



Invitation to Tender (ITT)

Commercial Strategy & Revenue Growth Support

Executive Summary

British Weight Lifting (BWL) is entering a pivotal phase of organisational development. With the launch of its new four-year strategy in April 2026 and record levels of public investment secured for the LA 2028 Olympic and Paralympic cycle, the organisation is well positioned to accelerate growth and modernise its commercial model.

To support this next phase, BWL is undertaking a structured Commercial Reset. The objective is to strengthen commercial performance, diversify revenue streams, enhance sponsorship and partnership frameworks, and ensure the organisation's long-term financial resilience. This reset will align commercial positioning with the LA 2028 cycle, improve digital and data-driven monetisation, and build internal commercial capability.

Through this open Invitation to Tender, BWL seeks to appoint an experienced commercial advisory partner to conduct a diagnostic review, develop a 2026–2030 Commercial Strategy, and produce a clear implementation roadmap. The successful provider will work closely with senior leadership and the Board to deliver a commercially robust, governance-aligned strategy that positions BWL for sustainable growth and increased national profile.

1. Why This Matters Now

This opportunity comes at a pivotal moment as BWL launches its new four-year strategy in April 2026 and enters the LA 2028 Olympic and Paralympic cycle with record levels of investment. The Commercial Reset Strategy will support the vision and objectives for modernising the BWL brand, strengthening commercial performance, diversifying revenue streams, and enhancing the organisation's national profile and long-term sustainability.

2. Scope of Work

The commercial reset aims to:

- Increase commercial revenue and resilience
- Modernise sponsorship and partnership frameworks
- Enhance digital and data-driven monetisation
- Align commercial positioning with the LA 2028 cycle
- Improve internal commercial capability

The appointed provider will be expected to deliver services across three phases:

Phase 1 – Diagnostic & Review

- Review existing sponsorship and commercial agreements
- Assess current revenue streams and pricing models

- Benchmark against comparable NGBs and sport properties
- Conduct brand and market positioning review
- Identify commercial risk and opportunity areas

Phase 2 – Strategy Development

- Develop a 2026–2030 Commercial Strategy
- Design tiered sponsorship framework and asset inventory
- Develop monetisation models for events, education and digital channels
- Create target sector and pipeline strategy
- Develop financial modelling and revenue projections

Phase 3 – Implementation Planning

- Develop 12–36-month delivery roadmap
- Provide CRM, lead generation and process recommendations
- Support internal capability assessment and resourcing model
- Provide Board-ready documentation and reporting framework

3. Bidder Requirements

Bidders must demonstrate:

- Proven commercial advisory experience within sport, preferably Olympic or Paralympic environments
- Track record of delivering measurable revenue growth
- Experience working with publicly funded or regulated bodies
- Sponsorship strategy expertise
- Financial modelling capability
- Ability to engage at Board and senior leadership level

4. Contract Term & Value

- Expected project duration: 3–6 months (with potential extension for implementation support).
- Bidders must submit a detailed fee proposal (fixed fee preferred).
- BWL reserves the right to negotiate scope and pricing.

5. Submission Requirements

Submissions must include:

- Company overview and relevant experience
- Proposed methodology and approach
- Case studies
- Project team and lead consultant
- Timeline
- Detailed cost breakdown
- Confirmation of conflict-of-interest status

6. Evaluation Criteria

Proposals will be evaluated on:

- Understanding of BWL's context and objectives
- Relevant experience and case studies
- Methodology and deliverability
- Value for money
- Cultural and strategic fit

7. Timeline

ITT Issue Date	11 March 2026
Submission Deadline	23 March 2026
Interviews (if required)	30 March 2026
Appointment	7 April 2026 (no later)

8. Governance & Compliance

BWL is committed to transparency, integrity and compliance with procurement best practice. All submissions will be treated confidentially. BWL reserves the right not to appoint.

9. Application

Expressions of Interest should be submitted by 23 March 2026 via email to Matthew Curtain ceo@britishweightlifting.org. Applications received after this date may not be considered.

10. About us

As the UK's recognised Governing Body for weightlifting and para powerlifting, our mission is to inspire a nation of lifters through exceptional leadership and expertise.

We are committed to driving the growth and success of weightlifting and para powerlifting at every level. Our work supports a thriving network of weightlifting bodies, clubs, and gyms across the UK, alongside the thousands of people actively engaged in Olympic and Paralympic disciplines.

Beyond participation, we deliver high-quality training programmes, robust educational pathways, and world-class competitions - creating opportunities for everyone to discover, develop, and excel in our sports.

BWL's 2021 – 2025 Stronger Together strategy sets out a vision to educate, inspire, and create greater opportunities for weightlifting, para powerlifting, and strength-based activity across the UK. The plan recognises the value of strength as both a competitive sport and a lifestyle, positioning BWL as an advocate for the physical, mental, and social benefits of lifting. By engaging a wider and more diverse audience, the organisation aims to contribute to a fitter, healthier, and stronger nation.



The strategy is built around two central themes. The first, Showcasing Strength as a Lifestyle, focuses on making the sport more visible and accessible by promoting the benefits of strength training beyond traditional participants. This includes building inclusive, positive experiences for people of all ages, backgrounds, and abilities, as well as developing partnerships across sport, health, and community sectors to broaden reach and impact.

The second theme, Strength as an Enabler of Sporting Success, is centred on performance, people, and pathways. BWL is committed to placing membership and community at the heart of its work, while delivering clear, high-quality progression routes for athletes, coaches, and officials, from grassroots through to international competition.

Alongside this, the strategy highlights the importance of innovation, integrity, and inclusivity in governance, ensuring that weightlifting and para powerlifting in the UK are sustainable, successful, and respected on the global stage.

In terms of public investment, BWL continues to secure record levels of funding from UK Sport and Sport England. In December 2024, BWL was awarded £5.6 million from UK Sport for the Los Angeles 2028 Olympic and Paralympic Games cycle — representing a 52% uplift from the Paris 2024 cycle. This includes a return to World Class Programme status for Olympic weightlifting, with funding rising to £3,450,000, while Para Powerlifting retains its World Class Programme status with a 21% increase to £2,150,000. This investment reflects growing confidence in the organisation's leadership, performance trajectory, and governance standards.

[The 2024/25 Annual Report can be downloaded here](#)

a company limited by guarantee and not having a share capital

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