

Expression of Interest (EOI)

Management, Marketing and Operation of the Airport Advertising Concession at the Terrance B. Lettsome International Airport

Issued by: British Virgin Islands Airports Authority (the Authority)

Introduction

The British Virgin Islands Airports Authority (the Authority) hereby invites expressions of interest from qualified and experienced advertising companies to manage, market and operate the advertising concessions at the Terrance B. Lettsome International Airport, British Virgin Islands.

Purpose

This initiative seeks to elevate the visibility, appeal, and commercial value of the airport's advertising platform. The selected partner will be expected to align with safety standards, aesthetic guidelines, and strategic communication goals. A revenue-sharing agreement will be established to ensure a sustainable and mutually beneficial partnership that maximizes returns for both parties.

Scope of Opportunity

The Authority is seeking a strategic partner to:

1. Design, install, and manage advertising assets across terminal and exterior locations
2. Leverage high-traffic areas to attract premium advertisers and enhance visibility
3. Ensure all content complies with airport aesthetics, safety protocols, and local regulations

Partnership Framework:

The selected advertising company will enter into a revenue-sharing agreement with the Authority. Final terms, including revenue split, will be negotiated based on the proposed scope, investment, and projected returns.

Submission Requirements

The Authority is seeking a BVI-based entity. Interested entities must provide the following documentation:

1. Company Information

- Valid Trade License

- Legal name and registered address
- Contact details (name, title, phone number, and email)
- Type of organization (e.g., corporation, partnership)

2. Experience and Qualifications

- Company profile highlighting relevant experience in advertising strategy, media placement, and signage solutions
- Demonstrated experience managing advertising platforms in public venues (preference for BVI-based projects)

3. Technical Capabilities

- Description of expertise in developing and maintaining advertising infrastructure (e.g., billboards, digital signage)
- Capabilities in ad space optimization, audience targeting, and content management
- Compliance with local laws and alignment with the cultural and commercial landscape of the BVI

4. Proposed Approach

Concept for the development, financing, and management of advertising operations at TBLIA

Preliminary implementation schedule with key milestones

5. Additional Information

Applicants may include any other materials that demonstrate their suitability for this opportunity.

Submission Details

Deadline: August 29, 2025, by 4:00 P.M. (local time)

Submission Format: Electronic copy (maximum file size: 10 MB)

Email: businessdevelopment@bviala.com

Subject Line: Expression of Interest – Advertising Company at TBLIA

Include: Applicant's legal name and BVI address in the email body

The BVI Airports Authority reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not short listing any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

Failure on the part of the Respondent to submit all required information above shall render the response nonresponsive and no further consideration shall be granted to the proposal.