

REQUEST FOR PROPOSAL

**Sport Alliance of Ontario
Team Ontario Clothing Package
2011 Canada Winter Games**



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2 INTRODUCTION

2.1 WHO IS TEAM ONTARIO?

Team Ontario is a program of the Sport Alliance of Ontario (SAO) that supports athletes and coaches from Provincial Sport Organizations (PSO's) participating in Jeux Canada Games. The Canada Games are the country's largest amateur multi-sport event and runs every two years. Team Ontario is comprised of athletes, coaches, managers, Mission Staff and VIP's from across the province and totals approximately 475 participants. This Request For Proposals (RFP) addresses Team Ontario's needs for the 2011 Canada Winter Games to be held in Halifax, Nova Scotia February 11 to 27, 2011.

2.2 PROJECT SUMMARY

The SAO is seeking proposals from clothing suppliers to design and supply official Team Ontario uniforms for the 2011 Canada Winter Games. The proponent will adhere to the guidelines set out by the SAO requirements and specifications in this document and the Canada Games Council's "Commercialization and Sponsorship Policy" which can be downloaded at:

http://www.canadagames.ca/Images/Organization/Technical%20Manual/Technical%20Manual%20ENG%202009%202011/12_Commercialization%20Policy%20and%20Chart.pdf

The goal is to procure clothing that meets the following general requirements:

- supports and highlights the Team Ontario brand
- be of a style that is current and lends itself to the tastes of young adults
- durable and will function well in the variable climate of Nova Scotia in February
- supplied in a wide variety of sizes for both genders
- clothing will instil a sense of unity and pride in the team and province

The SAO requires a supplier partner that can handle all aspects of the design, production and delivery of a complete team clothing package.

The purpose of this RFP is to provide a fair evaluation process for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

This project will begin almost immediately following the selection of a supplier.

The SAO encourages creative responses and candidates may choose to provide for approaches outside those described above, but please separate these costs and timeline impacts as a differential item.

2.3 KEY DATES

The following is the schedule for this process:

- November 16, 2009 SAO posts the RFP on SIRC and sends to potential partners who have expressed interest via email during the week of November 16, 2009.
- November 27, 2009 Companies can submit email questions until the end of day November 27, 2009. Q&A summary is sent to all participants via e-mail by December 3, 2009.
- December 11, 2009 Companies are to submit their Proposals by 4:00 p.m. EST on December 11, 2009. **Companies not responding by this date and time will be disqualified.**
- January 8, 2010 SAO selects partner and communicates decision to all bidding companies prior to January 8, 2010.
- January 15, 2010 Project development begins.
- Upon selection of a supplier the SAO and representatives of Team Ontario and the supplier will jointly develop a detailed timeline and milestones for concept development, composition of package, designs, samples, sizing, production, embroidery, delivery, staging, tailoring, and other key deliverables.
- December 3, 2010 Deadline for delivery of all Team Ontario clothing to SAO

2.4 COMMUNICATION & SUPPORT DURING THE RFP PROCESS

The contact for this project is Blair McIntosh Chef de Mission for Team Ontario and Director of Games at Sport Alliance of Ontario. Should Blair McIntosh be out of office please contact the Assistant Chef de Mission for Team Ontario.

Blair McIntosh

Number: (416) 426-7289
Fax: (416) 426-7381
E-mail: bmcintosh@sportalliance.com

Rick Beaver

Number (416) 314-7696
Fax
E-mail
rick.beaver@ontario.ca;

2.5 RESPONSES TO THE RFP

Bidding companies who want to respond to the RFP are asked to send an electronic copy and two hard copies of their Proposal to the following address:

Blair McIntosh, Team Ontario Chef de Mission
Director of Games
Sport Alliance of Ontario
3 Concorde Gate – Suite 313,
Toronto, ON M3C 3N7
bmcintosh@sportalliance.com

If a bidding company intends to respond with other partners or as a group, one proposal is to be provided with one company acting as the single contact to SAO.

Companies who do not want to respond to the RFP are asked to contact Blair McIntosh and indicate their intentions. All electronic and hard copies of this RFP in the possession of the supplier must be deleted and/or destroyed.

2.6 LEGAL TERMS

This RFP document and process is subject to legal terms found at the end of this document. Companies not able to accept these terms should not submit proposals.

2.7 PROPOSAL COSTS

Any costs associated with preparing and presenting proposals in response to this RFP and for providing any additional information required by SAO to facilitate the evaluation process are the sole responsibility of the partner and will not be reimbursed by SAO. SAO also reserves the right to discontinue the procurement process at any time, and makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more parties. All supporting documents and manuals, submitted with this proposal, become the property of SAO, unless explicitly requested, in writing, by the vendor.

3 IMPORTANT GUIDELINES

3.1 PARTNER QUALITIES

Use the RFP to showcase your ability to support the following requirements and preferences:

- Design experience and creative expertise in clothing design
- Production facilities capable of meeting all demands and timelines
- Quality materials and commitment to working in partnership with SAO and representatives of Team Ontario to produce a package athletes that will be worn with pride
- Experience in servicing sport organizations and the sport community
- Flexibility to accommodate special orders

The selected partner will have extensive expertise in design and production, and will possess a proven ability to meet jointly established timelines. Companies demonstrating an existing promotion and distribution network such as wholesale, retail or on-line services will have a competitive advantage.

3.2 KEY TERMS

Parade and Podium Wear – Clothing to be worn by Team Ontario during both the Opening and Closing Ceremonies as well as during medal presentations for the athletes. These pieces receive tremendous visibility and are open to the most creative interpretation, while still reflecting a distinctive look.

Casual Wear – Clothing to be worn during day-to-day activities at the Games and in the Athlete Village.

Competition Wear – is outside the scope of this proposal. Please do not make any reference in your submission to clothing items to be worn by athletes during competition. SAO does not provide competition wear.

4 BUSINESS REQUIREMENTS

4.1 GOALS AND OBJECTIVES OF THE PROJECT

The objective of this project is to design, produce and supply high-quality, stylish and affordable clothing package for the 2011 Canada Winter Games team from Ontario. The package will include parade / podium wear and casual wear with a distinctive look, suitable to the Nova Scotia winter environment and be of a style that is current and lends itself to the tastes of young adults.

SAO and Team Ontario will provide the selected supplier with an outline of the key components the clothing package must include, and rely on the supplier to generate an overall concept and design scheme for approval. Following agreement on the overall design concept and package, SAO and Team Ontario will work in partnership with the supplier to finalize the design of each item. All designs must be approved by SAO and Team Ontario prior to production. Team Ontario will provide sizing and quantity information to the supplier in accordance with jointly established timelines.

Following the completion of production, the supplier will conduct a thorough inventory and quality inspection to ensure the order is complete. In addition, the supplier will assign a staff person (if necessary) to assist with the packing process to immediately address any quality or inventory issues, and obtain tailoring services for required alterations during the staging process.

4.2 AUDIENCE PRIORITIES

Audience Group	Description	Priority
Athletes	1. Highest quality of design, materials and production 2. Design adaptations to properly fit athletes with a disability 3. Considered “in” – athletes proud to wear 4. Reflect the Team Ontario brand 5. Suitable to Nova Scotia environment and conditions	*****
Mission Staff Team Members	1. Highest quality of design, materials and production 2. Reflect the Team Ontario brand 3. Suitable to Nova Scotia environment and conditions 4. Proud to wear both during and post-Games	****

4.3 THE ROLE OF SPONSORS

SAO is proud of and committed to its relationship with its Canadian sponsors. We believe we will deliver considerable value to our sponsors by effectively serving the above audience groups. Providing sponsorship opportunities on selected clothing articles is a requirement for this project.

4.4 ELEMENTS THAT SHAPE THE TEAM ONTARIO BRAND

The current Team Ontario logo features a stylized trillium (Ontario’s official flower) and the word “Ontario” in bold lettering. The logo also indicates the year of the games and use the wording of Team and Équipe.

Our goal is to create an emotional connection between the general public and Team Ontario. SAO and Team Ontario wants to promote amateur sport in the province by empowering and showcasing the accomplishments of Ontario Athletes.

The Team Ontario brand should...

- Inspire** the athlete in all of us,
- Encourage** excellence in all we do,
- Advocate** equal access and opportunity for all.

How we express who and what we are...

- Our actions are energetic.
- Interactions with others are enthusiastic.
- Events are fun.
- The language we use is clear, descriptive and active.
- Communications are informative.
- Visuals are inspiring.
- Graphics are dynamic.
- Layouts are imaginative.
- Forms and function are purposeful.
- We are committed to excellence.

5 DESIGN & CONTENT

5.1 COMPOSITION OF CLOTHING PACKAGE

SAO and representatives of Team Ontario will work in partnership with the selected supplier to develop the exact composition of the 2011 Canada Winter Games clothing package. The following list is for general guidance, and Team Ontario will encourage and thoroughly evaluate any additional items or suggestions not captured below.

CASUAL

Winter Jacket
Baseball Cap/Toque
T-shirts-long
T-shirt - short
Golf Shirt
Sweatshirt

Winter Pant
Sweat Pant

PARADE AND PODIUM

Parade Top
Pants

Hat

5.2 TEAM ONTARIO SIZE ESTIMATES

We anticipate the 2011 team will total approximately 350 individuals. In addition, SAO will order clothing for key stakeholders (VIP's) such as the provincial ministry, SAO, staff, Team Ontario member organizations and for gifting needs which will bring the number to approximately 450.

5.3 KEY PRINCIPLES

In the development of the 2011 Team Ontario Canada Winter Games clothing package, the following key principles will be paramount:

- Canadian "look" - Red and White as primary colours with black as an accent colour.
- incorporate Canadian imagery or use of the word Ontario
- High quality
- Comfort
- Practicality
- Current style acceptable to young adults
- Affordability
- Ability to generate public interest and demand
- Incorporation of the Team Ontario logo and promotion of the Team Ontario brand
- Bilingual
- Compliance with Canada Games Council's Commercialization and Sponsorship Policy

5.4 LANGUAGE

All wording on Team Ontario clothing must be fully bilingual in English and French. Team Ontario will take responsibility for having all content translated into French.

5.5 SIZING

The SAO will provide general sizing information for as large a percentage of the Team as possible. Because some athletes will be selected following clothing production deadlines historical sizing data will be used. In addition, Team Ontario will rely on the expertise of the supplier in appropriate sizing based on your experience with other sporting events.

Team Ontario's athletes range in age from 10 to 23 years with 16 being the average.

There are 20 sports in total; Alpine Skiing, Archery, Artistic Gymnastics, Badminton, Biathlon, Boxing, Cross Country Skiing, Curling, Figure Skating, Freestyle Skiing, Hockey, Judo, Ringette, Target Shooting, Snowboarding, Speed Skating, Squash, Synchronized Swimming, Table Tennis, and Wheelchair Basketball. As one would imagine, average uniform sizing will vary from sport to sport.

6 RFP APPROACH & TIMELINE

6.1 APPROACH

Describe in detail your strategy, creative, technology, systems, and methods to meet our business goals and requirements.

If the proposed solution has additional features or benefits not covered in our requirements, please note them as "Additional Features" and ensure they are priced separately.

6.2 IMPLEMENTATION & TIMELINE

Please provide your recommended Implementation Plan and Timeline with the following assumptions:

- Initial Package Composition and Design Consultations – 2010
- Final Delivery date – December 3, 2010 (in time for sorting, packing and distribution to members of Team Ontario)

Timelines should highlight key milestones, approvals and deliverables. Please ensure all facets of your methodology are showcased within the timeline activities. Also, ensure all deliverables we have noted in this RFP and within your methodology are listed.

7 RFP PRICING

The total project cost must include: provision of colour drawings, fabric samples, samples of each item in the clothing package, production, delivery to a SAO storage location, tailoring and all other tasks associated with the development, production and delivery of the team clothing package. SAO will be responsible for French translation of content. The selected supplier will

appoint one key staff person as the primary point of contact with SAO and a representative of Team Ontario for the period from the awarding of the contract through the 2011 Canada Winter Games. The pricing requested is on a fixed price basis and the partner will be contracted to deliver all functions in this document for the stated price. If the partner has excluded function or added functions to these requirements, these changes should be noted, clearly indicating the tradeoff decisions.

8 RFP QUESTIONS, EVALUATION & FORMAT

8.1 YOUR COMPANY

8.2 EXPERIENCE

- a) Please describe your expertise and experience in the world of sport and/or with non-profit organizations.

8.3 DESIGN

- b) Please describe your design process.

8.4 QUALITY ASSURANCE

- c) Please describe your quality assurance methods and procedures and identify the quality assurance team.

8.5 CLIENT SERVICING

- d) Please describe the availability of your staff in terms of the timeframe for a response with a proposal or quote for design, fabric or sizing questions.

8.6 RFP EVALUATION CRITERIA

The following criteria, shown in order of importance and with percentage weighting, form the basis upon which the SAO will evaluate proposals.

1. Suitability of the proposal – Proposed solution meets the needs and criteria set forth in the RFP. **30%**
2. Price – The price falls within the budget range internally established for this project. **20%**
3. Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake the project. **10%**
4. Proposal presentation – The information is presented in a clear, logical manner and is well organized. **10%**
5. Proposals demonstrating a significant sponsorship component will be considered favourably. **30%**

8.7 RFP FORMAT

1. Title Page: RFP number and revision number, your company name, address, web site address, telephone number, fax number and contact person.
2. An introduction letter signed by the person or persons authorized to sign on behalf of the company.
3. Table of contents.
4. A one-page summary of your proposal.
5. The content of your proposal should not exceed 20 pages. Discuss your proposal, including the features, benefits and uniqueness of your solution. You should also describe how you would meet our deadlines.
6. Fees. Include a bullet list of exact deliverables that you associate with the stated fees.

9 RFP LEGAL TERMS

You must follow these guidelines and requirements when preparing and submitting your proposal:

- A. Late proposals will not be accepted, opened or read, under any circumstances.
- B. Once SAO is in receipt of your proposal; we will not allow any changes or modifications to your submission. Please make sure that your submission is final.
- C. Once submitted, your firm's proposal can be withdrawn at any time before January 13, 2010.
- D. The statements made in your proposal are binding; therefore an authorized representative of your company, preferably an officer, must sign your proposal.
- E. If you wish to submit alternate solutions you may do so. Alternate solutions should be treated as separate proposals.
- F. Your firm must honor the price quoted in your proposal. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of fees with a complete explanation of the nature of those fees.
- G. By submitting a proposal your firm agrees to all the terms and conditions of this Request for Proposal.
- H. The SAO and the Partner agree that all details of this Request for Proposal process, including both financial information and proposal concepts, shall be confidential during this process, and thereafter, and do whatever is reasonably necessary to preserve such confidentiality. The contents of all press announcements, if any, regarding the selection of SAO's Clothing Partner shall be agreed upon by both parties prior to being released or published. Neither party shall unreasonably withhold its agreement to an announcement.

- I. SAO does not bind itself to accept either the lowest cost tender or any tender submitted.
- J. SAO will not be liable for any costs or expenses incurred in the preparation of a tender.
- K. All terms and conditions of this Tender are governed by Ontario law.
- L. The Partner, if chosen, shall undertake to indemnify SAO against claims and litigation (including legal fees) related to/arising from the activities of the service provider.
- M. The Partner, if chosen, shall undertake to disclose any conflicts of interests in the provision of the services.