to Bermuda through compelling, media-worthy experiences for both local residents and international travelers
- Grow Bermuda's international relevance as a cultural, lifestyle, and entertainment destination while remaining deeply rooted in the local community
- Fill shoulder periods with high-impact, demand-generating activations that serve both the resident market and visiting audiences
- Attract higher-spend travelers through premium, curated experiences, alongside accessible and community-driven programming for local audiences
- Create globally shareable content that fuels PR, social storytelling, and earned

media

- Support and celebrate Bermudian culture, creativity, and community
- Generate measurable economic impact for the island

In addition, this RFP seeks to:

- Drive incremental room nights, group business, and visitation to Fairmont Southampton
 - Position the resort as Bermuda's home for celebration, culture, and live entertainment—for both locals and visitors
 - Build long-term partnerships, not one-off sponsorships
 - Create repeatable annual platforms that grow year-over-year
 - Attract new audiences through co-branded activations
 - Deliver clear, trackable ROI for all partners
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3. Scope of Opportunities

Respondents may propose concepts across one or more of the following categories. Collectively, these initiatives are intended to form a cohesive, year-round demand ecosystem that serves both the local Bermudian community and visiting audiences, rather than isolated one-off events.

A. Signature Fairmont Southampton Event Platforms

Fairmont Southampton is seeking both globally marketable destination-scale events and culturally significant local events that draw strong local participation and community pride. Not all proposed events are required to drive international visitation; some may be intentionally designed to serve and celebrate the local Bermudian market first.

These may include multi-day festivals, single-day signature moments, and significant annual local celebrations that become reasons to gather, celebrate, and, where applicable, travel to Bermuda.

Examples include:

- Culinary festivals and chef collaborations
 - Wine, spirits, and cocktail experiences
 - Wellness, longevity, and transformation retreats
 - Fashion, art, and design showcases
 - Music, culture, comedy and performance festivals
 - Sports competitions and lifestyle activations
 - Family and holiday programming
 - Seasonal destination moments
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B. On-Property Experience Activations

Immersive concepts that elevate the guest journey while functioning as demand drivers.

Examples include:

- Branded lounges and pop-ups
 - Product immersion experiences
 - Interactive installations
 - Wellness zones
 - Entertainment residencies
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4. Annual Planning Window

Fairmont Southampton will operate on a structured annual planning cycle for sponsorships and partnerships.

Planning Cycle:

- RFP Issued: February 4, 2026
- Submissions Due: February 28, 2026
- Shortlisting & Negotiations: March 31, 2026
- Final Selections: By April 30, 2026
- Activation Window: August 2026 – December 2027

This structure ensures:

- Integrated marketing planning
- Clear production timelines
- Better commercial forecasting
- Maximum partner visibility
- Stronger ROI for all parties

5. Fairmont Southampton Marketing & Sales Support

Marketing and sales support from Fairmont Southampton may be negotiated into the final partnership agreement to help support the growth, visibility, and commercial success of selected events.

This support is not automatic and will be assessed based on strategic alignment, anticipated commercial impact, and internal resource availability.

Where agreed, support may include:

- Inclusion in Fairmont Southampton email communications
- Organic social media amplification

- Website and landing page placement
- CRM and lead capture integration
- Exposure to group, corporate, and leisure sales channels
- Alignment with PR and earned media efforts (where applicable)

Marketing and sales support does not include:

- Paid media spend (unless contractually agreed)
- Full campaign management
- Custom brand or logo development
- Influencer contracting or management
- Dedicated ticketing platform management
- Customer service or call center support
- Unlimited or on-demand creative services

Any marketing or sales support provided will be clearly defined and formalized within the final partnership agreement.

6. Proposal Requirements

All proposals should clearly address the following:

A. Organization Overview

- Company name
 - Ownership structure
 - Years in operation
 - Relevant experience
 - Key clients and partners
 - Financial stability
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B. Proposed Concept(s)

- Event or activation name
- Concept description
- Target audience
- Estimated attendance or reach
- Why it fits Fairmont Southampton
- Why it fits Bermuda as a destination

C. Sponsorship or Partnership Model

Clearly outline:

- What you are requesting from Fairmont Southampton
 - What you are offering in return
 - Cash sponsorships
 - In-kind contributions
 - Media or distribution
 - Influencer or creator access
 - Production support
 - Technology or platform integration
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D. Commercial Impact

Respondents must outline how their proposal will drive:

- Incremental room nights
 - Increased visitation
 - Group or event bookings
 - Ancillary revenue
 - Brand awareness
 - PR or media value
 - Long-term brand equity
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E. Measurement & Reporting

Proposals must include:

- KPIs
 - Reporting cadence
 - Data capture methods
 - Conversion tracking
 - Post-event reporting
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F. Production & Execution

- Production requirements
- Staffing requirements
- Insurance
- Licenses and permits
- Local vendor usage
- Sustainability practices

7. Sustainability & Community Integration

Fairmont Southampton is committed to leading sustainable change in Bermuda's hospitality culture.

Proposals will be prioritized that demonstrate:

- Environmental responsibility
- Local cultural integration
- Bermudian talent inclusion
- Community engagement
- Education or social impact

8. Exclusivity & Category Protection

Proposals should clearly state:

- Any exclusivity requirements
- Category protections requested
- Competitive conflicts

Fairmont Southampton retains full discretion in granting exclusivity.

9. Contract Terms

Successful partners will enter into a formal agreement with Fairmont Southampton.

Key considerations include:

- Initial term: 1–3 years preferred
- Annual renewal options
- Performance-based extensions
- Termination clauses
- IP rights
- Branding guidelines
- Indemnification
- Insurance

10. Evaluation Criteria

Proposals will be evaluated based on:

- Strategic alignment with Fairmont Southampton
 - Commercial impact
 - Brand fit
 - Creativity
 - Feasibility
 - Financial strength
 - Measurement rigor
 - Long-term scalability
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11. Submission Instructions

All proposals must be submitted electronically to:

SIMON BODEN

AREA DIRECTOR, SALES & MARKETING

Fairmont Southampton, Bermuda

101 South Road, Southampton, Bermuda

Simon.Boden@fairmont.com

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Subject Line: Fairmont Southampton Event Partnership RFP 2026–2027

12. Rights Reserved

Fairmont Southampton reserves the right to:

- Accept or reject any proposal
 - Modify scope
 - Negotiate terms
 - Cancel this RFP
 - Award partial or multiple partnerships
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