



Scotiabank Hockey Day in Canada Local Organizing Committee Seeking Official Merchandiser

1. Scope of Work and Deliverables

We are seeking a firm that will design, produce, deliver and sell merchandise during Scotiabank Hockey Day in Canada Events from January 17, 2018 through January 20, 2018 and for a period of time beginning October 15, 2017 leading up to the event. The term of this contract is from date of acceptance to January 20, 2018. Based on previous Scotiabank Hockey Day in Canada events merchandise sales are estimated to be \$60k to \$80k (subject to merchandise pricing & no guarantees).

The successful applicant will:

- **Design:** Work with the SHDIC Local Organizing Committee to utilize and develop the approved logo / slogan and any other brand standards.
- **Produce:** Produce the licensed merchandise and possibly other licensed merchandise as agreed between the parties.
- **Distribute:** Provide storage, and distribute the merchandise to points of sale.
- **Market and Sell:** Provide a minimum of two points of sale in the City where consumers can purchase official SHDIC merchandise.
- **Commitment:** Provide a commitment, financial and otherwise, to benefit both the SHDIC Local organizing Committee and enable the SHDIC Local Organizing Committee to fulfill its contract obligations to its event partners, Scotiabank and Rogers/Sportsnet.

Design and Production

Merchandise to be designed, produced and distributed may include, but is not limited to, the following items:

- Gore-Tex Shell Jackets
- Hockey Jerseys
- Fleeces
- Scarves
- T-Shirts
- Lanyards
- Hats/Toques
- Mini Sticks
- Phone Cases
- Fridge Magnets
- Mugs

Clothing items will be provided in male, female and children's sizes, where applicable. The successful proponent will be expected to be in contact with SHDIC Local Organizing Committee contacts throughout Design and Production phases, meeting as needed in person and by phone or email to finalize items to be ordered, designs and specifications to be signed off, and providing weekly written progress updates on design, production, and shipment. Where their brands and logos are being used, Rogers and/or Scotiabank will be required to give final approval of merchandise orders prior to the order being placed.

Distribution, Marketing and Sales

Accept full responsibility as the official SHDIC Merchandiser to distribute, market and sell all approved merchandise produced for the event, including the sale and/or disposition of any merchandise remaining at the conclusion of the event. Item pricing will require the prior approval of the SHDIC Local Organizing Committee.

Commitment

The successful proponent commits to provide accurate and timely periodic sales reports to the SHDIC Local Organizing Committee, summarizing unit and dollar sales by period by merchandise SKU or item number.

The successful proponent commits to pay to Sportsnet Hockey Help Fund at the conclusion of the event a commission of 10% on total retail merchandise sales generated from the date this contract is awarded to January 20, 2018, the final day of Scotiabank Hockey Day in Canada 2018.

The successful proponent commits to pay to the SHDIC Local Organizing Committee at the conclusion of the event a commission of 10% on total retail merchandise sales generated from the date this contract is awarded to January 31, 2018, the final day of Scotiabank Hockey Day in Canada 2018.

2. Selection Process

The City will not necessarily accept the lowest/highest price or any proposal. Any implication that the lowest/highest price or any proposal will be accepted is hereby expressly negated.

The SHDIC Local Organizing Committee, in consultation with City Staff, in its sole discretion will determine the manner in which each response to this Request for Proposal meets the evaluation criteria.

Responses

Proposals must include, but are not limited to:

- **Cover Letter:** With name, address, phone number, and e-mail address of the contact person.
- **Company/Individual's Information:** Including background information and comprehensive listing of all services you will provide. If partnering with any 3rd parties to provide the services requested, please provide the names of proposed partners.

- **Approach to Scope of Work:** A short narrative on how you believe SHDIC Local Organizing Committee and the City of Corner Brook can successfully work with your company, including how you would approach the distribution, marketing and sales of SHDIC merchandise.
- **Interest:** Describe why your company would be interested in this event. ☑References: Three client references for the company.
- **Samples:** examples and samples of past projects, and in a style similar to what you would recommend for this project.
- **Price:** Product List, prices, and samples of proposed merchandise.

3. Evaluation Criteria

Each response to this Request for Proposal will be evaluated to determine the degree to which it responds to the requirements as set out. Because this is a Request for Proposal, other factors in addition to price will be considered when submissions are evaluated. Factors to be considered will include, but not necessarily be limited to the list below.

- Applicant’s proposed pricing of products;
- Applicant’s product plan, including the proposed type, style, materials and quality of the products being proposed;
- Applicant’s marketing plan which will include its distribution network and sales strategy and methodology, including any online sales channels;
- Applicant’s corporate history and demonstrated business and financial capacity to serve as a licensee;
- Applicant’s relevant experience, qualifications, reputation and references, particularly the Applicant’s depth of experience in similar licensing programs and in working with the sport community;
- Applicant’s use of quality materials and methods in its production;
- Applicant’s commitment to working in partnership with the SHDIC Local Organizing Committee, the City of Corner Brook and Rogers to ensure a successful licensing program;
- Quality assurance and quality control within the Applicant’s organization to ensure that:
 - the Licensed Merchandise is designed and manufactured to the highest quality standards and comply with all the requirements of the Hazardous Product Act, the Hazardous Product (Carpet) Act, the Textile Labelling Act, the Flammability of Textiles in Canada and with the requirements of specific legislation for particular products,
 - a high level of service is maintained throughout the licensing program, and
 - potential problems are pro-actively identified and rectified;
- Applicant’s customer service model and the availability of resources within Applicant’s organization to ensure that a consistently high level of service is provided in a timely manner throughout the program;
- Applicant’s commitment that products delivered through the supply chain will be manufactured and distributed ethically;
- Overall quality of the Applicant’s proposal including completeness and brevity of documentation.

Interview

Depending on the initial evaluation, a short list may be selected to meet with representatives of the SDHIC Local Organizing Committee and City to discuss their proposal in greater detail.

4. Rejection of Proposals

The City reserves the right to reject any and/or all proposals received. The City is not under any obligation to award a contract, and reserves the right to terminate the Request for Proposal at any time for any reason, and to withdraw from discussions with all or any of the proponents who have responded. The receipt and opening of a proposal does not constitute acceptance of any proposal.

5. Confidentiality

The City and the proponent agree that the content of each response to this Request for Proposal will be held in the strictest confidence, and details of any response will not be discussed with any other party. By submitting a response to this Request for Proposal, each proponent agrees not to disclose at any time. Only information subject to the Access to Information and Protection of Privacy Act may be disclosed. The City agrees to notify the proponent should a request for information be received.

6. Reporting Requirements

Those interested should prepare a proposal, which clearly states, but is not limited to, how the supplier will provide the required service, associated costs and benefits, making note of the criteria provided. The successful supplier shall enter into an agreement with the SHDIC Local Organizing Committee and the City of Corner Brook. The agreement will indicate that all services provided will be completed to the satisfaction of the SHDIC Local Organizing Committee and the City, according to the terms of reference, and for the amount as set out in the proponent's proposal. It should be noted that the successful supplier will be asked to adhere to any existing agreements and branding standards or guidelines the City may have in place such as dedicated product suppliers (i.e.: Letters of Understanding with Rogers and Scotiabank Hockey Day in Canada). The successful proponent shall report to the SDHIC Local Organizing Committee and agree to the conditions set forth in the City of Corner Brook's Agreement.

Deadline: 5:00 pm Friday, September 22, 2017.

Questions on this proposal may be referred to: Bruce Keating Chair, SHDIC Local Organizing Committee
Telephone: 709.632.7880 E-mail: shdiccbchair@outlook.com or Andrea Green Project Coordinator
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