



Request for Proposals

Souvenirs, Clothing & Merchandise

('Merchandise')

1.0 Background

The 2019 Labrador Winter Games (The Games) will be held in Happy Valley-Goose Bay March 17-23, 2019. Held every three years, the Games are considered to be the Olympics of the North and are a celebration of athleticism, culture and friendship.

The total number of participants, including athletes and community coordinators, attending the Games is estimated to be 450.

In addition, parents, fans and up to 500 volunteers will be participating in the Games.

An important part of the Games is branding, marketing and making memories ('Merchandise'). Games merchandise will be of great significance for the participants of the 2019 Labrador Winter Games.

2.0 Games Merchandise

The Games Committee is seeking suppliers of souvenirs, clothing and merchandise for the Games.

To become a licensed provider of merchandise, eligible suppliers must first propose in writing for the right to sell Games merchandise in the period leading up to, during and for a two-week period after completion of the Games.

The successful vendor must sell the souvenir clothing and merchandise through the following venues:

- 1) At the vendors retail shop(s) or online through their own website(s)
- 2) At Winter Games Venues during the Games.
- 3) At other locations as the successful vendor arranges

The Games will make every effort to provide access to venues for the successful vendor to set up sales outlets (kiosks, tables) at venues throughout the Games. Staffing, preparation and setup at retail Games venues, and processing of all sales and orders are the sole responsibility of the successful vendor.

In exchange for the right to use the games logo for, the Games Host Committee requests a one-time fee of \$100 to be paid to the Games.

The Games Committee reserves the right to create limited amounts of vendors and merchandise to promote the Games in advance, namely committee shirts and items such as water bottles, stickers, etc.

3.0 Specifications

- 3.1** The successful vendor will be granted the right to sell their own merchandise branded with the 2019 Labrador Winter Games theme and logo. The official colours, wording, logos, designs, etc. must be used as supplied by the Games Committee and not altered.
- 3.2** The successful vendor is responsible for all aspects of the sale and inventory of merchandise during the 2019 Labrador Winter Games.
- 3.3** The Games Committee will approve all merchandise items in advance of them being created and sold, to ensure they are appropriate to The Games.
- 3.4** The Games Committee reserves the right to reject any merchandise proposed to be sold if it is inappropriate and the successful vendor will not be permitted to sell it.
- 3.5** All respondents to this RFP must include:
 - 3.5.1** A list of clothing and merchandise the Vendor anticipates selling;
 - 3.5.2** A list of proposed venues for resell, including the Games event venues;
 - 3.5.3** The percentage discount for which the Vendor will sell the merchandise to The Games Committee if requested.
 - 3.5.4** The (draft) plan for selling merchandise (who, what and how)

4.0 Evaluation Criteria

All submissions will be evaluated by the 2019 Labrador Winter Games Committee based on the following criteria.

Criteria	Detail	Information to be included in Proposal
Sales Channels	It is important all athletes, coaches, parents, volunteers and fans have access to merchandise.	Minimum: <ul style="list-style-type: none">• Plan for sales (when, where, how)• Outline for online sales platform
Quality and Variety of Souvenir Clothing and Merchandise	It is anticipated there will be a wide variety of items proposed; proponents are advised to provide as much detail as possible to avoid unnecessary duplication and competition.	Minimum: <ul style="list-style-type: none">• List of items to be sold• Anticipated inventory of each item• Pictures or samples

Deadline for proposals to be received at the Games office with all required information is 4:30PM on Wednesday, January 23, 2019.

Please note that the 2019 Labrador Winter Games Committee will not be bound to the lowest or any offer.

For clarification of any component of this RFP, please contact Paul Motty at either 709-896-4881 or by e-mail at: gamesdirector@labradorwintergames.ca

Proposals may be sent to the above e-mail address or mailed to:

Labrador Winter Games
P.O Box 220, Stn. C
Happy Valley-Goose Bay, A0P 1C0

or dropped off at the Games Office at 169 Hamilton River Road.