

# REQUEST FOR PROPOSAL

## MERCHANDISE

### 2001 NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS

#### PRODUCTION, MERCHANDISING

DATE: March 9, 2001

TO:

FROM:

SUBJECT: 2001 National Junior Olympic Championships

THE SACRAMENTO REGION SPORTS EDUCATION FOUNDATION, A 501-C-1 NON-PROFIT ORGANIZATION, AND THE PACIFIC ASSOCIATION OF USA TRACK & FIELD, JOINTLY SERVING AS THE LOCAL ORGANIZING COMMITTEE ("LOC") OF THE 2001 NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS, ARE SEEKING PROPOSALS FOR THE EXCLUSIVE RIGHT TO SELL MERCHANDISE FOR THE 2001 NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS AT THE A.G. SPANOS SPORTS COMPLEX ON THE CAMPUS OF CALIFORNIA STATE UNIVERSITY, SACRAMENTO ("CSUS").

## A GENERAL OVERVIEW

The National Junior Olympic Championships is the largest youth track and field event in the world. The competition will be held July 24-29, 2001. The event showcases young male and female athletes between the ages of 8-18 in the sport of track and field.

Selected bidder will pay a rights fee for the exclusive right to sell merchandise *at* the event. 50% of the rights fee is due at time of bid awarding, 30% is due on or before June 24, 2001, 20% is due on or before July 24, 2001.

Merchandise sales will take place inside the stadium at locations approved by LOC and CSUS. One designated contractor will operate all Junior Olympic merchandise within the stadium and the fan expo at the stadium.

The LOC encourages the participation of small business enterprises certified by the City of Sacramento. Those seeking assistance in certification or outreach may contact the Office of Small Business Development at (916) 264-6747 or on the internet at

www.cityofsacramento.org/esbd. The proposed level of participation of small businesses may be a consideration in the selection process.

This RFP is for all merchandise sales at the event.

The selected bidder is responsible for all merchandising costs including, but not limited to, tents, power, and phone lines.

The bidder shall supply all merchandise products, materials, and equipment necessary to perform under this proposal.

## **B**

# **SPECIFICS OF MERCHANDISING**

The specifics of merchandising are set forth in the form contract attached hereto as Exhibit B.

## **C**

# **SPECIFICS OF PRODUCTION**

### **1. LICENSING**

Bidder will need licensing from U.S.A. Track and Field (USATF) and United States Olympic Committee (USOC) for all products intended to be sold. LOC will assist with the licensing for the selected bidder.

### **2. DESIGN AND PRODUCT MIX**

All designs and product mix must be approved by LOC before being sent to USATF and USOC for approval. LOC encourages a wide variety of products for the event.

### **3. PRICES**

Bidder will make available for purchase at the event one style of T-shirt with the event logo on the front for \$15.00. All other prices of merchandise are at the discretion of the merchandiser.

### **4. ADDITIONAL T-SHIRTS AND POLO SHIRTS**

LOC will provide bidder with 1000 T-shirts and 750 collared polo shirts for screening and embroidering. Bidder to screen and embroider the event logo at no cost to LOC.

### **5. PRINTING**

Bidder must be able to print shirts on site.

## **D**

# **THE BID PROPOSAL**

*Bids must be submitted with the bid form attached hereto as Exhibit A.*

Bids proposals must include the following information:

- A. Suggested merchandise product mix
- B. Merchandise pricing
- C. Number of merchandise sellers
- D. How merchandise will be displayed
- E. Details regarding controls of accounting for merchandise sales
- F. All bids to considered complete must includes samples of product(s)

## **E**

# **BASIS OF AWARD**

Contract to be awarded based on the following points:

- A. Ability of bidder to provide services as described above
- B. Quality of product and pricing
- C. Cost to LOC for screening and embroidery as described above
- D. Rights fee to be paid to LOC
- E. Preference will be given to Sacramento certified small businesses
- F. References are required

A full proposal is due to the LOC office 3:00 p.m. PST, March 16, 2001. This contract will be awarded no later than April 2, 2001.

Send all bids to:

Junior Olympic Merchandise Bid  
106 K Street, Suite 330  
Sacramento, CA 05814