

Request for Proposal

BC Ultimate Sponsor & Official Apparel / Merchandise Supplier for 2016-2017

BC Ultimate (BCU) is pleased to announce that it has opened a tender for establishing a multi-year BCU Sponsor & Official Apparel / Merchandise supplier partnership for the two year period from 1 January 2016 through 31 December 2017.

General information:

- BCU is currently seeking bids from companies wishing to serve as BCU Sponsor & Official Apparel / Merchandise Supplier for the two year period from 1 January 2016 through 31 December 2017.
- Selected company will receive the exclusive opportunity, unless agreed otherwise with the selected company, to develop and sell any and all official event merchandise and apparel for the BCU events during that period and produce Jerseys for BCU Sponsored Touring Teams. Please note that this exclusivity does not include uniforms to be worn by participating teams in BCU Events. The situations and conditions under which other vendors may be allowed to sell non-event branded goods at the event will be subject to a specific agreement with the selected company.
- The events to be included in this partnership agreement are outlined in the Annex 1 to this RFP.
- The RFP process will be published on all BCU official communication channels including BCU's website, Facebook page, Twitter, or other social media.
- BCU reserves the right to directly contact any company with a relevant merchandise background or with which BCU has held a business relation or contact information previously and inform them on the RFP procedure.
- Expressions of interest are requested to be submitted **no later than 31 July, 2015**.
- We kindly request your detailed and final proposal to be submitted to us **no later than 30 September, 2015**.
- It is anticipated that a final decision on the selected company will be reached during the months of October/November 2015 and communicated no later than mid-December 2015 based on a review and selection process by the BCU Board of Directors.
- Further details to assist you in your proposal are listed below.

Contract principles:

- The contract will be designated as the contract for a "BCU Sponsor & Official Apparel / Merchandise Supplier partnership."
- The contract will run for the two year period from 1 January 2016 through 31 December 2017.
- The contract will include all BCU sanctioned Ultimate events included on the list annexed hereto.

What BCU offers:

- Official BCU supplier and sponsorships rights
- Visibility and hospitality at all BCU events included in annex 1
- Rights to sell at all BCU events included in annex 1
- Visibility on various BCU media (website, publications, digital communications, etc.)
- Proactive promotion of partner with local member associations and other relevant organizations
 - There are currently 20 Community based Ultimate Leagues who are members of BC Ultimate. These members represent over 6000 Ultimate players.
- Proactive promotion of partner with member school based teams
 - BCU is currently in contact with over 100 BC High Schools and Elementary Schools running Ultimate programs
- Rights to sell merchandise through non-event channels
- Naming rights for sponsoring specific sub-events (parties, cultural events, receptions, tournament divisions etc.)

- Rights (if interested) to sell BCU-branded merchandise at the event and through non-event channels

What BCU expects:

- Flat fee for exclusive sponsorship and supplier rights (payable upfront or annually in advance)
- Guaranteed income and profit-sharing arrangement on merchandise for each event included in annex 1
- Free merchandise for various purposes, including BCU and event staff
- BCU logos on sales merchandise, within agreed scope and channels
- Other creative and innovative ideas generated with partner
- Arrangement to sell official event discs provided by BCU's disc partner as part of their official merchandising duties
- Full design package for apparel, gear, and discs (in cooperation with official disc supplier), etc.
- Procurement and production (at your expense) of all official event merchandise (using official event logos and marks) to be sold before, during and after the events.
- Coordination of on-site sales throughout the event in the designated area(s).
- BCU also will look to see BCU end event merchandise be sold through the partners website.

We look forward to your proposal!

If you have any questions prior to submission on Friday, July 31, 2015, please do not hesitate to contact us.

Main contacts:

Brian Gisell

BCU General Manager

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Annex 1: BCU Annual Ultimate Events

BC Junior Ultimate Championships*:

- 3rd Weekend in May
- 64-80 High School Teams from BC
- 16 Elementary School Teams

Flower Bowl/Club Season Tuneup Event**

- 1st Weekend in June
- 40-50 Women and Open Teams from Northwest

BC Ultimate Championships

- 2nd or 3rd Weekend in July
- 16-20 Junior Teams from BC
- 10-20 Women, Open, Masters, Mixed Teams from BC

BC 4X4 Indoor Series

- Fall. Multiple Events held in 3-4 different BC Communities
- 40-60 Unique Teams from Northwest

* Starting in 2016 BCJUC may expand to 5 High School Divisions of 16 teams each (Senior Tier I, II & III, Junior Tier I, II) as well as an inaugural Elementary School Division of 16 teams. This expansion could result in BCJUC being held on two consecutive weekends.

** In 2016 Flower Bowl will take place 2 weeks prior to WFDF WUGC 2016 and could benefit from the participation of US and Canadian teams entering that event in the Open, Mixed, Womens and Masters divisions.

Promotion to BC Based Juniors Teams:

BCU is well positioned to connect a company with over 100 High School and Elementary Schools, as well as 20+ Junior Club Touring teams in the province. The Official Apparel / Merchandise supplier to BCU will be recommended to all Junior Teams in BC for their apparel and merchandise needs.

Promotion to BC Based Ultimate Leagues:

BCU members include over 20 local Ultimate Leagues across the province. The Official Apparel / Merchandise supplier to BCU will be recommended to all BCU members for their apparel and merchandise needs.