



REQUEST FOR PROPOSAL

ASAA Official State Merchandise Vendor

Prepared Wednesday, December 28th, 2011
Proprietary and Confidential



ALASKA SCHOOL ACTIVITIES ASSOCIATION

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1. Statement of Purpose

The Alaska School Activities Association (ASAA) is looking for an Official State Merchandise Vendor to provide clothing and other merchandise items for all the ASAA state events throughout each school year. These events include all the state athletic tournaments such as basketball, volleyball, tennis, football, wrestling, track, and more. Other events are activities, such as the All-State Music Festival, solo & ensemble, and world language declamation.

2. ASAA General Information

ASAA is the governing body of high school activities in the state of Alaska. Over 200 schools hold membership serving the needs of over 35,000 students. Alaska School Activities Association is classified as a non-profit 501(c)(3) organization under federal tax laws. ASAA is responsible for sanctioning 33 activities ranging from fall, winter, and spring sports, to music, art, drama, debate, language and student government. ASAA sets competitive seasons, sponsors state competitions, regulates sports officials, and provides eligibility criteria for students. Alaska School Activities Association's mission is to advocate participation in co-curricular activities; to regulate sanctioned interscholastic activities, contests and programs; and to promote the academic and social development of students.

3. Term of Contract

The term of contract between ASAA and the official state merchandise vendor is for no less than three calendar years, and no more than five years. The contract will begin starting August 1st, 2012, after our current contract has ended.

4. Background Information

Our current process has been in place for the past few years. Currently, we order items to sell at state tournaments, with suggestions and recommendations from our vendor. We work with our vendor on the artwork for general state championship merchandise as well as a sport/activity specific shirt. We place orders many times throughout the school year.

At the site of the state event we have the host school sell the items, which they in turn receive 10% commission of the gross sales. General championship merchandise is sold at all events and there is one sport/activity specific shirt that is sold at each state event. Currently we do not have screen-printing options at our state event sites.

5. Scope of Work

ASAA is currently evaluating all aspects of our merchandise process and arrangement. If you are interested in submitting a bid please submit your ideal process and arrangement, which could include your company selling the merchandise on site. At the very minimum, we will provide state championship merchandise for all of the following state championship events:

ASAA State Championship Events in 2012-2013 for ASAA State Merchandise

<u>State Championship Event</u>	<u>Location</u>	<u>Date/s</u>
Cross Country Running	Anchorage	Sept. 29 th , 2012
Tennis	Anchorage	Oct. 5 th -6 th , 2012
Football	Chugiak	Oct. 12 th -13 th & 20 th , 2012
Swimming & Diving	Anchorage	Nov. 2 nd -3 rd , 2012
3A/4A Volleyball	Wasilla	Nov. 8 th -10 th , 2012
All-State Music	Anchorage	Nov. 15 th -17 th , 2012
2A & Mixed 6 Volleyball	Anchorage	Dec. 6 th -8 th , 2012
123A Wrestling	Nikiski	Dec. 7 th -8 th , 2012
4A Wrestling	Anchorage	Feb. 1 st -2 nd , 2013
Hockey	Wasilla	Feb. 7 th -9 th , 2013
Nordic Ski	Anchorage	Feb. 21 st -23 rd , 2013
1A/2A/3A/4A Basketball	Anchorage	Mar. 11 th -16 th , 2013
Cheerleading	Anchorage	Mar. 12 th , 2013
Solo & Ensemble	Anchorage	TBA – 2013
Track & Field	Fairbanks	May 17 th -18 th , 2013
Soccer	Anchorage	May 23 rd -25 th , 2013
Baseball	Anchorage	May 30 th -31 st & June 1 st , 2013
Softball	Anchorage	May 31 st -June 1 st , 2013

ASAA provides state championship merchandise for 19 events over the course of 46 days. Merchandise is sold everyday during the entirety of the event. We have the merchandise available for sale starting an hour before the first scheduled event until the end of all events that day, and after awards ceremonies on the final day. Merchandise is also made available for purchase at our online store throughout the year (www.asaa.org/store/).

6. 2010-2011 Merchandise Sales

Here are the sales numbers and inventory numbers for the 2010-2011 year. These numbers are a good representation of the last 3 years and have been rounded to the hundredth.

Gross Profit:	\$160,700 (includes all merchandise sales over all 19 state events)
Gross Expenses:	\$109,700 (includes merchandise expenses, 10% commission, etc)
Net Profit:	\$51,000

ASAA Merchandise 2010-11 Year Summary

PRODUCT	TOTAL ORDERED	AMOUNT LEFT	APPX. NUMBER SOLD
Zip Sweatshirts			
Small	114	0	114
Medium	204	54	150
Large	210	35	175
X-Large	126	1	125
XXL	78	17	61
Zip Sweatshirt Total	732	107	625
Pullover Sweatshirts			
Small	156	0	156
Medium	192	0	192
Large	216	8	208
X-Large	120	8	112
XXL	66	6	60
Pullover Sweatshirt Total	750	22	728
Sweatpants			
Small	70	4	66
Medium	70	0	70
Large	52	0	52
X-Large	10	6	4
Sweatpants Total	202	10	192
Shorts			
Small	46	1	45
Medium	72	10	62
Large	92	0	92
X-Large	56	2	54
Shorts Total	266	13	253
Beanies			
Red	40	8	32
Black	120	0	120
White	25	0	25
Blue	40	0	40
Gray	25	0	25
Beanies Total	250	8	242
Sport Specific Shirts			
Youth (Bball Only)	24	0	24
Small	760	53	707
Medium	740	75	665
Large	654	76	578
X-Large	350	47	303
XXL	116	12	104
Sport Specific Shirts	2620	263	2357

NOTE: Also sold leftover inventory from the 2009-10 year. This was not a large amount.

7. Minimum Expectations of the ASAA Official State Merchandise Vendor

- Assist ASAA in ideas for merchandise to sell at all events.
- Design artwork for the all merchandise months prior to each event so ASAA can promote it on our website and store months prior.
- Provide a jpeg/gif/png of each item with all approved artwork as soon as it is approved to help with promotion and sale online.
- Provide all merchandise a least a week prior to state championship events.
- All shipping costs (if applicable) are incurred by our vendor.
- Provide a cost quote of each item to ASAA
- Provide a one or two sentence PA script announcement for announcing at state championship events.
- Provide a camera-ready ad for use in all tournament programs.

8. Benefits for the ASAA Official State Merchandise Vendor can receive from the ASAA office

- Ordering all state championship merchandise from you as our vendor for all state championship events (19 total events over 46 days at least) each year over the course of the contract.
- Recognized as the official exclusive state merchandise vendor of ASAA in programs, announcements, and on our website.
- Public address announcements as the official exclusive state merchandise vendor of ASAA at state events.
- Provide a website link on our website to your business.
- Provide a full-page ad in all tournament programs.

If you have any questions please feel free to email or give me a call. Please submit your written proposal by email/fax by 5:00pm Friday, February 17th, 2012 to:

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