



**INVITATION TO TENDER:  
GRAPHIC DESIGN SERVICES FOR  
ENGLAND BOXING AND  
NATIONAL EVENTS**

**AUGUST 2025**

# OVERVIEW OF ENGLAND BOXING


## WHO WE ARE

England Boxing Ltd, is the National Governing Body for amateur boxing in England, one of the oldest sports in the world and one which has featured in the ancient and modern Olympic Games since 1904.

With its own heritage going back to the 1880s, including the first national competition in 1881, the organisation is responsible for promoting and developing the sport at all levels, from grassroots through to the England talent pathway and, in turn, passing prospective medallists on to GB Boxing. The organisation is a member of World and European Boxing.

The National Governing Body is navigating a period of rapid transformation and with a growing calendar of competitions and events, we are seeking to modernise and elevate our visual identity across all platforms and marketing materials.

We are inviting experienced and creative graphic designers or design agencies to tender for the provision of graphic design services to take our event branding to the next level.



This work will also include enhancing our existing brand guidelines to ensure a modern, flexible, and cohesive identity across all visual touchpoints.

There is a real opportunity here to influence the way the organisation is perceived and align with the overall strategy of becoming a 'Respected and Valued NGB' within the sector.

For further details about England Boxing's current event branding, the Board or the organisation's strategic plans, please click below:

<https://www.englandboxing.org/about/>

<https://www.englandboxing.org/wp-content/uploads/2021/11/England-Boxing-2022-27-Strategy-FINAL.pdf>

<https://www.englandboxing.org/competitions/>

## **BACKGROUND**

Over the past season, England Boxing piloted a refreshed look and feel across several key events. This new visual approach was met with widespread positivity from the community and we are now thrilled to enhance this further.



In line with our financial policies and procedures, we are required to source the most effective vendors and review their performance annually, with this in mind, we'd like to invite talented designers to help us shape a modern, dynamic visual identity for our events and overall brand.

## THE REQUIREMENT

England Boxing, the National Governing Body for amateur boxing in England, invites proposals from qualified and experienced graphic designers or agencies to build on our existing foundations, evolving our branding to a higher standard of creativity, consistency, and professionalism. Strong creative vision, attention to detail, and the ability to deliver flexible, high-quality design assets are essential to the role.

## THE OUTCOME

The primary objective of this tender is to engage with a professional organisation who can:

- Develop distinctive and modern visual identities for our events, taking into consideration the age of the demographics involved (Schools, Youths, Seniors etc.)

- Design a unique logo for each major event in the England Boxing calendar (e.g. National Championships and Box Cups).
- Create brand guideline for each event that reflect its individual character while remaining aligned with the overall England Boxing brand.
- Produce merchandise for the events (t-shirts).
- Design medals
- Update certificates, digital graphics and other related visual assets (pop up banners/boards).
- Enhance and update England Boxing's core brand guidelines to better support modern usage across digital and print media, whilst maintaining the current logo.
- Deliver high-quality, flexible digital assets for use across web, social, print, and merchandise.

## **DURATION**

The contract will commence from September 2025 and will last between 3-5 years.

## **CONTACT**

For further information or any queries please contact  
Nabillah Akhtar, Communications Manager:  
**[Nabillah.Akhtar@englandboxing.org](mailto:Nabillah.Akhtar@englandboxing.org)**

## DEADLINE

The responses to this Tender to be received by 12 midnight on 7th September 2025 by email to: **[Nabillah.Akhtar@englandboxing.org](mailto:Nabillah.Akhtar@englandboxing.org)** with the subject heading of '**Invitation to Tender: Graphic Design**'.

It shall remain the responsibility of the Tenderer to ensure that their quotation will reach the email address above on or before the deadline. Quotations that are received after the deadline indicated above, for whatever reason, shall not be considered for evaluation. Pitches will take place from w/c 15th September.

## ASSESSMENT

In order to be successful, there must be a clear demonstration of the following:

- Company/individual overview

- Portfolio of relevant work
- Approach to branding and brand guideline development
- Design process and timeline (as event season begins in October with the National Development Championships).
- Cost breakdown and fee proposal
- Value for money: The value that the tenderer will bring to the organisation (the lowest bid may not always be the one to be selected if other benefits are given)
- Availability – available to deliver services in a timely manner and communicate effectively
- Fee – the fee basis and the cost for service

