# Request for Proposal (RFP)

# WAFC Apparel Supply and Licensing

# Proposal Response Form

## Respondent Details

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| --- | --- | --- | --- |
| **Company name:** |       | **ABN:** |       |
| **Street address:** |       |
| **Suburb:** |       | **State**: |       | **Postcode**: |       |
| **Postal address** (if different to street address)**:** |       |
| **Suburb:** |       | **State**:  |       | **Postcode**: |       |
| **Website:**  |       |
| **Primary contact name:** |       |
| **Position:** |       |
| **Email Address:** |       |
| **Mobile:**  |       |

## Company Structure

**Is the company?**

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| --- |
|  |
| [ ]  Wholly owned [ ]  a Subsidiary [ ]  a Distributor |
|  |

**Please provide a copy of the company’s organisational chart**

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|  |
| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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**Please provide an outline of the company’s Australian resources on a state-by-state basis and local representatives who will manage, support and service the WAFC and its Member Affiliate clubs.**

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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**Please provide a list of any relevant certifications**

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| Click or tap here to enter text. |

**What other sports licenses are held by the company?** **What portion of the company’s business do these licenses represent?**

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| Click or tap here to enter text. |

## Current Business

**Please provide background on the company’s relevant industry experience**

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| Click or tap here to enter text. |

**What is the company’s estimated market share?**

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| --- |
| Click or tap here to enter text. |

**What are the total sales by brand and/or product segment?**

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| Click or tap here to enter text. |

**Please provide demographics of the company’s primary and secondary target markets**

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| Click or tap here to enter text. |

**Please provide details of the company’s quality control measures**

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| Click or tap here to enter text. |

## Proposed Agreement Term

**Please indicate the company’s intended term of the WAFC Apparel Supply and License Agreement**

Note: the desired agreement term for this apparel supply and licensing appointment shall be **at least four (4) years**, subject to negotiation and mutual agreement.

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| Click or tap here to enter text. |

## Preferred Supplier and Licensee Relationship

**Please clearly indicate the company’s preferred supplier and licensing model/s.**

|  |  |  |
| --- | --- | --- |
| *Please select the preferred model/s* |  |  |
| [ ]  Master License Rights (all categories) |  | [x]  WAFL Clubs[x]  WAFL State teams[x]  State Talent Academies[x]  WAFC community and staff[x]  CFWA[x]  Umpiring |
|  | *Select categories* | [ ]  WAFL Clubs[ ]  WAFL State teams[ ]  State Talent Academies[ ]  WAFC community and staff[ ]  CFWA[ ]  Umpiring |
| [ ]  Exclusive Supplier Rights by category-specific |
|  |
|  | *Select categories* | [ ]  WAFL Clubs[ ]  WAFL State teams[ ]  State Talent Academies[ ]  WAFC community and staff[ ]  CFWA[ ]  Umpiring |
| [ ]  Preferred Supplier Rights by category-specific |
|  |

## Commercials

**Using the** [**Commercial Response Template**](https://wafootball.com.au/wafc-apparel-rfp)**, please provide a detailed breakdown of the proposed commercial terms, including a cash and value-in-kind offer for the preferred supply and licensing model selected in Question 5, alongside answers to the following questions:**

**Is your offer contingent upon securing all WA Football apparel supply categories?**

|  |
| --- |
|  |
| [ ]  Yes [ ]  No |
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| Click or tap here to enter text. |
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**Is your offer for each category independent of one another?**

|  |
| --- |
|  |
| [ ]  Yes [ ]  No |
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| Click or tap here to enter text. |
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**Please specify where a minimum spend is attached to your commercial offer.**

If a minimum spend applies, what is your company’s position if:

1. A minimum spend is not achieved, i.e. abatements; or
2. A minimum spend is exceeded, i.e. incentives.

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| Click or tap here to enter text. |

**Will your company provide any additional value as part of your commercial offer, e.g., marketing leverage allocation?**

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| Click or tap here to enter text. |

**What is the annual indexation on your commercial offer?**

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| Click or tap here to enter text. |

## Sponsorship Benefits

**Other than the supply benefits, what are the sponsorship benefits the company requests to receive for its commercial offer under the preferred supplier and license model by category(s)?**

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| Click or tap here to enter text. |

## Proposed Products

**Please outline the company’s vision for the supply of products under the preferred supplier and license model.**

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Product Innovation

**Please demonstrate the company’s current product range in the apparel category and any foreseeable new product innovation.**

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Proposal Pricing

**Using the** [**Commercial Response Template**](https://wafootball.com.au/wafc-apparel-rfp)**, please outline the pricing strategy per product type, including the anticipated wholesale price, recommended retail price (if applicable) and minimum number of units, along with any discounts, rebates or incentives on bulk purchases.**

The proposal should consider a fixed product pricing model that will be passed on to all licensed apparel segments for the agreement term.

**Please outline any other financial considerations or exclusions related to the commercial offer.**

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| Click or tap here to enter text. |

## E-commerce Solution

**Please clearly outline your preferred e-commerce solution to drive website product sales.**

Your solution should:

* seamlessly integrate with existing club football segment websites and branding, providing a cohesive online shopping experience for customers;
* provide reliable inventory management and order fulfilment capabilities to ensure timely delivery of products to customers;
* incorporate robust analytics and marketing tools to drive targeted promotions and optimise sales conversion rates.

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Advertising and Promotion Strategy

**What is your proposed strategy and plan for promoting official football segment products?**

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Rights and Obligations

**Please clearly state the rights and obligations of both parties concerning product supply, distribution, branding, promotion, and intellectual property usage.**

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Warranties

**Please detail any warranties provided for the quality and performance of the products.**

It is essential to provide assurances of compliance with all relevant regulations and industry standards, including those related to the environment (sustainability), social aspects (inclusion, diversity, and cultural considerations), and ethical standards and compliance under the National Modern Slavery Act 2018 (including your most recent statement related to Modern Slavery).

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| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Service Level Obligations

**Please outline the communication channels and frequency of interactions between the manufacturer/ supplier and relevant football segments.**

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| Click or tap here to enter text. |

**Please explain the production process and timelines associated with the manufacturing of products.**

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| Click or tap here to enter text. |

**Please explain the process for ordering, delivery, and stock management.**

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| Click or tap here to enter text. |

**What measures does the company take to ensure timely and reliable delivery of products?**

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| Click or tap here to enter text. |

**Please explain the company’s returns policy.**

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| Click or tap here to enter text. |

**Please specify clear terms regarding pricing, payment methods, invoicing procedures, and payment terms.**

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| Click or tap here to enter text. |

**Please communicate your company’s contractual commitment regarding turnaround times for apparel ordering.**

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| Click or tap here to enter text. |

**Please communicate your company’s contractual commitment if an incorrect product is delivered.**

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| Click or tap here to enter text. |

**Please provide a framework for regular reporting on product sales, inventory levels and any relevant data upon request.**

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|  |
| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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## Testimonials and References

**Please provide testimonials and references from other organisations where the company has previously supplied apparel products.**

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|  |
| [ ]  Provided below [ ]  Attached |
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| Click or tap here to enter text. |
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### Respondent’s Certification

I certify that the information supplied is, to the best of my knowledge, true and correct.

I certify that I have the authority to submit this proposal response electronically.

|  |  |
| --- | --- |
| **Name:** |       |
| **Position:** |       |
| **Signature:** |       |
| **Date:**  |       |

**Proposal Response Checklist**

Please submit your proposal response **strictly by** **17:00 AWST Friday, 31 May 2024** via email to partnerships@wafc.com.au, ensuring you have attached the following:

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|  |
| [ ]  Proposal Response Form (mandatory) |
| [ ]  Commercial Response Template (mandatory) |
| [ ]  Supporting documentation (optional) |
|  |

### Further information and contact details

Questions should be addressed to the Commercial and Partnerships team at partnerships@wafc.com.au.