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## **Hawai'i Tourism Authority Issues RFP For Sports Events That Will Benefit Hawai'i's Communities**

**HONOLULU** – The Hawai'i Tourism Authority (HTA), the state agency responsible for managing tourism, has issued a Request for Proposals (RFP) 22-06 for sports programs to support that raise Hawai'i's profile as a premier host for all levels and sizes of sporting events including youth, amateur, and professional athletes.

Through this procurement process, HTA will select programs to be held in 2022 that engage the community, provide direct and indirect economic benefits, support Hawai'i's youth, and are aligned with Hawai'i's brand. Previous sports partnerships have showcased star athletes participating in Mālama Hawai'i volunteer activities, catalyzed charitable donations to local community organizations, and established youth programs as legacies.

“An important aspect of HTA's branding efforts is to pursue and foster partnership opportunities that will provide comprehensive benefits to our residents and community, generate meaningful economic impacts, and strengthen the brand image of the Hawaiian Islands in key visitor source markets,” said Kalani Ka'anā'anā, HTA Chief Brand Officer.

HTA will conduct a pre-proposal conference via Zoom on April 29 at 8 a.m. HST for interested applicants to be briefed on the procurement and to ask questions. Register for the pre-proposal conference at [bit.ly/PPC-RFP22-06](https://bit.ly/PPC-RFP22-06).

All interested applicants are encouraged to register their intent to apply by May 3, and **final proposals are due to HTA May 26 at 4:30 p.m. HST**. Deadlines are noted in the RFP and may be amended as necessary.

This solicitation, and all of its associated attachments, will be posted and may be downloaded from the State Procurement Office, Hawai'i Awards & Notices Data System (HANDS) at <https://hands.ehawaii.gov/hands/opportunities>.

Inquiries regarding the RFP should be directed to [contracting@gohta.net](mailto:contracting@gohta.net).

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### **About the Hawai'i Tourism Authority**

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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