

A Custom Tent Project Brief for Campsite and Event Buyers

A practical custom-tent project brief: site, use, footprint, openings, material questions, reference images and decision handoff.

Cover: AI-generated editorial scene; not a Seawing product, customer site or project photograph.

Seawing Editorial Team

[Outdoor Product Sourcing Guides](#)

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TL;DR

A useful custom-tent brief pairs the intended use with a marked site plan, usable footprint, access and ground conditions, desired tent form, openings, reference photos, material and branding preferences, destination market and decision timeline. Send those inputs together so the supplier can discuss a specific concept; do not treat a visual reference as proof of dimensions, weather performance, feasibility or compliance.

Turn a tent idea into a site-specific request

A photograph is a good starting point but a weak project brief. It rarely tells a supplier the level area, entry direction, vehicle access, ground surface, expected users, weather exposure or where a tent may be anchored. Put those inputs on one dated page with annotated images so competing proposals answer the same request.

Seawing's custom-tents page accepts requirements and reference pictures and displays owner-supplied visual references. Those images show possible forms and details, not completed Seawing customer projects or approved designs for your site. Use them to say which features interest you, then attach your own site photos and dimensions.

From a vague request to a usable project brief

The aim is not to dictate engineering by email; it is to give the right parties enough context to identify the next design, site and safety questions.

From a vague request to a usable project brief

Brief area	Too vague	Useful input
Purpose	We need a big tent	Use as campsite shelter, guest unit, check-in or event zone; expected occupancy and use period
Site	Outdoor field	Marked flat area, surface, slope, drainage, access path, obstacles and underground services
Form	Like this photo	Annotated roof, openings, porch and internal layout; reference photo source identified
Handoff	Send a price	Target market, quantities, destination, dates and who reviews site, structure and permits

Campsite and event briefs emphasize different constraints

Campsite / hospitality Repeatable guest unit Mark each pitch, guest approach, privacy, servicing and the intended season of use.	Event / public use Temporary shared space Map crowd flow, entrances, exit routes, delivery, installation window and local approvals.
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Comparison of buyer questions, not a product suitability or safety approval.

Use real references with clear boundaries

These owner-supplied pictures illustrate tent form and openings. They are not evidence of a named customer, finished order, test result or suitability for a particular site.



Front-opening reference: annotate the opening shape and circulation you want; supply actual required measurements separately.



Arched-form reference: explain which silhouette interests you, plus your site footprint and local conditions.

A one-page brief buyers can copy

Attach a marked plan and photographs. If a field is undecided, describe the required decision rather than inventing a product capability.

A one-page brief buyers can copy

Block	Include	Attach or confirm
Use and people	Purpose, occupancy, duration, furniture and accessible routes	Simple use-zone sketch
Site and access	Usable dimensions, surface, drainage, slope, obstructions, utilities and vehicle access	Dated site plan and photographs

Block	Include	Attach or confirm
Tent concept	Desired form, opening positions, windows, porch, colour, material and logo questions	Annotated reference images and priority list
Delivery decision	Destination market, requested quantity, target dates and decision contacts	Local permit / structural review responsibility

Copy this project-brief checklist

Replace each blank with your own site facts; attach a dated, marked plan and annotated reference images.

Project and intended use: ____

Site location / destination market: ____

Usable level area (length × width), slope and surface: ____

Access, obstacles, drainage and known buried services: ____

Expected users, furniture and period of use: ____

Preferred tent form, footprint and required height: ____

Door, window, porch and circulation positions: ____

Fabric, colour, branding and material questions: ____

Reference image 1/2/3: source and feature to copy (not assumed specification): ____

Quantity, target dates and local permit / structural-review contact: ____

Five steps from site notes to a reviewable request

1 Map the site

Record boundaries, ground, access, obstacles and utilities.

2 Describe the use

Explain people, furniture, season, service and circulation.

3 Annotate visual references

Point to preferred form and openings without assuming specifications.

4 Check local responsibilities

Identify who assesses structure, anchoring, fire rules and permits.

5 Submit one dated brief

Send the plan, photos, priority list and contact for follow-up.

Five steps from site notes to a reviewable request

Site design and approvals are project-specific

The UK HSE advises event organisers to collect site data, assess ground and access, account for buried services and design entrances and exits. Its temporary-structure guidance is a method reference, not approval of a Seawing tent. Recent event-planning guidance likewise stresses early site and permit review. Applicable rules and competent structural assessment depend on the actual location and use.

The custom-tents page is the place to send the finished brief and up to three reference images. Product and gallery pictures help identify a direction; only a written project review can establish a proposed configuration.

Start a custom-tent project brief

Frequently Asked Questions

What should a first custom-tent enquiry include?

Send intended use, site location and dimensions, ground and access information, desired form and openings, annotated photos, quantity, destination and timing.

Is a reference photograph enough for a quotation?

No. It does not show dimensions, ground, access, occupancy, material scope or local requirements.

Can a gallery image prove a design will work on my site?

No. It illustrates a form only. Site suitability, anchoring, approvals and construction must be reviewed for the actual project.

Who should check permits and structure?

The buyer and local project professionals should establish the applicable authority and competent review responsibilities before installation.

Can I upload project photos to Seawing?

Yes. The custom-tents brief accepts reference images; add labels showing what each image should communicate.

SOURCES AND FURTHER READING

Original guidance and current industry context; none certifies a Seawing product or project.

UK HSE — Venue and Site Design

Official UK method for collecting site, ground, access and circulation information; local rules vary.

UK HSE — Temporary Demountable Structures

Official temporary-structure planning context, not approval of a specific tent.

United Rentals — Outdoor Event Planning Guide (2026)

Original 2026 event-provider checklist for site access and early permit planning.

Connecticut Party Rentals — Tent & Event Planning Guide

Original rental-company guide to site surface, clearance and installation access.
