

INVITATION TO TENDER



Boroughmuir Rugby and Community Sports Club – Official Supplier of Clothing

Introduction

Boroughmuir Rugby and Community Sports (BR&CSC) wishes to rationalise its procurement of performance and non-performance (leisure) clothing.

We would like to work with one brand that can provide quality product, high calibre service and work with us to develop a strategy that uses apparel to extend the brands of our associated clubs.

We anticipate BR&CSC will derive financial and marketing benefits from economies of scale, a proactive relationship and by affording the chosen supplier the opportunity to associate with each of the Meggetland clubs and brands and generate secondary sales through an online retail operation and extended links into the community.

The initial selection will be set on the criteria of quality, cost, variety of product, ordering process, delivery time, an online retail initiative and quality of tender submission.

We now wish to invite tenders for this partnership. The term of the partnership would be two years.

For further information or questions, please contact Justin Tito, Director of Marketing and Communications at communications@borouhmuirsports.co.uk

Clothing Requirements Sports Teams

The appointed supplier will be required to provide sport specific playing kit for all of the sports teams (youth and senior) actively playing at BR&CSC and supporters leisurewear.

These teams include: Rugby, Hockey, Cricket, Football and American Football.

This brief outlines the aims and objectives of this project including the anticipated services, outcomes and expectation of tendering companies.

Background

BR&CSC has never had a dedicated supplier of its community kit. Historically different clubs have purchased kit on an ad hoc basis.

It has meant each club has been unable to command the best possible prices and, the fact that the relationships have been purely transactional, has meant no parties have realised the benefits of a more holistic approach.

Within our community club system, BR&CSC has over 1550 members* (senior and youth), coaches, staff, officials and supporters.

Clubs	Total membership
Boroughmuir Rugby	656
Boroughmuir Cricket Club	85
Boroughmuir Ladies Hockey Club	46
Boroughmuir Thistle Football Club	405
Meggetland Panthers	29
Edinburgh Cala Hockey	381
	1602

*Source Data – Sportsscotland

Value of a Partnership with BR&CSC

Partnering BR&CSC as a supplier gives the opportunity to be associated with a number of sporting club including an expansive Youth section and large following of supporters and retail customers.

This includes –

- Association with successful teams and positive role models
- Brand awareness at BR&CSC major event programme
- Direct sales opportunities through the BR&CSC requirement and opportunity to generate additional income at events and online
- Unparalleled access to BR&CSC community through its extensive communication channels
- Opportunity to create engaging activation campaigns to shape the perception of your brand

The Services Required

Through this tender process, BR&CSC needs to be instilled with the confidence to enter into a partnership with the chosen supplier.

It is requested that the submitted tender application will contain the following sections:

- Details of Supplier: including your company history, core business activities, client list and contact details for the individual(s) dealing with the tender process.
- Details of the individual(s): who would work with BR&CSC on the development and implementation of the partnership with names, position within the organisation, and synopsis of relevant experience.
- Supplier Managed Online Retail Solution: including links to existing sites including international sales options.
- Your capability to work with BR&CSC to expand its retail operation
- Order Process: procedures, B2B ordering systems (if available)
- Timescales from kit order to delivery
- Environmental Policy: details of how your operation would be environmentally friendly and conditions of your factory production to ensure workers' rights.
- Your ambition to work proactively to activate the partnership and raise the profile of all brands
- Your capability to work with BR&CSC to be involved in events and community sporting projects.
- Kit Design: images of a variety of sports and leisure kit and items
- Information related to your product range:
 - Availability of garment in your range
 - Quality of the garment (if selected for interview, samples to be brought)
 - Any specific technical properties
 - Origin of garment
 - Size range
 - Colour variations (where relevant)
 - Lead times for online retail orders
 - Embellishment costs, lead times and chosen provider (if applicable)
 - Price available to BR&CSC Online Store
 - Current market availability

Details of how you would activate the partnership to grow the awareness of the BR&CSC brand, Individual Club's brand, its major events and the BR&CSC online store:

- Your key marketing channels
- Your reach through those marketing channels

Finally, for each prospective supplier, please state why you think your bid would stand out and summarise why you think you should be chosen.

Declaration of Interest

Please explain your relationship with any of the employees, contractors or member organisations of BR&CSC, including details of work carried out by your company on their behalf.

BR&CSC may contact these individuals/organisations to discuss this project.

Benefits of being BR&CSC's Official Community Clothing Supplier

Each year the successful brand would receive a series of marketing benefits through its relationship with BR&CSC.

These would be as follows –

- Designation as a BR&CSC Official Community Clothing Supplier
- Category exclusivity of the BR&CSC Performance and Leisure Kit Supplier
- Opportunity to undertake 1 'launch' athlete photo-shoot per club or together
- Exclusive rights to produce and distribute BR&CSC Community Clothing products through a supplier managed BR&CSC store.
- Use of relevant BR&CSC logos, images and that of the specific clubs.
- One perimeter advertising board at Meggetland (to be agreed by both parties)
- Retail opportunity at the above major events at Meggetland
- 10 VIP tickets at a Match Day Hospitality Event (Premiership Rugby)
- One page advert in seasonal programmes (to be agreed by both parties)
- Access to BR&CSC social and digital media channels
- Access to BR&CSC athletes for photo-shoot to drive sales of relevant product
- Fulfilment of your Corporate Social Responsibility goals for your organisation.
- Networking opportunities with visiting clubs and competitions
- Each of the BR&CSC clubs will promote the supplier's brand, links and offers on their media and communication channels

Timetable

Completed tender documents should be returned to Justin Tito (communications@boroughmuirsports.co.uk) by **4pm on the 4th of August 2016**.

BR&CSC will not consider any tender which is received after this time, or which does not meet any of the other requirements set out in this invitation to tender.

Unsuccessful suppliers will be notified within 2 weeks after the closing date.

Invited short-listed suppliers will be provide details of previous year's order and retail values, membership/participant numbers and supporter's reach, with the intention a negotiated Free of Charge (FOC) value and percentage on online sales can be agreed with each of the individual clubs.

Presentations for those short-listed will take place BR&CSC's venue at Meggetland, Canalside Venue, Meggetland Wynd, Edinburgh.

Additional Information:

Boroughmuir Rugby: www.boroughmuirsports.co.uk

Boroughmuir Thistle: www.clubwebsite.co.uk/boroughmuirthistle

Edinburgh (Cala) Hockey: www.edinburgh-hockey.co.uk

Boroughmuir Cricket: www.boroughmuircc.co.uk