



TAEKWONDO CANADA

Request for Proposal (RFP)

Official Apparel & Supplier Partner

Contact:

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INTRODUCTION

Taekwondo Canada (TC) is seeking an Official Partner to begin in January of 2023. This agreement shall be for a five-year term. The intent of this RFP document is to provide interested parties with the necessary information to prepare and submit their proposal. The document outlines the primary needs for TC, as well as suggested sponsor benefits that will be made available to the chosen partner (benefits to the Official TC Partner). TC is seeking a Partner that can demonstrate the capacity to handle all aspects of the design, production and delivery of a complete apparel package and provide equipment and supplies needed for TC events. TC would also like to partner with a company who provides modern, quality items that enhance the TC brand, a brand which demonstrates a commitment to excellence while providing its teams with a sense of pride. TC is seeking a partner we can actively promote to the community throughout the year.

THE ORGANIZATION

TC is the National Sport Organization in Canada recognized by World Taekwondo (WT), Pan American Taekwondo Union (PATU), and supported by Sport Canada and the Canadian Olympic and Paralympic Committees (COC and CPC). Together with its members and partners, TC will establish the highest possible standards for taekwondo development and achievement.

Founded in 1978, TC is home to 12 Provincial/Territorial Sport Organizations (PTSO), with over 500 registered clubs in Canada and practiced by more than 100,000 people in Canada. Its Taekwondo athletes have continued to achieve on the world stage by consistently medaling at international events.

Strong results from Canadian taekwondo athletes at recent international events include:

- Multiple medal performances at various 2022 World Taekwondo Grand Prix Series events
- Medal performances at both Junior and Senior Worlds at the Junior 2022 World Taekwondo Championships
- 4x medal performances at the 2022 World Taekwondo Poomsae Championships

For more information about our athletes, events and programs please visit: taekwondo-canada.com.

KEY PARTNERSHIP OBJECTIVES

TC values **strong mutually beneficial partnerships** and is hoping to expand the initial partnership for 2023 and on into a long-lasting relationship that benefits both its athletes as well as its Official Apparel and Supplier Partner (the Partner). Our goal is to enter into a partnership that meets the following objectives:

- Upon Agreement between both parties, the partnership begins January 1st, 2023, and runs through to December 31st, 2028
 - The Partner will be given first consideration for renewal in 2028 and beyond
- Clear communication of expectations and understandings between TC and the Partner
- Ability of the Partner to fully deliver on its promises, including delivery times and TC specifications, and other existing agreed-upon conditions between TC and the Partner
- Opportunity to sell TC branded merchandise to TC members as well as the general public – offered by the Partner in collaboration with TC
- Continued communication and innovation between TC and its Partner to improve the partnership, enhance the TC athlete and coach experience, and to deliver additional benefits to one another as time passes
- Additional benefits that can be provided to TC by the Partner in terms of value in kind (VIK)

- TC can be proud to advertise on the Partners behalf to the entire Taekwondo community

KEY APPAREL OBJECTIVES

Further to our Partnership Objectives, our goal is to produce team apparel that meets the following requirements:

- Enhances the TC brand and is consistent with standards of quality and professionalism
- Complies with the rules of international and national governing bodies (WT, International Olympic Committee, COC, PATU, etc.)
- Meets, at minimum, the items and quantities as outlined in the [Primary Team Apparel Needs](#) section
- Promptly delivers on time, as ordered (sizes, quantities, requested modifications), to ensure that TC athletes and coaches are properly equipped for competitions
- Displays a “Canadian” look with appropriate colours and design
- Features style that is current and suits the tastes of young adults
- Supports performance, and is durable and comfortable
- Exists in a wide variety of sizes for all genders
- Includes unique accessories
- Contributes to the sense of unity and pride among Team Canada

APPAREL SPONSORSHIP

The offer to supply VIK items can be offered on an event-by-event or program basis. The following breakdown and estimates outline the primary apparel needs for TC’s National Team Program. All proposals should include, at minimum, the delivery of the needs below:

- Team packages that will be broken into four types of packages:
 1. Athlete
 2. Coach and Team Staff
 3. TC Leadership and Staff
 4. Volunteer packages

PACKAGE TYPE	ITEM(S)
Athlete	<ul style="list-style-type: none"> ▪ 1 Track suit (jacket and pants/shorts) ▪ 1 Uniform/Dobok per event requirements-no sponsor logo allowed ▪ 1 Team Canada belt ▪ 5 T-Shirts for Cadet and Junior athletes, 5 T-Shirts for Senior athletes ▪ 1 Bag
Coach and Team Staff (e.g., Medical)	<ul style="list-style-type: none"> ▪ 1 Track suit (jacket and pants/shorts) ▪ 2 T-Shirts ▪ 3 Polos ▪ 1 Bag
Taekwondo Canada Leadership and Staff	<ul style="list-style-type: none"> ▪ 1 Track suit (jacket and pants/shorts) ▪ 2 Polos ▪ 3 t-shirts ▪ 1 Bag

**Packages will not be required all at once, but a minimum quantity will be required by March 31, 2023, and TC will provide a schedule of events and associated quantities for which the team packages are required.*

- The Partner will facilitate the order of additional Taekwondo supplies or equipment for the TC National Team Program. TC orders will be charged at wholesale rates to TC.
- One package per individual per year will be provided. Sponsorship includes but is not limited to sparring teams (Pan Am Championships, World Championships, Grand Prix's) and poomsae teams (Pan Am Poomsae Championships and World Championships)

EVENT SPONSORSHIP

The following list outlines the event sponsorship for TC. Event Sponsorship includes the potential to provide:

- 1) up to 80 volunteer shirts per year-color required. Sponsor logo may be prominently displayed
- 2) up to 600 medals. Sponsor logo may be on ribbons.
- 3) electronic scoring equipment and mats for both poomsae and sparring when a national event is in the province the sponsor is physically located in, and provide the same equipment rent free if in other provinces. TC will cover transport, flights, and hotels when out of province or more than 150km from the sponsor headquarters.
- 4) tablecloths with ring number and podium back drop

PARTNER BENEFITS

TC benefits from close relationships with communities across Canada through its extended membership and network of partners and collaborators. As such, the organization can provide significant value and opportunities to its chosen Official Apparel and Supplier Partner, in addition to promotion offered through its athletes at international competitive events. The TC Executive Director, High Performance Director and other staff will work with the Partner to ensure that the Partner and associated brands are promoted on an ongoing basis, as part of the Taekwondo Canada Marketing and Communications plan.

The following TC properties will serve to benefit the Official Apparel & Supplier Partner of Taekwondo Canada. The number and degree of TC properties offered will be based on the valuation of the proposal and the corresponding TC properties that meet that valuation. At minimum, the Partner will receive the following benefits/TC properties:

- Exclusive recognition as the Official Partner of TC, with exclusive ongoing rights (through December 2028) to supply TC and its National Teams and events. TC will not purchase any apparel, supplies or equipment that is otherwise provided by the Partner unless approved by the Partner.
- Exclusive equipment and apparel booth and signage location at TC domestic events including the Canada Open and National Championships. This includes the right to sell TC approved products (potential TC sales commission dependent on valuation).
- Right to use the TC logo and reference to the partnership affiliation in your own marketing, advertising, and communications programs (as approved by TC)
- Ongoing promotion of the partnership with member associations and other relevant organizations
- Web page recognition of the partner on the TC website as well as partner logo recognition (with link) on the footer of the TC website
- Recognition of the partnership via selected website articles, member newsletter articles (featuring partner promotions, web links, logo, etc.), and social media announcement of the signing of the partnership
- Visibility of TC National Teams in the partnership apparel at all international events within WT guidelines
- 5 VIP passes to all Taekwondo Canada events
- Right to sell specifically branded TC merchandise on own website
- A minimum of 20 photos per national team per year highlighting the branding of the sponsor which will be provided to the sponsor for their use as they see fit.

- Exclusive rights to all merchandise with event logos including Canada Open and National Championships
- Logoed tablecloths for each ring (with ring number on them) and signage backdrop for podium pictures

Additional partner benefits, subject to the valuation of the proposal, may include:

- Opportunity to sponsor (with or without naming rights) specific sub-events or programs
- Additional visibility on various TC-controlled media (website, event programs and publications, digital communications, etc.),
- Visibility on non-TC controlled media (television, print) as available
- Partner-focused social media campaign,
- Association with National Team camps and clinics.
- Potential options for livestream promotion where applicable.
- Other promotional opportunities as identified by the Partner(s).

PROPOSAL REQUIREMENTS

The proposal to TC must include, at minimum, the following:

- Company overview, contact information, and details about your team
- Apparel and supply specifications and details that meet TC objectives
- A commitment from April 2023 to December 2028 with an option to renew
- The clearly outlined ability to fulfill TC's Key Apparel Objectives as well as provide all apparel items as noted above
- The option to collaborate on custom design or embroider apparel items with required brands and screen where needed
- Recent apparel design examples
- Tools and networks that you have in place to help promote and develop the partnership with TC
- BONUS - Optional mock designs that utilize our existing logo and brand

TIMELINE AND RESPONSE TO PROPOSALS

All proposals must be sent in writing to ed@taekwondo-canada.com to the attention of Dave Harris, Executive Director, no later than December 1st, 2022.

Questions arising prior to the deadline are welcomed and can be sent in writing to Dave Harris. Additional vetting by TC will take place between December 1st to 10th, 2022, with the selected Partner determined by Dec 15th, 2022, TC will review proposals and may reach out to any company within the vetting period. All companies who submit a proposal will be contacted to advise of the decision. The selected Partner will enter into a legal Partnership Agreement with TC that outlines the conditions and terms. All questions and answers will be shared with all bidding companies.

Should a bidding company wish to respond with other partners or as a group, one company should act and be identified as the primary contact to TC in order to compile all relevant elements into one proposal. In such a circumstance however, all relevant corporate contact information, specified involvement and capabilities should be included for all parties involved.

TERMS

1. By submitting a proposal, the applicant agrees to all the terms and conditions of this Request for Proposal.
2. TC may, at its discretion and without explanation to the prospective partners, at any time choose to discontinue this process without obligation to such prospective partners.
3. Proposal must clearly state any need for sub-partners, the work they will perform, their names, addresses, telephone numbers, email addresses, and expertise. TC will not refuse a proposal based upon the use of sub-partners; however, TC retains the right to refuse the sub-partners you have selected.
4. TC does not bind itself to accept either the highest value proposal or any proposal submitted.
5. TC will not be liable for any costs or expenses incurred in the preparation of a proposal.
6. The Partner, if chosen, shall undertake to indemnify TC against claims and litigation (including legal fees) related to/arising from the activities of the Partner.
7. TC reserves the right to and may exercise any or all of the following rights and options with respect to this RFP:
 - a. To reject any and all proposals, to seek additional proposals, to enter into negotiations and subsequently contract with more than one company if such action is in the best interests of TC, and to award or refuse to award an agreement on the basis of criteria other than sponsorship value. TC will not be required to provide reasons for accepting or not accepting any particular proposal.
 - b. At its sole discretion to cancel or withdraw this RFP with or without the substitution of another RFP, to alter the terms and conditions of this RFP (including, without limitation, extending the times and deadlines referred to in this document), and to conduct investigations as to the qualifications of each company at any time.
 - c. Negotiate with one or more companies.
8. The selection of any Partner is conditional upon the negotiation and execution of a satisfactory contract between TC and the Partner. TC will incur no liability to any company as a result of these discussions, negotiations, or modifications.

CONCLUSION

Thank for your interest in responding to this RFP. We look forward to your proposal.