



Request for Proposal

Vendor for

Sale of Apparel and Promotional
Items

2024 NL Summer Games

Prepared
May 6, 2024

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Vendor for Apparel and Promotional Items 2024 NL Summer Games

Background

The 2024 Newfoundland and Labrador Summer Games will be held in Bay Roberts from August 10 - 17, 2024. It is the largest multi-sport event staged for youth to share in the spirit of athletic competition in the province.

The total number of participants including athletes, coaches, and managers, is estimated to be 1600. Apparel and promotional items branded with the 2024 NL Summer Games logo will be an integral part of our event.

Vendor for Apparel and Promotional Items

The 2024 NL Summer Games Host Committee, hereafter referred to as the "Host Committee" is seeking a Vendor to provide and sell promotional merchandise related to the 2024 NL Summer Games.

Embroidery Samples

Most apparel items will be embroidered on the front left chest with the 2024 NL Summer Games logo. Other items may be screen-printed.

The 2024 NL Summer Games logo must not be altered. A physical sample of the embroidered 2024 NL Summer Games logo must be provided with the submitted proposal. All embroidery colours and screen printing must match the logo exactly.

Merchandising Opportunity- Development and Sales of Event Promotional Materials

The Host Committee is seeking an interested and qualified Vendor who is committed to working with us to create, develop, provide, and sell event promotional merchandise to the public at various sport venues and online. Our goal is to provide the public with unique promotional merchandise offerings that are reflective of the NL Games brand standards and mission, to create a positive consumer purchasing experience, and to optimize merchandising sales revenues.

The Vendor is expected to expand on this scope in their submitted proposal, incorporating their expertise and proposed method or approach.

Project Management and Implementation Plan

Respondents must provide a detailed summary of their company's plan for implementing and delivering the selected products, that includes at least the following:







- ✦ A proposal summary section.
- ✦ Describe the personnel, applicable technologies, equipment, and other resources available for implementing the services.
- ✦ Propose a fixed fee or a proposed percentage fee to the Host Committee for the gross retail sales.
- ✦ For clarification, "gross sales" means the revenue derived by the Vendor from the sale of the promotional merchandise, without adjustment by any amount for any reason.
- ✦ The accounting and procedure for calculating Host Committee proposed revenues for the Games.
- ✦ Payment dates to Host Committee.
- ✦ Description of the type of merchandise your company proposes for sale related to the 2024 NL Summer Games bearing its logo.
- ✦ The plan must detail all branded and or universal merchandise including wearables, convenience items and general merchandise.
- ✦ Items should reflect the mission, brand standards, and atmosphere of the games, and/or meet the needs of games attendees.
- ✦ Items may not include food or beverage.
- ✦ Describe all outlets for marketing and sales of merchandise.
- ✦ The Vendor may only sell products and merchandise that the Host Committee has approved in writing.
- ✦ The Vendor may choose any manufacturer, distributor and printer that can offer the best price and a quality product.
- ✦ The Vendor must keep sufficient stock of all items for the duration of the games.
- ✦ The Host Committee is not obligated to purchase any of the remaining inventory items following the games.
- ✦ The Vendor may sell all Host Committee approved items at retail outlets, kiosk locations at the sports venues, or online before the games begin and after the event concludes at locations mutually agreed upon by the two parties.
- ✦ Sales reports and supporting documentation for all items sold must be submitted to the Host Committee by September 6, 2024.

Brand Standards for the logo colours and fonts are as follows:

COLOURS

For consistency between different applications, Pantone colours have been selected and must be used whenever possible. If colour reproduction does not allow for the use of Pantone colours, a CMYK breakdown and an RGB breakdown have been identified. CMYK is commonly used for print materials (when using Pantone spot colours is not an option) and RGB is used for all web-based materials and imagery.

Please note that variations in printer settings, print materials, paper stock, and coatings can impact colour. In these instances, please refer to standard Pantone colour chips and match the colours visually as closely as possible.

<p>Title Gradient Pantone 1795C Pantone 7623C</p>		<p>CMYK C 0 M 96 Y 93 K 2</p>	<p>RGB R 210 G 38 B 48</p>	<p>#FA0A11</p>
<p>CMYK C 0 M 97 Y 87 K 53</p>	<p>RGB R 138 G 42 B 43</p>	<p>#780410</p>		
<p>Location Grey Pantone 431C @ 60%</p>		<p>CMYK C 45 M 25 Y 16 K 59</p>	<p>RGB R 91 G 103 B 112</p>	<p>#5B6770</p>
<p>Summer Games Orange Pantone 165C</p>		<p>CMYK C 0 M 70 Y 100 K 0</p>	<p>RGB R 255 G 103 B 31</p>	<p>#FF4D00</p>
<p>Big Flame Gradient Pantone 7405C @ 30% Pantone 7405C Pantone 7597C</p>		<p>CMYK C 0 M 11 Y 97 K 2</p>	<p>RGB R 242 G 205 B 0</p>	<p>#FADE07</p>
<p>CMYK C 0 M 85 Y 100 K 4</p>	<p>RGB R 209 G 65 B 36</p>	<p>#F52500</p>		
<p>Small Flame Gradient Pantone 7405C @ 30% Pantone 7405C Pantone 165C</p>		<p>CMYK C 0 M 11 Y 97 K 2</p>	<p>RGB R 242 G 205 B 0</p>	<p>#FADE07</p>
<p>CMYK C 0 M 70 Y 100 K 0</p>	<p>RGB R 255 G 103 B 31</p>	<p>#F52500</p>		
<p>Torch Handle Gradient Pantone 431C @ 30% Pantone 431C</p>		<p>CMYK C 45 M 25 Y 16 K 59</p>	<p>RGB R 91 G 103 B 112</p>	<p>#3A4E58</p>

FONTS


The following fonts have been chosen to represent NL Games in its marketing materials in order to maintain a consistent brand identity. Body copy should be a least 8.5 point for readability.

<p>Logo & Header Font Kelson Sans Bold</p>	<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()</p>
<p>Body Copy Font Myriad Pro Light</p>	<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()</p>

MINIMUM SIZE

<p>To ensure readability and a strong visual presence of the logo, the width must not be less than 1.25 inches.</p>	
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CLEAR SPACE

<p>To increase the visual impact of the logo, a minimum amount of clear space must be left around it with no other words or visuals encroaching on this space. The minimum required space is equal to the height of the "N". This space must be maintained on all sides of the logo.</p>	
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Apparel and Promotional Items Contract

The successful bidder to this Request for Proposal, the "Vendor", agrees to the following contract details:

1. The Host Committee does not bind itself to accept any proposal submitted.
2. Responses must be open to acceptance for a period of 60 days from the date of submission.
3. Apparel must be readily available prior to the beginning of the Games and up to August 24, 2024.

Price Proposals

Proposal must:

- ✦ be in Canadian Dollars.
- ✦ include HST.
- ✦ indicate revenue share for each type of product by either dollar amount or percentage of selling price.
- ✦ include shipping and handling.
- ✦ The Host Committee is available to discuss sponsorship opportunities with the vendor.

Contract Scope

This contract is governed by the laws of the Government of Canada and the Government of Newfoundland and Labrador.

The vendor must hold a valid business license.

Evaluation (100 points)

Submissions will be evaluated based on the evaluation criteria listed below.

Responses should address all criteria; the Host Committee will not solicit missing information.

1. Total Revenue - 30 Points

- a. Revenue share per item sold either in dollars per product or percentage of sales.

2. Quality of Finished Product – 20 Points

- a. The Vendor shall provide a physical screen printed/embroidered sample of the item proposed for sale.
- b. Branding standards have been provided. The 2024 NL Summer Games Manager can be contacted for file versions if required.
- c. The Vendor agrees to provide the Host Committee with one sample of each item with the proposal for approval.

3. Experience and Delivery– 20 Points

- a. The Vendor must provide a reference list of events, of a similar size, for which the company provided apparel and promotional items.
- b. Online sales and on-site sales are to be included in the proposal.
- c. Merchandise is to be delivered to the Host Committee packaged for the customer to pick up.
- d. Minimum administration and handling for the Host Committee.

4. Availability of Items and Delivery Timeline- 20 Points

- a. The Vendor must guarantee items are available by quantity, styles, colours, and sizes as approved.
- b. Detailed specifications and samples must be provided for any item(s) substituted for an approved item(s). It will be at the sole discretion of the Host Committee as to whether the substituted item(s) are acceptable.
- c. A detailed timeline of when items are needed will be provided by the Host Committee and the Vendor agrees to abide by the timelines.

5. Added Value – 10 Points

- a. “In-kind” or monetary sponsorship proposed will be considered as added value to the submitted proposal.

Proposal Submission

Interested parties are asked to submit a Proposal for Vendor for Sale of Apparel and Promotional Items for the 2024 NL Summer Games addressing all the evaluation criteria.

As previously indicated:

- ✦ The Host Committee does not bind itself to accept any proposal submitted.
- ✦ Responses must be open to acceptance for a period of 45 days from the date of submission.
- ✦ Proposals will be opened in public at the Bay Arena on May 29, 2024, 2:00 p.m. NL local time. Proposals will be acknowledged as received at the public opening, and prices will not be announced at the time until evaluations have been completed.
- ✦ Once the Host Committee makes its final, your proposal will be held firm for a minimum of sixty (60) days.
- ✦ The Host Committee also reserves the right to negotiate any change that it deems to be in its best interest with relation to any submitted proposal.
- ✦ All costs relating to the provision of the proposal will be the responsibility of the vendor only.
- ✦ Submission of a proposal will be deemed as acceptance of all conditions in this request for proposals, including the Host Committee's sole right in determining which proposal is in its best interest.
- ✦ The Host Committee also reserves the right to seek clarification and / or additional information concerning any aspect of a proposal.

Any "in-kind" or monetary sponsorship proposed by the Vendor must be listed separately from prices. The Host Committee is available to discuss sponsorship opportunities with the Vendor.

Proposals must be submitted in a sealed envelope clearly marked "Request for Proposals for Vendors for Sale of Apparel and Promotional Items for the 2024 NL Summer Games". The proposal must be received at the 2024 NL Summer Games office by 12:00 PM NL local time, on May 29, 2024.

Proposals will be accepted either in person, by email or by mail. Any proposal received after 12:00 PM NL local time, on May 29, 2024, will not be accepted.

For more information please contact:

2024 NL Summer Games
161 Conception Bay Highway
P.O. Box 114
Bay Roberts, NL A0A 1G0

Brian Dawe – Games Manager
Phone: 709-786-6343 Ext. 228
Email: bayroberts2024@gmail.com

The Host Committee wishes to thank the vendors for their submissions.

Appendix A – STATUTORY FORM OF DECLARATION

This page must be completed and sent with your proposal form as Appendix B

STATUTORY FORM OF DECLARATION

We certify that:

- ✦ The party executing this document is authorized to sign the same. The matters in the Proposal are correct.
- ✦ This Proposal is made without any connection, comparison of figures or arrangement with or knowledge of any other Corporation, Firm or Person making a Proposal for the same work.
- ✦ This Proposal will remain open for acceptance for a minimum of 45 (forty-five) days after opening of proposals and the Host Committee may at any time within this period accept this proposal.

Name of Firm: _____

Signing Officer’s Signature: _____

Name of Signing Officer (Print): _____

Mailing Address: _____

Email: _____

Declared before me this _____ day of _____ 2024.