



World Flying Disc Federation

## Request for Proposal

### WFDF Sponsor & Official Apparel / Merchandise Supplier for 2015-2016

Hello friend in Ultimate,

The World Flying Disc Federation (WFDF) is pleased to announce that it has opened a tender for establishing a multi-year WFDF Sponsor & Official Apparel / Merchandise supplier partnership for the two year period from 1 January 2015 through the end of 2016.

#### **General information:**

- WFDF is currently seeking bids from companies wishing to serve as WFDF Sponsor & Official Apparel / Merchandise Supplier for the two year period from 1 January 2015 through 31 December 2016.
- 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 WFDF Ultimate Championship events during that period (other disc sport events optional). Please note that this exclusivity does not include uniforms to be worn by participating teams. 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 WFDF official communication channels including WFDF's website, Facebook page, Twitter, or other social media.
- WFDF reserves the right to directly contact any company with a relevant merchandise background or with which WFDF 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 Friday 17 October, 2014.**
- We kindly request your detailed and final proposal to be submitted to us **no later than Friday October 31, 2014.**
- It is anticipated that a final decision on the selected company will be reached during the month of November 2014 and communicated no later than mid-December based on a review and selection process by the WFDF Board of Directors. WFDF reserves the right to invite short-list candidates to its board meeting in Toronto over the weekend of 15-16 November to present and discuss their proposals.
- Further details to assist you in your proposal are listed below. Further details on the events included to the extent known will be supplied on receipt of an expression of interest.

#### **Contract principles:**

- The contract will be designated as the contract for a "WFDF Sponsor & Official Apparel / Merchandise Supplier partnership."

- The contract will run for the two year period from 1 January 2015 through 31 December 2016.
- WFDF will potentially shift to a four year contract period starting in 2017.
- The contract will include all WFDF sanctioned Ultimate Championship events included on the list annexed hereto.

**What WFDF offers:**

- Official WFDF suppliership and sponsorships rights
- Visibility and hospitality at all WFDF events included on the list
- Rights to sell at all WFDF events included on the list
- Visibility on various WFDF media (website, publications, digital communications, etc.)
- Proactive promotion of partner with national member associations and other relevant organizations
- Rights to sell merchandise through non-event channels
- Visibility with potential WFDF television or Internet streaming partners
- Naming rights for sponsoring specific sub-events (parties, cultural events, receptions, etc.)
- Rights (if interested) to sell WFDF-branded merchandise at the event and through non-event channels

**What WFDF expects:**

- Flat fee for exclusive sponsorship and suppliership rights (payable upfront or annually in advance)
- Guaranteed income and profit-sharing arrangement on merchandise for each event included on the list
- Free merchandise for various purposes, including WFDF and event staff
- WFDF 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 WFDF'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).
- WFDF also will look to see WFDF end event merchandise be sold through the company's website.

We look forward to your proposal !

If you have any questions prior to submission on Friday October 31, 2014, please do not hesitate to contact us!

**Main contacts:**

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## **Annex 1: WFDF Ultimate Championship Event Cycle 2015-2016**

### **World Championships:**

WFDF 2015 World Under-23 Ultimate Championships (WU23) (London, 12-18 July 2015)

WFDF 2016 World Ultimate and Guts Championships (WUGC) (Location and date TBD)

WFDF 2016 World Junior Ultimate Championships (WJUC) (Location and date TBD)

### **Continental Championships sanctioned by WFDF:**

2015 Asia Oceania Ultimate Championships (AOUC) (Hong Kong, 26-29 November 2015)

2015 Pan American Ultimate Championships (PAUC) (Cancun, 18-21 November 2015)

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*Remark: Events of other flying disc sports could be included in the package, if interested.*