



REQUEST FOR PROPOSAL

ATHLETIC APPAREL SUPPLIER FOR CHEER CANADA

ISSUED:

Cheer Canada

UNIT 202 #3080 100 MAIN ST E
Hamilton ON L8N3W4
cheeranada.ca/

ISSUED: February 3, 2026

OVERVIEW

Cheer Canada is the National Sport Organization for cheerleading in Canada, representing nine provincial sport organizations and over 30,000 athletes. Cheer Canada fields high-performance teams for international competitions, including the ICU World Championships, FISU World University Championships, and the Pan-American Championships. In 2025, over 300 athletes competed as Team Canada.

Cheer Canada's 2026 strategic plan is anchored by placing the athletes first and committing to excellence at every level. These foundational values directly inform the intent of this Request for Proposal, as the selected apparel will play a critical role in supporting our athletes' performance, safety, and holistic well-being. The supplier must provide world-class uniforms and gear designed with athlete needs as the primary focus, including inclusive sizing, adaptive options, and designs that support diverse body types and performance styles (for both cheer and dance). This enables our national teams to train and compete with confidence and distinction on the international stage. This procurement process also actively upholds our strategic value of integrity, which commits us to transparency, accountability, and respect. By conducting this open and competitive RFP, we ensure a fair opportunity for all qualified suppliers and demonstrate responsible stewardship of our resources. The final selection will be made through a principled evaluation that honors our commitment to honest and equitable practices, thereby strengthening trust within our entire cheer community.

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CONTRACT

The primary term is for two years. For the 2026-2027 and 2027-2028 seasons. Note that the Pan Am Championships in September 2026 are not included in this contract. There will be an option to extend for an additional two years, subject to mutual agreement.

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 the provision of apparel includes, but is not limited to:

Dates	Event	Location
OPTIONAL June 2026	Fan gear shirt or technical shirt designed for an optional online purchase by individuals becoming members of Cheer Canada through a new online membership database	Online
Approximately October and December	Team Canada Pre-competition and Training Camps	Various locations within Canada
April 2027 and 2028	ICU World Championships <ul style="list-style-type: none">• Youth, Junior and Senior teams• Cheer Abilities, Performance Cheer Team and Duos	Orlando, FL. USA
Summer or Fall 2028	Pan-American Cheerleading Championships <ul style="list-style-type: none">• Junior and Senior teams• Senior Performance duos	TBD
Summer or Fall 2028	FISU World University Cheerleading Championships <ul style="list-style-type: none">• Cheer and Performance Cheer	TBD

Athlete kit

For all National Team athletes attending international events.

- **Competition wear:** The apparel scope includes opening ceremony attire and three primary competition uniform designs: a Senior National Team uniform, an International Opportunity team uniform, and a Performance Cheer (Pom) uniform. It is important to note that themed uniforms for select performance teams are excluded from this contract.
- **Practice wear:** This includes technical apparel for training camps and practices.
- Exclusivity under this agreement applies only to technical apparel. Non-technical items, including shirts and sweatshirts, are exempt and may be used as supplemental team apparel, subject to the restriction that no direct competitor branding is displayed.

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- All designs to be developed in collaboration with Cheer Canada.
- Stretch, fit and durability need to be taken into consideration for all items
- Kits must be exclusive to National Teams

The athlete kit will be seen in photography, possible television/internet broadcasts and multiple social media platforms both nationally and internationally.

Management kit

For coaches and staff during competitions, training camps, and official duties. Normally, this includes opening ceremony apparel, and multiple shirts.

The Management Kit, provided by the selected supplier, will coordinate with the team's official attire for functions such as opening ceremonies and is required for all official photography. While management is not required to wear this kit exclusively during all competition periods, no other apparel bearing competitor branding will be permitted during the designated competition block or in any official Team Canada imagery.

Fan Kit

OPTIONAL: Non-exclusive apparel that are for public sale with a revenue share to Cheer Canada.

This can include apparel offered as an optional purchase through pre-sales or supplier to propose design, pricing, distribution, and e-commerce strategy.

EVALUATION

Evaluation Criteria	Weight	Description
Cost & Value for Money	25%	Overall cost-effectiveness and completeness of the financial proposal. Clarity and fairness of pricing for kits and optional items
Product Merit (Quality & Range)	25%	Demonstrated quality of materials and construction suitable for elite performance. Breadth and appropriateness of the proposed product range. Technical understanding of cheerleading-specific needs (fit, durability, safety).
Value-Added Services & Partnership	15%	Quality and scope of proposed value-in-kind contributions or sponsorship support. Provision of additional services (e.g., design collaboration, marketing support, digital assets and fan gear sales)

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Experience & References	15%	Relevance and scale of prior experience with national teams, high performance cheer, or comparable sports. Strength of client references.
Operational Capability	10%	Robustness, clarity, and achievability of production and delivery timelines. Demonstrated supply chain resilience and contingency planning. Processes for managing sizing, fit, quality control, and last-minute changes.
Value Beyond Apparel	10%	Additional contributions your proposal offers beyond supplying apparel. We will evaluate commitments to sustainability, ethical practices, Canadian community engagement, and initiatives that amplify the Team Canada brand.

TIMELINES

Feb 3, 2026	RFP issuance
February 28, 2026	Question/Clarification Deadline
March 27, 2026	Submission Deadline
April 30, 2026	Final determination by Cheer Canada

SUBMISSION

Submit a PDF document which includes the following information:

- Company Profile & Experience:
 - Provide an overview of your organization's qualifications, including your apparel production capabilities, manufacturing locations, and relevant experience.
 - Submit at least two examples of previous cheerleading or national team uniform projects, along with corresponding client references.
- Creative & Design Approach:
 - Submit initial design concepts for the Athlete Kit that reflect creativity and alignment with Team Canada's brand.
 - Describe your capacity to provide ongoing design support and outline your process for collaborative development with Cheer Canada.
- Operational Plan:
 - Detail your production schedule, including key milestones and delivery timelines. Explain your approach to supply chain management and risk mitigation.

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- Describe your process for ensuring accurate sizing and fit across all athlete and staff kits.
- Financial Proposal:
 - Provide fully completed cost estimates for Athlete and Management Kits. Outline any proposed value-in-kind contributions or sponsorship support, such as discounted or fully sponsored items.
 - Optionally, you may include a proposed revenue-sharing structure for fan gear sales.

All proposals must be submitted electronically in PDF format no later than DATE, to the following;

Contact Name: Joanna Low

Email: executivedirector@cheercanada.ca

Subject Line: RFP – Apparel – [Your Company Name]

All proposals must be received by 23:59 Pacific Standard Time on the due date. Late submissions will not be considered.

All questions or requests for clarification must be submitted via email to the above contact, by February 28th, 2026. With the exception of unique or extraordinary inquiries, answers will be shared with all interested suppliers to ensure fairness.

TERMS AND CONDITIONS

Cheer Canada reserves the right to accept or reject any or all proposals. Proposals with the lowest price estimate may not necessarily be successful.

All costs incurred in the preparation of the proposal are the sole responsibility of the applicant.

All information submitted will be treated as confidential and used only for evaluation purposes.

The winning bidder will be required to sign a formal agreement outlining all obligations and deliverables.

