



343-532 Montreal Road
Ottawa, ON., K1K 4R4

REQUEST FOR PROPOSAL

CHEERLEADING CANADA INC.

ATHLETIC APPAREL

RFP 2024-1

ISSUED: January 23, 2024

CLOSING TIME: February 26, 2024, 11:59:59 PST

CLOSING LOCATION: Proposals must be submitted by email to executivedirector@cheercanada.ca

CONTACT: Gary Oswald, executivedirector@cheercanada.ca

This Request for Proposal (RFP) initiative has been undertaken to provide an open process to allow interested companies the right to submit their applications to provide uniforms and apparel for the national teams.

Overview

Cheerleading Canada Inc. (CC or Cheer Canada) is a not for profit association established as the National Sports Organization for Cheerleading in Canada to manage, direct, promote and assist the activities of cheerleading in Canada.

Cheer Canada also encourages the growth and development of Cheer programs including attendance of high performance teams at international events including, but not limited to, the International Cheer Union (ICU) World Championships, International University Sports Federation (FISU) and the ICU Pan-American Cheerleading Championships in 2025 and 2026. There currently are nine member associations within Cheer Canada which serve over 20,000 athletes.

Cheer Canada is seeking proposals for the purpose of awarding a contract to provide national team apparel, management apparel and support apparel. The contract awarded to the vendor from this RFP if it is in the best interest of Cheer Canada, will become the



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exclusive apparel vendor for the 2024-2025 and 2025-26 seasons. Note that the Pan Am Championships in September, 2024 are not included in this contract.

It is the intent to award this contract to one vendor. However, a multiple vendor award may be considered. If only one vendor is awarded the contract, the successful vendor has first right of refusal if that vendor does not offer a good that is being requested.

The Schedule of Events for the term for provision of apparel includes, but is not limited to:

Dates	Event	Location
August	Fan gear tee shirt or technical tee designed for an optional online purchase by individuals becoming members of Cheer Canada through a new online membership database	On line
Approximately October and December	Team Canada Pre-competition and Training Camps	Various locations
April	ICU World Championships <ul style="list-style-type: none">Youth, Junior and Senior teamsCheer Abilities, Performance Cheer Team and Duos	Orlando, FL. USA
Traditionally fall	Pan-American Cheerleading Championships <ul style="list-style-type: none">Junior and Senior teamsSenior Performance duos	TBA
Traditionally late summer/fall	FISU World University Cheerleading Championships <ul style="list-style-type: none">Cheer and Performance Cheer	TBA

RFP Requirements

The requirements for this RFP have been divided into three (3) specific sections:

1. Athlete kit
2. Management kit
3. Supporter kit

As our official supplier, no other competing brand will appear on official images representing team Canada for the term of the contract. Under multiple vendors, brands for each approved vendor may appear simultaneously in photos.

Cheer Canada is the national governing body for cheerleading in Canada and is a member of the International Cheer Union



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Athlete kit

The athlete kit will be comprised of three components: competition wear, practice wear and leisure wear. The athlete kit will provide a standardized look across all teams representing Canada at international events. The designs and styles will be developed in conjunction with the winning proposal supplier and Cheer Canada.

The athlete kit will be seen in photography, possible television/internet broadcasts and multiple social media platforms both nationally and internationally. The women's competition uniform must include a full-length uniform top.

Practice wear will be worn by the athletes during training camps and any on camera practices. Any leisure wear will be worn by the athletes to and from the competition venues. It may be worn in non-competition appearance/events where team Canada would be required to attend. The athlete kit must be exclusive for use for the national teams. The same uniform is to be used for the length of the contract.

Management kit

Management kit will be worn by Team Canada coaches and staff during on camera training camps/practices and during competition days. The management kit must be exclusive to those authorized by Cheer Canada.

Supporter kit

Supporter kit will be designed in collaboration with Cheer Canada. These will be a series of licensed products that will be available for public sale with a mutually agreed percentage of the profits to Cheer Canada on any sale of these goods.

The "fan gear" tee or technical tee will be made available as an optional purchase to athletes registering as members of Cheer Canada in the online database membership application this September. RFP submissions should include a strategy for designing, pricing and distribution of the tees to online purchasers.

Included in this RFP is a sample cost analysis spreadsheet. Please fill in the requested information to the best of your ability. This is to give us an approximate of costs per item and any additional costs that may be incurred during the design or production process.

Additional Considerations

- Fit: Describe how your organization is the appropriate fit for Cheer Canada.
- What areas of value-added benefit can your organization identify through your supplier relationship?
- Be solution oriented to overcome any obstacles such as change in sizing, supply chain issues and team requirements.
- Present imaginative and creative concepts.



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- Provide creative design support where needed.
- Be cost effective and resourceful.
- Project managed seamlessly ensuring deadlines are met while working under pressure with tight timelines.

The successful supplier will be required to sign a contract with Cheer Canada prior to initiation of work related to the RFP.

Submission Requirements

The following outlines the information to be included in your proposal:

1. Provide a concise overall production and information plan, including financial considerations, including an overview.
2. Provide an overview of previous experiences in the area of apparel and specifically cheerleading uniforms along with appropriate references of previous contracts.
3. Outline a concise accountability reporting structure and appropriate timelines.
4. Outline any financial value in kind or sponsorship proposals including but not limited to percent of reduction or full sponsorship of items.
5. Outline a proposal to market and sell fan gear online, what the pricing would look like and what the sales commission would be for Cheer Canada.
6. Outline a proposal for selling fan gear across Canada at cheer competitions.

Timelines and Process

January 24, 2024	RFP made public
February 26, 2024	Submissions Due
March 24, 2024	Final determination by Cheer Canada
April 30, 2024	Delivery of initial design for membership shirt

Submission Requirements

1. An electronic copy of the proposal is to be sent to the e-mail address above (executivedirector@cheercanada.ca), to be received no later than February 26, 2024 at 11:59:59 PST.
2. Format of submission must be Adobe Acrobat (pdf).

Proposals with the lowest price estimate may not necessarily be successful. Cheer Canada reserves the right to accept or reject any proposal, in its sole discretion.

Any clarification of the Request for Proposal documents required by the submitter, prior to submission of its proposal shall be requested through the contact listed above. Any such clarifications so given shall not in any way alter the proposal documents and the vendor



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and the Board hereby agree that in no case shall oral arrangements be considered.

Clarifications or changes to this RFP shall be communicated to all proponents.

Cheer Canada reserves the right to accept or reject any proposal, whichever, in the Agent of the Board's opinion is in its own best interest.

Late proposals and amendments after the submission deadline will not be considered or accepted.



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Appendix A - Athlete Kit

Not all items are required, please include the items and quantities included in your proposed athlete kit (one kit per athlete which should include competition, leisure and practice apparel).

ITEMS	Athlete kit	Production Price Per Unit	Total	Notes
<i>T-SHIRTS</i>	<i>2</i>	<i>\$ 20</i>	<i>\$ 40</i>	<i>EXAMPLE</i>
Bow			\$ -	
Full Top Uniform			\$ -	
Skirt (W)/ Pants (M)			\$ -	
Sports Bra			\$ -	
T-Shirt			\$ -	
Tank Top			\$ -	
Shorts			\$ -	
Track Jacket			\$ -	
Track Pants			\$ -	
Polo			\$ -	
Bag			\$ -	
Suitcase			\$ -	
Shoes			\$ -	
TOTAL PER ATHLETE			\$ -	CAD \$



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Appendix B - Management Kit

Not all items are required, please include the items and quantities included in your proposed management kit (1 kit per coach/management staff).

ITEMS	Management kit	Production Price Per Unit	Total	Notes
<i>T-SHIRTS</i>	<i>2</i>	<i>\$ 20</i>	<i>\$ 40</i>	<i>EXAMPLE</i>
T-Shirt			\$ -	
Polo			\$ -	
Track Jacket			\$ -	
Track Pants			\$ -	
Bag			\$ -	
TOTAL PER COACH			\$ -	CAD \$



Address here

Appendix C - Fan Gear

The one minimum required item would be a T-shirt. Please include any unique items you feel would be popular fan gear for purchase by supporters across Canada.

ITEMS	Management kit	Production Price Per Unit	Total	Notes
<i>T-SHIRTS</i>	<i>2</i>	<i>\$ 20</i>	<i>\$ 40</i>	<i>EXAMPLE</i>
T-Shirt			\$ -	
Ex: bags			\$ -	
Ex: scarf				
Ex: hoodie			\$ -	
TOTAL PER COACH			\$ -	CAD \$