Proposals Invited for a Merchandising Partner for the World Transplant Games 2019

7th February 2019

v001

**Section A – Introduction**

1. Requirements
   1. Proposals are requested from potential Merchandising partners for the World Transplant Games 2019.
   2. NewcastleGateshead Initiative (NGI) is the lead organisation. The Games are organised by a Local Organising Committee (LOC) who are looking to gain additional income into the World Transplant Games 2019 through the merchandising activity.
   3. The detailed requirements for the merchandising activity are defined in Section 2 - Specification.
   4. Any queries relating to this document and/or your proposal process should be sent to:

Sophie Hardwick

0191 4405754  
[sophie.hardwick@ngi.org.uk](mailto:sophie.hardwick@ngi.org.uk)

* 1. Please note NGI will undertake due diligence checks on the selected provider prior to contract.

1. Background   
   1. The World Transplant Games 2019 will take place in and around NewcastleGateshead from 17th – 24th August 2019. We are anticipating attendance from around 2500 participants from over 60 different nations.
   2. The World Transplant Games is the largest organ donor awareness event in the world. Held every two years, the Games are open for participation by athletes aged from 4 to 80+ years who have undergone lifesaving transplants. The Games comprises seven days of competition across around 16 sports and social gatherings for all delegates.
   3. NewcastleGateshead Initiative (NGI) is the lead delivery partner, working closely with MLS Contracts Ltd, Transplant Sport UK and the World Transplant Games Federation who awarded the Games to NewcastleGateshead.
   4. The UK hosting of the World Transplant Games 2019 provides a fantastic opportunity to raise awareness of donor registration and the benefits of a healthy lifestyle, alongside the opportunity to showcase the North East of England to a large contingent of national and international visitors.
   5. For more information, visit: <http://worldtransplantgames.org/>
2. Timetable
   1. Please see set out below the timescale associated with this ITQ:

| **Stage** | **Date and time** |
| --- | --- |
| Invitation for Proposals published | Thursday 7th February 2019 |
| Deadline for any queries | Tuesday 26th Feb at 5pm\* |
| **Proposal submission deadline** | **Friday 1st March at 5pm\*** |
| Evaluation of responses | Tuesday 5th March 2019 |
| Contract award | Wednesday 6th March 2019 |

**\*Please note we extended the submission deadline on the 15th February from the original deadline of 22nd February to the new submission deadline of 1st March.**

1. Clarification Process
   1. Any queries should be sent to:

Sophie Hardwick

[sophie.hardwick@ngi.org.uk](mailto:sophie.hardwick@ngi.org.uk)

The deadline for queries is **Tuesday 26th February at 5pm.**

Please note: If you wish NGI to treat a query (and answer) as confidential, you must state this when submitting your query. If, in the opinion of NGI, the query is not confidential, NGI will inform you and you will have an opportunity to withdraw it. If the query is not withdrawn, the response will be published on the relevant proposal page on <http://www.ngi.org.uk/> to enable all companies interested to have the same submission information. The name of the company raising the question will not be published.

1. Responses
   1. Completed proposals should be sent via email to:

Sophie Hardwick

[sophie.hardwick@ngi.org.uk](mailto:sophie.hardwick@ngi.org.uk)

Proposals should be submitted by **Friday 1st March at 5pm.**

* 1. Responses should include the following information:

|  |  |
| --- | --- |
| **Item** |  |
| 1 | Section C, Part 1, Organisation Details |
| 2 | Section C, Part 2, Completed responses to Quality questions |
| 3 | Section D, Completed Pricing Information and income projections |
| 4 | Section E, Signature Form |

1. Evaluation of Quotations
   1. Each response will be evaluated on a weighted combination of Income potential for the LOC (70%) and Quality (30%). The quality questions are outlined in Section C.
   2. The income percentage will be scored as follows: (Potential Provider's price ÷ highest income potential) × 70%
   3. The quality score will then be added to the income score to give an overall score for that organisation.

**Section B - Specification**

1. Specification
   1. The two core objectives of the merchandising plan are to provide a selection of souvenirs for participants and to generate additional income for the Games.
   2. Our proposed approach is one where our merchandising partner gains the licensing rights for the merchandising related to the Games.
   3. The merchandising partner would gain the right to sales, but would also takes the risk in terms of sales not achieved.
   4. We are looking for a partner that will formulate a plan that minimizes over ordering, maximizes income, and adds to the visitor experience.
   5. We require the merchandising company to source, design, manufacture, deliver and potentially sell (online and at the Games) the merchandise.
   6. The merchandise selection is required to be available for purchase by participants prior to the Games, date dependent on lead time.
   7. We anticipate that the merchandise won’t be shipped to consumers but will be picked up at Event HQ on arrival at the Games, and available for purchase at Event HQ and at key events and venues throughout.
   8. The following items have been popular at past Games:
      * Mugs
      * Host country/city lapel pins
      * Keyrings
      * Tshirts
      * Mouse pads.
   9. The WTG in South Africa had +- 2000 attendees. They ordered the following items and sold out of most of the items.
      * 1000 Tshirts (XXL and XL were left over)
      * 150 mugs- sold out quickly
      * Key rings 300 – sold out
      * Caps 150 – sold out
      * Peak caps 150 – sold 130
      * Lapel badges 300 – sold out
      * Mouse pads 150- sold out
   10. Based on the projected numbers of attendees (2500) and the registration per country, and predicted numbers, so far, we’d like to know which items and quantities you would propose to add to the merchandising list. A breakdown of sign up per country so far is available by emailing [Sophie.hardwick@ngi.org.uk](mailto:Sophie.hardwick@ngi.org.uk)
   11. Within your proposed merchandising plan please also add items you believe would add to the experience and be popular with the target audience. This might include items such as travel towels, water bottles, sports bags, frisbees, hoodies, lunch cooler packs, or other recommendations that you have sourced previously and have been popular at similar events.
   12. The proposal should also include one or two images of each merchandise item you’re proposing. This does not need to branded as WTG 2019 for the purposes of this proposal but please only include items your will be able to source within the required timescale.
   13. All merchandise design for final delivery will be required to be in keeping with the look and feel of the Games and/or carry the main event logo.

A picture containing text

Description generated with high confidence

* 1. Your proposal should also outline how you could support the selling the merchandise including:
     + How / If you have the facility to set up an online World Transplant Games branded shop to sell the items.
     + How / if you would support credit card and cash payments at the Games to receive payments.
  2. The Corporate guidelines for the use of the World Transplant Games logo and accompanying fonts is in Appendix 1, and high res logos are available to download too.
  3. A couple of examples of merchandise from the Malaga Games are in Appendix 2.
  4. The Local Organising Committee (LOC) will be required to sign off the merchandising plan and may input into ideas which they feel are appropriate to the Games and the Country hosting the games. The chosen supplier will be required to explore ideas where possible, and make recommendations as to their viability within the merchandising plan.
  5. Where possible we will look to achieving economies of scale between the merchandising requirement and the volunteer uniforms (such as the water bottles and teeshirts), and therefore may require the suppliers of both activities to liaise on potential savings.
  6. A design for each merchandise item will be required for sign-off prior to delivery.
  7. Your submission should provide the key dates for design and sign off that would achieve the required delivery date.

**Section C – Supporting Information**

**Part 1 – Organisation Details**

A-1 Name of your

organisation:

A-2 Registered office

(if applicable):

A-3 Trading address

(if different from

registered office):

A-4 Organisation

Registration Number

(if applicable):

A-5 Is your organisation a:

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Sole Trader

Partnership

Public Limited Company

Private Ltd Company

Voluntary & Community Sector

Charity

SME (Small and Medium Enterprise)

Other

If you selected other,

please specify:

A-7 If the Company is a

member of a group of

companies, please give the

name and address of the

ultimate holding company

A-8 Name of person to whom

any queries relating to this

quote should be addressed

A-9 Telephone

A-10 Email

A-11 Address

(if different to the Address

above)

|  |  |
| --- | --- |
| Please confirm that your company can deliver the merchandising plan proposed for the dates of the World Transplant Games 2019 (14th – 24th August)? | Yes / No |
| Please confirm that your company implements due diligence procedures for its direct subcontractors to ensure that there is no slavery or human trafficking in its supply chains and that you will notify us, of any actual or suspected slavery or human trafficking in a supply chain which has a connection with this Agreement. | Yes / No |

**Part 2 – Quality Questions**

As indicated in Section A, quality will amount for 30% of the evaluation to decide which quote to accept.

| Question Number | Question Name | Question and Details |
| --- | --- | --- |
| 1 | Track record | Please provide images of 2 previous merchandising campaigns that you have delivered for similar events. Please describe here what aspects of the merchandising plan you delivered (i.e. sourcing, design, project management, online shop). |
|  |
| 2 | Merchandising list | Please provide your proposed list of merchandising.  *Please note this will give us an indication of which items your company would propose to see, however we anticipate the final list will be agreed in discussion with NGI following contract award.* |
| Please provide:   * + Item name and description   + The recommended quantity of each item you would propose   + The retail price for each Merchandise item suggested   + Photos of the proposed item where possible. |
| 3 | Rationale | Please provide the rationale for recommending the list above and highlight which items you see as being essential to delivering a successful merchandising plan. |
|  |
| 4 | Visitor experience | How would the items you propose add to the visitor experience of the Games? Which items are souvenir or commemorate items? |
|  |
| 3 | Delivery approach | Please indicate your proposed delivery approach. Would your organisation take the risk for the project and how would that impact your income projections and project delivery? |
|  |
| 4 | Sales | Please indicate how you could facilitate the selling of the merchandise. Would you provide an online shop? Would you facilitate card payments at the Games? What would you provide and what support would you require from NGI? |
|  |
| 3 | Timeline | Please provide key dates for design, feedback and amends, sign off and online sales, and onsite sales of the merchandising |
|  |
| 5 | References | Please provide 2 references for previous merchandising projects you have delivered. |
|  |

**Section D – Pricing Information**

As indicated in Section A, income potential will amount for 70% of the evaluation to decide which quote to accept.

Please insert your proposed income projections for each element of merchandising in section 2.

All costs must be in pounds sterling and shown exclusive and inclusive of VAT.

The submitted costs should remain valid for the duration of the project unless the specification changes.

|  |
| --- |
| Organisation Name |
|  |
| Income projections |
| Please repeat your proposed merchandising list from Section C, Part 2, this should include:   * + Item name   + Retail price   + The income projections for the yourselves as the supplier   + The income projections for NGI as the host organisation for the World Transplant Games 2019. |
| Overall income to the LOC |
| Based on the information above please clarify your overall projected income to the World Transplant Games 2019 LOC. |
| Additional costs |
| Please let us know of any additional costs to the LOC in the delivery of this project. |
| Please let us know of any discounts in-kind benefits or commitment to support the event that you are reflected in your proposal, or put not applicable if not relevant |
|  |

**Section E – Signature Form**

Request for proposal for: merchandising for the World Transplant Games 2019

I the undersigned hereby declare by marking an X in the box:

* that the information provided is complete and accurate;
* that the income projections outlined are our best offer;
* that no collusion with other organisations has taken place in order to fix the price;
* to be subjected to the terms and conditions in Appendix 3;
* that no works/goods/supplies/services will be delivered or undertaken until both parties have executed a form of order and an instruction to proceed has been given by NGI in writing.

Name ...........................................................

Position Held.....................................................

Dated ..........................................................

**Appendices**

**Appendix 1 – WTG Brand Guidelines**

**Appendix 2 – Photos of previous WTG merchandise**

**Appendix 3 – Terms and Conditions**

**Appendix 4 – Statistics on visiting audience so far (please email** [**Sophie.hardwick@ngi.org.uk**](mailto:Sophie.hardwick@ngi.org.uk) **to receive these).**