



The World Games 2021

Merchandise RFQ

General Description:

TWG 2021 Birmingham Foundation, an Alabama non-profit corporation (“Foundation”), has been selected as organizer of The World Games 2021 to be held in Birmingham, Alabama on Thursday, July 15 through Sunday, July 25, 2021 (the “Games” or “TWG”). The Foundation invites vendors to submit qualifications in response to this Request for Qualifications (“RFQ”) for online and on-site merchandise services.

Companies wishing to respond to this Request for Qualifications (RFQ) should indicate their interest to respond on or before March 18, 2020.

Contact & Questions, please email woo@theworldgames2021.com

About TWG 2021

Recognized by the International Olympic Committee, The World Games 2021 are scheduled to take place in Birmingham, Alabama between July 15-25, 2021. With 3,600 world-class athletes from over 100 countries participating, the anticipated attendance over the 11 days is 500,000.

The World Games will begin with the traditional pageantry of an Opening Ceremony, and conclude with the Closing Ceremony celebration at Legion Field. The competition schedule is included as an appendix.

The World Games 2021 Birmingham Organizing Committee (BOC) will fully lead the planning efforts, management, and execution of The World Games 2021 Birmingham.

Merchandise Program Overview

The selected merchandise partner will manage all aspects of onsite and online sales including but not limited to:

- Develop a profit sharing program for BOC with minimal risk
- Create a TWG 2021 product line that maximizes sales and revenue
- Provide a variety of types of branded samples for selected proposed items at the cost of the supplier
- Establish reliable and redundant communication channels with BOC
- Provide adequate mutually agreed upon staffing for operating TWG 2021 account needs



The World Games 2021

- Draft and manage all licensee contracts
- Process insurance certificates and insure quality control
- Meet with local and regional retailers on promotions and special programs
- Review and pursue all potential infringement cases and issue routine C&D's for unlicensed products

Scope of Work—TWG 2021 E-commerce

- Provide a responsive, secure, state of the art, user-friendly e-commerce storefront
 - Fulfill all online merchandise orders and guarantee timely shipments – including international orders
 - Provide a weekly sales report or dashboard
- Provide shipping solutions for customers across the globe at economical and cost-effective rates that cover applicable tariffs, taxes, and duties.
- BOC would like the online site to be launched by May 1, 2020

Scope of Work—TWG 2021 Event Merchandiser

- Construct and manage: 1.) a large TWG 2021 merchandise store and 2.) merchandise kiosks or trailers at mutually agreed upon venues and locations.
- Assume responsibility of all TWG 2021 merchandise stores during pre-Games and/or Games-Time including:
 - Construction / Set-up
 - Management and staffing
 - Real-time inventory management
 - Revenue collection
- The selected supplier is required to provide adequate staffing to operate all merchandise store duties. Locations to include:
 - TWG Plaza at Railroad Park (Main store location)
 - Competition venues – see Appendix
 - Opening and Closing Ceremony (Legion Field),
 - Other venues may include BHM Airport, host hotel, etc



The World Games 2021

Profit-Sharing / Financial Duties:

- BOC to receive an agreed-upon percentage of gross sales (pre-tax) to be paid by the supplier by the 15th of each month
- Supplier to collect and remit/file all required tariffs, duties, and state, county, and local sales taxes
- Supplier to complete all final event sales reconciliations within 60 days of the close of the event with remaining payment due at that time.
- Supplier to provide financial reporting to BOC monthly

MERCHANDISE PARTNER - CONSIDERATION CRITERIA

1. Demonstrated knowledge and ability to plan a favorable merchandising plan including:
 - a. Pre-Games merchandising program.
 - b. Games-time merchandising program.
 - c. Merchandise store plan: construction, set-up, management, displays, staffing capabilities, inventory management.
 - d. Inventory fulfillment, storage, and distribution plan.
 - e. Hotel and airport merchandising strategy.
 - f. Ability to facilitate all e-commerce storefront duties.
 - g. Merchandise product-line variety, uniqueness, quality, design, and cost.
2. Qualifications to coordinate, manage, and facilitate all e-commerce storefront and onsite Games-time merchandise sales including, but not limited to:
 - a. Merchandising service capabilities.
 - b. Qualifications of personnel to be assigned to the TWG 2021 account.
 - c. Sub-contractor experience and qualifications.
3. Proven experience in providing merchandising services for large events similar in scope to TWG 2021.
4. Proven experience in operating and administering comprehensive licensing programs.
5. Ability to participate in periodic meetings with BOC regarding the merchandise plan.



The World Games 2021

COMPLIANCE, DIVERSITY AND INCLUSION

AMERICANS WITH DISABILITIES ACT

TWG 2021 is open to all spectators, vendors and suppliers are required to comply with ADA regulations for accessibility to ensure that everybody can enjoy this once in a lifetime event.

SUPPLIER DIVERSITY AND THE WORLD OF OPPORTUNITY PROGRAM

The BOC has formed a Supplier Diversity Committee and launched the “World of Opportunity Program” which mission is to ensure and promote opportunities for diverse vendors, suppliers and contractors to support all events associated with The World Games 2021. The following goals have been established from an overall capacity:

- Establish a sustainable Supplier Diversity Initiative that offers clear opportunities for diverse vendors, suppliers and contractors to support the execution of all events associated with The World Games 2021
- Ensure The World Games 2021 works with suppliers that can provide reliable, high-quality products and services at the best value
- Build long-term capacity with diverse suppliers that participate in The World Games 2021 Supplier Diversity Initiative
- Increase awareness of diverse suppliers in Birmingham with potential partners in Birmingham and beyond

Prior to TWG 2021, all bidders will be required to submit company information in regard to diversity through TWG CVM tool.

- Suppliers will illustrate their supply chain vendors on all purchasing to itemize all Tier 1 and Tier 2 spend.
 - Tier 1 is defined as the entity whom is directly awarded the bid/work from TWG.
 - Tier 2 are the secondary suppliers and providers to Tier 1.
- TWG 2021 seeks suppliers with a demonstrated commitment to utilizing minority businesses classified within the 16 identified categories:
 - 1) Minority Business Enterprise (MBE)
 - 2) Women Business Enterprise (WBE)
 - 3) SBA 8(A)
 - 4) Small Disadvantaged Business (SDB)
 - 5) Disadvantaged Business Enterprise (DBE)
 - 6) Woman-Owned Small Business (WOSB)
 - 7) Economically Disadvantaged Woman-Owned Small Business (ED-WOSB)
 - 8) HUB Zone (HUBZone)



The World Games 2021

- 9) Veteran Owned Business (VBE)
- 10) Service Disabled Veteran (DVBE)
- 11) Historically Black Colleges and Universities (HBCU)
- 12) Lesbian, Gay, Bisexual, Transgender (LGBTQ)
- 13) Alaskan Native Disabled
- 14) AbilityOne Program
- 15) Small Business Enterprise (SBE)
- 16) Local Suppliers (within a 75-mile radius of the city of Birmingham)

SUSTAINABILITY & ENVIRONMENTAL PRACTICES

As a high-intensity 11-day event, TWG 2021 will strive to employ best practices for positive impact on the environment. BOC is interested in the availability and feasibility of using sustainable and reusable materials. A post-event report will be required for merchandise supplier's environmental practices executed on behalf of suppliers, both Tier 1 and 2.

STAFFING REQUIREMENTS

The supplier will be responsible for hiring, training, supervising and directing all contractors and employees. The supplier will compensate its own employees and comply with all applicable tax and other legal requirements for their employees and representatives.

The supplier will adopt and comply with equal employment opportunity policies that prohibit discrimination and harassment against applicants and employees on the basis of race, creed, color, age, sex, national origin or disability.

The supplier will use its best efforts to recruit and employ those who will be proficient and productive in their jobs and courteous to patrons and to others working the event. Supplier will ensure that its employees will comply with all rules and regulations applicable to employees working the event with respect to The World Games 2021. All on-site employees, contractors, and representatives of Supplier will have undergone a background check within the last 12 months and hold a clean record with no convictions. All representatives must be able to verbally communicate in a clear, distinct and courteous manner.

The supplier will ensure that representatives will wear agreed upon attire (at their own cost), clearly identifying themselves as security and meeting the requirements of the event.



The World Games 2021

RFQ SUBMISSION - RESPONSE FORMAT

A. SUPPLIER CONTACT INFORMATION

- a. Include name, address, email and phone number of of personnel who are authorized to represent the supplier.

B. SUPPLIER EXPERIENCE

1. Describe the variety of services your company is capable of providing
2. Describe the expertise of the staffing program
3. Indicate all experience pertaining to event merchandising including:
 - Specific events with relevant details (attendance, dates, etc.)
 - Variety of merchandise items sold
 - Merchandise revenue for the full event
 - All services the proposer provided for the event
4. Indicate experience of maintaining and managing merchandise inventory to include distribution, sales, and storage strategy.
5. Indicate experience of e-commerce storefront management. Include list of websites managed.

- ### **C. REFERENCES**
- Please provide a minimum of three references. Include name, company, dates services provided and contact information.

RFQ SUBMISSION - TIMELINE

By 5p.m. CST, March 18, 2020 – Submit email on intent to bid.

By 5p.m. CST, March 20, 2020 – Submit questions to woo@theworldgames2021.com All questions and answers are subject to release to participating vendors.

By 5p.m. CST, March 27, 2020– Submit final RFQ via email woo@theworldgames2021.com.



The World Games 2021

Competition Schedule

TWG 2021 - PRIMMASTERSPORTS CALENDAR													
SPORT	DAYS	15-THU	16-FRI	17-SAT	18-SUN	19-MON	20-TUE	21-WED	22-THU	23-FRI	24-SAT	25-SUN	PROJECTED VENUE
Air Sports - Canopy Piloting	4		C	C	C	C							BARBER MOTORSPORTS PARK - LOT C
Air Sports - Drone Racing	4		C	C	C	C							BARBER MOTORSPORTS PARK - LOT B
Archery - Field Recurve	3			C	C	C							AVONDALE PARK
Archery - Field Barebow	3						C	C	C				AVONDALE PARK
Archery - Compound Target	2									C	C		AVONDALE PARK
Baseball/Softball - Women	5			C	C	C	C	C					HOOVER MET
Billiards - Pool 9 Ball	5							C	C	C	C	C	SHERATON BALLROOM
Billiards - Carom	5							C	C	C	C	C	SHERATON BALLROOM
Billiards - Snooker	5						C	C	C	C	C	C	SHERATON BALLROOM
Boules - Petanque*	2						C	C					BESSIE ESTELLE PARK
Boules - Lyonnaise*	2						C	C					BESSIE ESTELLE PARK
Bowling - Bowling	4		C	C	C	C							SPARE TIME TRUSSVILLE
Canoe Polo	4								C	C	C	C	BIRMINGHAM CROSSPLEX - POOL
Kayak Marathon	2		C	C									OAK MOUNTAIN STATE PARK - LAKE
DanceSport - Latin	2		C	C									UAB - BARTOW ARENA
DanceSport - Standard	2		C	C									UAB - BARTOW ARENA
DanceSport - Rock'n'Roll	2		C	C									UAB - BARTOW ARENA
DanceSport - Breaking	2									C	C		SLOSS FURNACES
Fistball - Men	5				C	C	C	C	C				BSC - SOCCER & INTRAMURAL FIELDS
Fistball - Women	4				C	C	C	C					BSC - SOCCER & INTRAMURAL FIELDS
Floorball	5		C	C	C	C	C						BICC - EAST EXHIBIT HALL
Flying Disc - Ultimate	5		C	C	C	C	C	C	C	C	C		UAB - INTRAMURAL FIELD
Gymnastics - Rhythmic	2						C	C					UAB - BARTOW ARENA
Gymnastics - Acrobatic	3									C	C	C	UAB - BARTOW ARENA
Gymnastics - Tumbling	3									C	C	C	UAB - BARTOW ARENA
Gymnastics - Trampoline	3									C	C	C	UAB - BARTOW ARENA
Gymnastics - Parkour	2									C	C		SLOSS FURNACES
Gymnastics - Aerobic	2						C	C					UAB - BARTOW ARENA
Handball - Beach Men	5					C	C	C	C	C			SLOSS FURNACES
Iu-Jitsu - Fighting	2									C	C		BSC - BILL BATTLE COLISEUM
Iu-Jitsu - Duo	2									C	C		BSC - BILL BATTLE COLISEUM
Iu-Jitsu - Ne-Waza	2									C	C		BSC - BILL BATTLE COLISEUM
Karate - Kumite	2		C	C									BSC - BILL BATTLE COLISEUM
Karate - Kata	2		C	C									BSC - BILL BATTLE COLISEUM
Kickboxing	2							C	C				BOUTWELL AUDITORIUM
Korfball	5						C	C	C	C	C	C	BICC - EAST EXHIBIT HALL
Lacrosse - Women	5						C	C	C	C	C		UAB - SOCCER STADIUM
Lacrosse - Men	5		C	C	C	C	C						UAB - SOCCER STADIUM
Life Saving	2					C	C						BIRMINGHAM CROSSPLEX - POOL
Muaythai	3									C	C	C	BOUTWELL AUDITORIUM
Orienteering - Sprint	3									C	C	C	BSC CAMPUS
Orienteering - Sprint Relay	3									C	C	C	RAILROAD PARK (START/FINISH)
Orienteering - Middle Dist	2									C	C		OAK MOUNTAIN STATE PARK - NATURE
Powerlifting	3		C	C	C								BICC - CONCERT HALL
Racquetball	4				C	C	C	C					UAB STUDENT REC CENTER - GYMNASIUM
Roller - Speed (Track & Road)	5		C	C	C	C	C						BIRMINGHAM CROSSPLEX - MAIN
Roller - Inline Hockey	5			C	C	C	C	C					BIRMINGHAM CROSSPLEX - HARRIS ARENA
Roller - Artistic	2										C	C	BIRMINGHAM CROSSPLEX - HARRIS ARENA
Sport Climbing - Bouldering	3								C	C	C		SLOSS FURNACES
Sport Climbing - Speed	3								C	C	C		SLOSS FURNACES
Sport Climbing - Lead	2								T	C	C		SLOSS FURNACES
Squash	4								C	C	C	C	UAB STUDENT REC CENTER - GYMNASIUM
Duathlon	2			C	C								RAILROAD PARK (START/FINISH)
Sumo	3		C	C	C								BOUTWELL AUDITORIUM
Tug of War - Men	3								C	C	C		UAB - TRACK AND FIELD
Tug of War - Mixed	3								C	C	C		UAB - TRACK AND FIELD
Tug of War - Women	3								C	C	C		UAB - TRACK AND FIELD
Underwater - Finswimming	2			C	C								BIRMINGHAM CROSSPLEX - POOL
Waterski	4						C	C	C	R			OAK MOUNTAIN STATE PARK - LAKE
Wakeboard	4						C	C	C	R			OAK MOUNTAIN STATE PARK - LAKE
Wheelchair Rugby	5							C	C	C	C	C	BIRMINGHAM CROSSPLEX
The World Games Plaza	11	A	A	A	A	A	A	A	A	A	A	A	RAILROAD PARK
Opening Ceremony	1	A											LEGION FIELD
Closing Ceremony	1											A	LEGION FIELD
BHM - Airport	11	A	A	A	A	A	A	A	A	A	A	A	BIRMINGHAM - SHUTTLESWORTH
Host Hotel	11	A	A	A	A	A	A	A	A	A	A	A	SHERATON / WESTIN

C: Competition Day

A: Active

*Subject to Change