



Request for Proposal

Athletics Ontario Branding- Marketing Material

Prepared by:

Athletics Ontario

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Proposal due to the above mentioned by: November 17, 2016



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Background:

Athletics Ontario (AO), the Sport Governing Body of Athletics (Track and Field, Race Walking, Road Running, Trail Running and Cross Country) in the Province of Ontario is seeking company branded marketing material (details found below) from a qualified source to provide exceptional quality that will be showcased at every AO event. AO hosts events indoor and outdoor year round, requiring all branded marketing material to be durable to withstand inclement weather conditions and vigor's use during the summer months, especially.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Athletics Ontario. While price is a significant factor, other criteria will form the basis of our decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Submission Guidelines & Requirements:

The following submission guidelines and requirements apply to this Request for Proposal:

Material requirements:

- 1) Step and repeat wall
 - a. Dimensions: min.10' x 8' with the ability to produce larger if necessary
 - b. Material: Fabric? Vinyl? Other?
 - c. Logo: size, placement, silk screen? Other screening options?
 - d. Stand: Life-time warranty? Is there a warranty? How does the stand go together?
 - e. Carrying case: included in cost? Cost extra?
- 2) Flags
 - a. Dimensions: feather style preferred
 - b. Material: Fabric? See-through?
 - c. Logo: size, placement, screening options?
 - d. Stand: Option for both water base and spike?
 - e. Carrying case: Included in costs?
 - f. Multiple: Available in packages? Number per package?
- 3) Banner
 - a. Dimensions: provide three (3) different sizing options, must include grommets or alternative method to display
 - b. Material: Fabric? Vinyl? Mesh?
 - c. Logo: size, placement, screening options?
 - d. Carrying case: Is a carrying case available?





- 4) Tablecloths
 - a. Dimensions: 6ft tables
 - b. Material: Fabric?
 - c. Logo: size, placement, screening options?
- 5) Pop-Up Banner
 - a. Dimensions: provide two (2) different sizes
 - b. Material: Vinyl? Other?
 - c. Logo/photo: sizing /minimum pixels required for photos
 - d. Carrying Case: Included? Warranty?

Executive summary:

Describe your organizations overall approach to this job and understanding of the project as a whole. The proposing company should also discuss their background and why they feel they are qualified to fulfill the needs of this RFP. Companies should also identify any attributes they feel they have which would be viewed as a benefit towards the proposal

Intent to Submit:

Bidder's intent on submitting a proposal should notify Brittany no later than **Thursday, November 3, 2016.**

Company details:

- A) Description
- B) Years in business
- C) Address
- D) Website
- E) Phone Number
- F) Primary Contact
- G) Secondary Contact
- H) List three (3) similar projects

Price:

A price proposal must be provided – this should indicate the overall total cost including taxes, shipping and any other charges. Please indicate the timeline for delivery.





If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

Athletics Ontario anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these “down selected” individuals or firms.

Evaluation Criteria:

Athletics Ontario will rate proposals based on the following factors, with cost being the most important factor:

- A) Responsiveness of the requirements set forth in this Request for Proposal
- B) Relevant past performance/ work experience
- C) Cost
- D) Value Proposition

Athletics Ontario reserves the right to award to the bidder that presents the best value to Athletics Ontario as determined solely by Athletics Ontario in its absolute

