



**February 22 – 25, 2024**

**REQUEST FOR PROPOSALS**

**Merchandise Contractor for the  
Lhtako Quesnel 2024 BC Winter Games**

## Request for Proposal Merchandise Contractor

The Lhtako Quesnel 2024 BC Winter Games Society is requesting proposals from qualifying companies to become the official Merchandise Contractor for the 2024 BC Winter Games which will be held in February of 2024. The grant of rights we are seeking to license includes the sale of licensed merchandise bearing the marks of the 2024 BC Winter Games through retail, wholesale channels and sales of licensed merchandise during the Games period from **February 22-25, 2024** and a defined period leading up to the Games.

The term of this contract is from the date of acceptance to March 30, 2024.

The successful applicant will:

1. Design:
  - a. Work with the Lhtako Quesnel 2024 BC Winter Games Director of Marketing and the Merchandise Chair to design and or utilize an approved design for use on apparel and hard goods (if applicable).
  - b. All designs must be within the brand and graphic standards for the BC Games Society and the Lhtako Quesnel 2024 BC Winter Games Society.
  - c. All designs must be approved by the BC Games Society and the Quesnel 2024 BC Winter Games Society.
2. Produce:
  - a. Produce all apparel and possibly other licensed merchandise as agreed between the parties.
3. Distribute:
  - a. Distribute all merchandise within the planning parameters of the Games. Possible sales opportunities may include the following, but are not limited to the following:
    - i. Online Store – Merchandise contractor must demonstrate their online sales and shipping capacity to meet the needs of the pre-Games sales.
    - ii. Local retailers – should local retailers wish to carry merchandise; the contractor will work with the Marketing Directorate to provide orders direct to retailers.
    - iii. On-site sales during Games-times at kiosks managed by the Merchandise Contractor. The number of kiosks and the locations will be determined by both parties.
    - iv. Merchandise Contractor's scope of services is to design, produce, distribute, and sell licensed merchandise both before and during the Lhtako Quesnel 2024 BC Winter Games.
    - v. Pre-Games sales will primarily be through online sales. Online sales will be managed by the Merchandise Contractor, including collecting and remitting taxes and providing secure online sales options. The Contractor will work with the Marketing Directorate to establish feasible timelines that would allow for orders to be placed and received prior to the Games. During the pre-Games sales period, the Contractor will be required to ship purchases directly to customers.

- vi. Games-time sales will be primarily delivered via retail outlets determined based on the planning and resources available and the ability of the Merchandise Contractor. These opportunities will be determined by the Lhtako Quesnel 2024 BC Winter Games in conjunction with the Merchandise Contractor and operated by the Merchandise Contractor. The Lhtako Quesnel 2024, BC Winter Games will provide access to adequate space, tables, chairs, power, and a sufficient internet connection. All other requirements are the responsibility of the Merchandise Contractor.
- vii. The Merchandise Contractor must produce a marketing and online sales plan, sales goals, and a guaranteed percentage of sales contribution back to the Lhtako Quesnel 2024 BC Winter Games Society (percentage to be indicated in the proposal).

b. Sales Timeframes:

- i. Pre-Games – from the signing of this contract through to the first day of the Games or date agreed upon by both parties
- ii. Games-time – from the Thursday of the Games (February 22, 2024) to the conclusion of the Volunteer Appreciation Event.
- iii. Post-Games – the period from the end of the Games-time sales period until the date of final sales (online site closes) as agreed upon by both parties.

4. Market:

- a. Provide marketing expertise for the sale of merchandise.

5. Commitment:

- a. Provide a commitment, financial and otherwise, to benefit the Lhtako Quesnel 2024 BC Winter Games Society.

6. Additional Opportunities to be negotiated as part of the contract:

- a. The Contractor will be provided with the opportunity to quote on all customized apparel items needing to be purchased by the host society. This includes the following host society purchases for the possible volunteer apparel items noted below but may not include all of these items and may not be limited to these items.
  - i. **Host Apparel** – approximately 60 - 80 volunteers; consisting of 2-3 pieces; Pieces generally include: 1 winter jacket, toque, and t-shirt – Some hosts are primarily at indoor venues while others are outdoors so there may be an opportunity to develop different apparel options. Delivery about three (3) months prior to the Games.
  - ii. **Volunteer Apparel Item** – for all Games volunteers (approx. 1500). This would be one item such as a T-shirt, toque, scarf.
  - iii. **Identification Items** – a few Directorates require some of their volunteers to wear something that makes them easily accessible/visible at venues. These items would be for approximately 200 volunteers and maybe one item such as a T-shirt or hat.
  - iv. **Other Items** – other apparel items purchased by the host society.

**Important Information for applicants:**

- The highest offer or any proposal will not necessarily be accepted.
- The host society will obtain proposals from a variety of suppliers and will award the production of the apparel items based on cost, types of products, and other predetermined criteria.
- The Lhtako Quesnel 2024 BC Winter Games Society must approve the plan, goals, and contributions and will oversee the controls for the contract through the Marketing Directorate.
- Any unsold inventory will be the responsibility of the Merchandise Contractor and will not be charged to the Lhtako Quesnel 2024 BC Winter Games Society.

Applicants are asked to include the following with your proposal:

- Company Profile
- Corporate Experience, including any experience providing merchandise sales to large scale events.
- Approach and Methodology
- The financial benefit to the Lhtako Quesnel 2024 BC Winter Games Society
- References
- Price and Product list

**For further information please contact:**

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**Closing Date: June 5, 2023.**

Late proposals may not be accepted.

Preference is for proposals to be e-mailed.

## Appendix A

### Past-Games Merchandise Sales

Prior to 2010, the BC Games Society had secured a Merchandise Contractor. During this time, pre-Games sales were managed by the host society and all other sales were managed by the Contractor, with a commission provided to the host society.

### BC Winter Games

	Total Number of Volunteers	Total Number of Participants	Pre- Games Profit raised by the Host Society	Pre- Games Profit rate	Games Sales Commission provided to the Host Society	Games-time Commission rate
2008 Kimberley-Cranbrook	3198	1937	\$7,718	35%	\$12,278	20%
2010 Terrace	2149	1514	Included in Games-time info		\$4,608	20%
2012 Greater Vernon	2396	1557	Included in Games-time info		\$16,028	20%
2014 Mission	2130	1844	Included in Games-time info		\$13,641	20%
2016 Penticton	1923	1727	Included in Games-time info		\$10,300	20%
2018 Kamloops	1951	1771	Included in Games-time info		\$10,540	20%
2020 Fort St. John	2100	1463	Included in Games-time info		\$24,300	20%
2022 Greater Vernon	1600	1302			Not finalized	20%

## **Appendix B**

**Lhtako Quesnel 2024 BC Winter Games Fact Sheet**

## **Appendix C**

**The Brand Guidelines for the Lhatko Quesnel 2024 BC Winter Games are being finalized. The local brand will utilize some of the colours included in the BC Games Society Graphic Standards Guide in a combination that is unique to our Games. As you develop your proposal, reach out to us and we can provide our Brand Guidelines once they are finalized.**

## **Appendix D**

**BC Games Society Graphic Standards**