



Request for Proposal

Official Volleyball Store at Edmonton 2018

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Project Overview

Volleyball Canada is seeking requests for proposals for a volleyball specific merchandiser for the 2018 Nationals in Edmonton, Alberta (herein referred to as 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 sell volleyball products as the Official Volleyball Store of Edmonton 2018. Items may not conflict with VC sponsors. It will be granted exclusive rights to sell VC-Mizuno branded products.

Proposals will be evaluated and the successful bid will be determined and approved 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 Store, the hall will feature booths from VC sponsors, including; Mizuno, lululemon, Active Ankle, Cramer Products, and Tachikara. A separate RFP will be released for an event merchandiser. 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 a supplier to provide volleyball products at Edmonton 2018. Specific duties to be performed by the Official Store will include:

- Retail volleyball products that do no conflict with existing VC sponsors, including:
 - o Mizuno
 - o Active Ankle
 - o Cramer Sports Medicine Products
 - o Ipanema/Rider flip flops – Sandal and Flip Flop
 - o Other as approved by Volleyball Canada
- Fully staff the “Official Merchandise” store at Edmonton 2018;
- Turn over new inventory in a timely fashion
 - o Ability to fulfill additional stock / items as needed
 - o Manage customers in a timely fashion



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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 Volleyball Canada partners;
- 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 work with other merchandisers;
- Provide any additional information you feel beneficial to fulfilling this contract; and
- Provide a 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 risk associated with merchandise. VC will assume zero risk with regards to inventory.
- 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 to at minimum the following:

- 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
- 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, including set-up;
- Provide a list of all high quality brands that the vendor is capable of procuring or supplying, including VC Sponsors, and other non-conflicting items (pending VC approval);
- 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 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:

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