



Request for Proposal

Official Event Merchandise Provider

Edmonton 2018

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Project Overview

Volleyball Canada (VC) is seeking requests for proposals for an event merchandise provider for the 2018 Nationals in Edmonton, Alberta (herein Edmonton 2018).

Edmonton 2018 will be a festival event attracting 25,000 athletes, coaches and fans to the Expo Centre at Northlands in Edmonton, Alberta. VC is seeking to create a mall type atmosphere where VC Sponsors and other vendors will have retail and booth space.

The winning proposal will be granted rights to reproduce VC's official marks, including the VC Emblem and Nationals Logo, as the Official Event Merchandise Provider of Edmonton 2018. It will be granted exclusive rights to produce Edmonton 2018 event merchandise and goods. It will be granted exclusive rights to sell generic VC merchandise and goods, pending VC approval. It will be expected that the winning proposal conduct a pre-sale of select items that can be picked up by teams at registration.

Proposals will be evaluated and the successful bid will be determined and approved by VC by the first week in October. VC reserves the right to reject any or all proposals, and to select the vendor, benefits, and services that best meet the needs of the organization.

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VC background

The Canadian Volleyball Association was founded in 1953, and joined the international federation, the FIVB, that same year. Now called Volleyball Canada (VC), the organization works in cooperation with its provincial and territorial associations to foster growth and development of the sport in Canada, and to provide opportunities and programs for volleyball players, coaches and referees across the country.

VC is one of the largest and most dynamic sport organizations in Canada with over 2,000,000 Canadians participating each year as either an athlete, volunteer or spectator.

As the national governing body for Volleyball in the country, Volleyball Canada has over 68,000 members across the country – a base that has consistently grown since 2008.



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Event background

Each year, VC sanctions national championships where top athletes compete for a chance to be the best in the country.

In 2018, VC will host a festival championship from May 16-22, 2018 at the Expo Centre at Northlands in Edmonton. The event, Edmonton 2018, will attract over 800 teams from across the country, bringing approximately 10,000 athletes and 15,000 parents and spectators under one roof.

Edmonton 2018 will feature a vendor hall which aims to create a mall type atmosphere for those attending. In addition to an Official Event Merchandise Provider, the hall will feature booths from VC sponsors, including Mizuno, lululemon, Active Ankle, Cramer Products, Tachikara, and Wilson. A separate RFP will be released for a volleyball specific store, which will have the rights to sell volleyball and related goods. Joint bids for both Official Volleyball Store and Official Event Merchandise Provider will be accepted.

Edmonton 2018 will also feature international friendly matches from Canada's men's and women's indoor and sitting national volleyball teams. Matches will be hosted at the Northlands site.

Edmonton 2018 is expected to generate gross sales for all products of over \$500,000. At Nationals 2017, which featured nine events across Canada, VC had sales worth approximately \$350,000 in apparel sales and \$150,000 in volleyball specific sales.

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Scope of Work

VC is seeking requests for proposals for an Official Event Merchandise Provider for the Edmonton 2018. Specific duties to be performed by the Event Merchandise Provider:

- Produce a variety of high quality garments and merchandise for sale, including Event specific merchandise, including but not limited to t-shirts, sweatshirts, sweatpants and accessories.
- Right to sell generic VC Merchandise, including but not limited to generic t-shirts, sweatshirts, sweatpants and accessories.
- Fully staff its store at Edmonton 2018
- Turn over new inventory in a timely fashion
 - o Ability to fulfill additional stock / items as needed (i.e. printing on-site, warehouse or store nearby, etc...)
 - o Manage customers in a timely fashion
- Conduct an online pre-order sales in advance of event



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Performance Standards

The winning bid will be able to meet the following:

- Provide a variety of high quality brands that the vendor is capable of procuring or supplying that do not conflict with any existing VC sponsor/supplier;
- Provide a demonstrated ability to complete network for ordering, electronic proofing, order fulfillment, and delivery;
- Provide a demonstrated ability to print additional stock / items as needed (i.e. heat press on site; warehouse or store nearby, etc...)
- Provide a detailed description of any promotional/marketing or other benefits offered (i.e. social media, web presence);
- Provide a reference list of at least three relationships with existing clients that describe a partnership similar to the one proposed;
- Provide a description of the customer service plan and delivery schedule.
- Provide a demonstrated ability to follow brand guidelines.
- Provide a demonstrated ability to work with other merchandisers;
- Provide any additional information you feel beneficial to fulfilling this contract.
- Provide a layout description on how it plans to create a professional retail atmosphere.
- Provide a proposed financial compensation (i.e. royalty and/or fixed sales).

In addition to the above performance standards, it is understood that all bids contain the following standards. Bids that do not contain the following will not be considered.

- Supplier will assume all risk associated with merchandise.
- Supplier will provide full access to sales data, including but not limited to breakdown of items sold, colour, size, and gender.
- Supplier will provide a professional retail atmosphere. Supplier will respect VC's existing sponsorships, including Mizuno (indoor apparel), lululemon (beach apparel), Active Ankle (ankle brace), Cramer Products (athletic training supplies), Tachikara (indoor volleyballs), Wilson (beach volleyballs), and Ipanema/Rider (sandals and flip flops) (subject to change).

The winning proposal will be entitled a minimum of:

- 40'x45' space in the vendor hall;
- Access to electricity
- Signage located in venue halls (printing costs will be at the cost of the supplier and subject to VC approval); and
- Digital signage located throughout the venue corridors (printing/production costs will be at the cost of the supplier and subject to VC approval).



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Letter of Intent

The Letter of Intent must include the following information and should be submitted to show your interest and capacity to fulfill the RFP. *(Must be submitted by 17:00 EST on September 8, 2017).*

- Introduction to Company
- Indentation to bid for which RFP

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Evaluation and Awarding Process

Proposals will be evaluated and the successful bid will be determined and approved by VC. The criteria used for evaluating, include a supplier's ability to:

- Provide clear and detail vision for merchandise sales at Edmonton 2018;
- Provide a list of all high quality brands that the vendor is capable of procuring or supplying, including Canadian sourced garments;
- Provide a demonstrated ability to provide a complete network for ordering, electronic proofing, order fulfillment, delivery and support for web-based pre-sales, and on-site sales;
- Provide a reference list of at least three relationships with existing clients that describe a partnership similar to the one proposed; and,
- Provide a description of the customer service plan and delivery schedule for both the pre-sale.
- Provide a proposed financial compensation (i.e. royalty and/or fixed sales).

Please note that all questions and answers will be shared amongst all interested parties. Questions can be asked once the RFP has been launched and will close one week prior to the RFP closing date.

VC reserves the right to reject any or all proposals, and to select the vendor, benefits, and services that best meet the needs of VC. Proposals may be withdrawn at any time prior to the closing date.

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Timelines

The following timetable will be respected:

- Request for Proposals Issued – **August 28, 2017**
- Letter of Intent – **September 8, 2017**
- Questions Due – **September 13, 2017**
- Bid Deadline - **September 20, 2017**
- Volleyball Canada will evaluate winning bid by the **first week of October.**



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Contact

For all questions and concerns, please contact:

Robin Guy
Director, Partnerships and Governance
Tel: 613-748-5727
Email: rguy@volleyball.ca