



REQUEST FOR PROPOSAL

Merchandise for the 2022 Saskatchewan Winter Games

Competition #5597

Release Date: March 22, 2021

Closing Date: April 16, 2021

Closing Time: 4:00 PM CST

INTRODUCTION

For the first time in Saskatchewan Games history, Regina is preparing to host the upcoming 2022 Saskatchewan Winter Games from February 20-26, 2022.

The year 2022 will mark the 50th anniversary of the Saskatchewan Games and this will be an event to remember, with more than 1,800 athletes, coaches and officials gathering in Regina to share in the thrill of competition and camaraderie on the provincial stage.

Games at a Glance

- 7 days
- 9 District Teams
- 17 sports
- 40+ host organizing committee volunteers
- 1,000+ community volunteers
- 1,800+ athletes, coaches and officials
- 5,000+ spectators
- \$3M+ in economic impact

Mission

To deliver a Saskatchewan Games experience with lasting legacies for Athletes and Families, Coaches and Managers, Officials, Volunteers, Partners, and our Community.

Vision

A celebration of sport, culture and community brought together through a Multi-Sport Games building leaders for the future success of our province.

PURPOSE, DESCRIPTION & OBJECTIVES

Purpose

The Saskatchewan Winter Games (SWG) is requesting proposals for a licensee to manage and operate an event merchandise program.

Description

Merchandise will be used for sales and promotional material throughout 2021 and 2022. Soft goods (apparel), hard goods (collectibles) are required to be included in proposals (Appendix A). your organization is invited to respond to this Request for Proposal based on the following project description:

- The Merchandise Licensee designs a merchandise line of official SWG products and the SWG approves the designs based on the SWG branding guidelines
- The Merchandise Licensee produces, stocks and sells approved products during pre-event phase and event days
- Merchandise Licensee pays a royalty to the SWG on all sales

Objectives

Our main objective is to create a merchandising program that is easy to provide good value to the customer and relevant to the market in order to produce sufficient revenue to help offset the cost of the 2022 Saskatchewan Winter Games.

The purpose of this RFP is to collect quantitative and qualitative information necessary to assess your organization's ability to meet SWG objectives of designing, producing and selling interesting and innovative event merchandise.

RFP CONTACTS

Contact information and instructions for RFP-related questions and final submission:

Jeff Hubic

Chair, Merchandise Committee
2022 Saskatchewan Winter Games
306-551-7797
jeff.hubic@gmail.com

Leanne Schellenberg

Games Manager
2022 Saskatchewan Winter Games
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SCOPE

The Merchandise Licensee will enter into a detailed Service Agreement with the SWG. Upon acceptance by the successful bidder, a Services Agreement will be developed. The merchandising services for the SWG will encompass development, marketing and execution of a creative value-driven merchandising program. The agreement will include all hard and soft goods, and SWG reserves the right to enter into additional merchandising agreements for any items the Merchandising Licensee doesn't have interest in producing or is not able to produce.

Once the contract has been awarded, SWG expects the Merchandise Licensee to manage all aspects of the merchandising program to maximize the brand awareness and profit returns to

SWG. SWG may permit the merchandising partner to enter into sub-contracts to additional licensees.

The Event Merchandising Services program should include but is not limited to:

Pre-Event Phase

- Sales, expense and profit projections
- Development and production of exclusive soft goods merchandise
- Warehousing and distribution strategy
- Retail policies and procedures
- Selection and scheduling of on-site retail managers and staff
- The establishment of an authorized retailer program
- Pre-event sales initiatives
- Preliminary planning of on-site retail locations, equipment, supplies, staffing and volunteer requirements
- Monitor overall sales, expenses and profits
- Monitor inventory control
- Establish and monitor online sales program
- Designs, produce and provide soft goods to SWG staff, Board and Saskatchewan Games Council at a complimentary rate
- Provide both soft and hard goods for promotional initiative at a complimentary rate

On-Site Sales

- Training and orientation of on-site event-time retail managers, cashiers and volunteers
- Set up the merchandising of retail venues
- Monitoring on-site sales
- Monitoring cash management
- Monitor inventory control and provide recommendations on purchasing
- Monitor online sales to be incorporated in sales reporting
- Final clearance of merchandise
- Final sales reporting (subject to audit)

All merchandise must follow strict logo use guidelines for use of the 2022 Saskatchewan Winter Games logo marks on merchandise (2022 Saskatchewan Winter Games logo and guidelines will be provided) and all designs pre-approved by SWG.

A discount will be provided to select groups, including SWG sponsors, staff, volunteers, and Host Organizing Committee members.

The Merchandise Licensee also has the opportunity to provide costs for uniforms and gifts for other select groups such as the volunteer uniform, torch relay apparel and VIP Gifts. Please see Appendix A for a list of potential items.

Royalty Settlement

- The Merchandise Licensee will settle royalties with SWG on a quarterly basis during the event and by March 14, 2022.

SWG will provide volunteers to assist in the retail merchandise outlets during event time. Paid Staff will need to be provided from the chosen Merchandise Licensee, and will be responsible for training volunteers and managing the Point of Sale (POS) transactions, cash handling and inventory control. The amount of volunteers needed will be mutually determined at a later date.

EVALUATION CRITERIA

The evaluation of each proposal will be based on the content of the submission and applicants are advised to present their information clearly and concisely. Scoring and bids shall be confidential and will not be disclosed to any of the applicants.

The submission of a proposal does not necessarily mean that the applicant will be invited to provide the services covered under the request. SWG retains the right to decide at its sole discretion, which applicant shall be invited to provide services. SWG also retains the right to not award a contract for services at its sole discretion. Strong consideration will be given to a submission where outsourcing and/or decoration will be done within Regina.

CLARIFICATION

Prior to the acceptance, SWG reserves the right to seek clarification from one, some, or all the Bidders, should it be deemed necessary. To clarify, this relates to information submitted by Bidder in its submission to this RFP only. It does not allow for addition of information that may have been omitted from the RFP submission.

RFP SCHEDULE

The projected milestones for this project are as follows:

Date Milestone (2021-2022)

March 22, 2021 - Release Date

April 16, 2021 - Closing Date

April 30, 2021 - Acceptance of proposal and contract

Note: SWG reserves the right to cancel or alter the RFP process as described in this document at any time.

QUESTIONS & ANSWERS

SWG will accept questions regarding RFP in writing only. Questions must be submitted via e-mail to the contact provided by 4:00 pm CST, April 7, 2021. All questions must include the company name and contact person's name, telephone number and e-mail address.

To support equality of information among vendors, a written list of questions and answers will be provided to all participating vendors via e-mail, by 4:00 pm CST, April 8, 2021. The source of each question will not be revealed.

To ensure receipt of the list of questions and answers, please register your intent to participate in this RFP to the contact provided by 4:00 pm CST, April 7, 2021. Include your company name and contact person's name, telephone number and e-mail address.

Any vendor that circumvents communication with SWG's designated RFP contact during the RFP process in any attempt to acquire information from alternative SWG personnel that is material to this RFP, may be eliminated from further consideration at SWG's sole discretion. If required, SWG will initiate communication between alternative SWG personnel and a vendor, after the RFP closing time.

CLOSING DATE

The closing date for final submission of a proposal for this RFP is 4:00 PM CST, April 16, 2021.

PROPOSAL EVALUATION

Highest Royalty Percentage will not be the sole criteria against which proposals will be evaluated. In consideration of the objectives in this document, the evaluation of the proposal will be based on a set of criteria that include, in no particular order of priority:

- Perceived fit with and understanding of SWG, project objectives, mission, and vision
- Quality and amount of experience with this type of initiative
- Demonstration of merchandise operation practices at a multi-venue event
- Perceived quality of merchandise products, methodology, team and approach and, the ability to meet project objectives
- Royalty Percentage value
- Ability to provide active and lifestyle soft goods

- Quality and Relevance of references
- Overall quality of proposal
- Partnership Opportunities

PROPOSAL REQUIREMENTS

Proposals shall include (at a minimum) the following information, clearly referencing each item in your response. Responses are to be in a PDF format unless otherwise specified.

Company Profile & Royalty Percentage Strategy

Please provide information on your organization and ensure to include the following information:

- Number of years in operation
- Types of services offered
- Corporate philosophy, mission and vision
- Corporate structure
- Recognitions or other such distinctions
- Descriptions of service workforce, including number, employee vs. subcontractor, etc.
- Description of any experience in working with not-for-profit sport organizations, including duration and nature of the work, past or present
- Your environmental policy, including and recent initiatives
- Proposed royalty percentage payment from the Merchandise Licensee to the SWG on all sales

Feel free to provide and other relevant information to describe your organization

APPENDIX A - LIST OF MERCHANDISE ITEMS

The following is a list of required item categories and suggested items to serve as a guideline and is subject to customization from the Merchandise Licensee.

Soft Goods

- Hoodie 1
- Hoodie 2
- Crewneck sweatshirt 1
- Crewneck sweatshirt 2
- T-shirt 1
- T-shirt 2
- Long sleeve t-shirt 1
- Long sleeve t-shirt 2
- Toque 1
- Toque 2 (pom)
- Hat
- Mask
- Scarf
- Mitts

Hard Goods

- Water bottle (stainless steel)
- Reusable shopping bag
- Pins

Volunteer Clothing*

- Jacket/fleece
- Long sleeve t-shirt
- Mask
- Toque

Organizing Committee Clothing

- Polo shirt
- ¾ zip long sleeve

Torch Relay and Games Ambassador Clothing

- Outer layer
- Toque
- Mitts
- Scarf

Gifts

- VIP gift
- Appreciation gift
- Volunteer gift

* Note that volunteer items (excluding mask) will need to be uniquely identified by three colour groups (general volunteers, safety volunteers, and medical volunteers). Estimated volunteer count will be 1,200-1,400.