



# REQUEST FOR PROPOSALS

Merchandise Contractor  
for

Kelowna 2026 BC Summer Games

July 22 - 26, 2026

RFP Due Date: February 7, 2026

4:00 PM



Central Okanagan  
Public Schools  
Together We Learn



*We respectfully acknowledge the unceded territory of the sqilixʷ/syllx (Okanagan) peoples, on whose land we live, work, and play.*

## **Introduction**

The Kelowna 2026 BC Summer Games Society is requesting proposals from qualified companies to become the official Merchandise Contractor for the Kelowna 2026 BC Summer Games.

Kelowna will welcome up to 3,000 participants (athletes, coaches, and officials) and recruit up to 2,000 volunteers for the Kelowna 2026 BC Summer Games. For three days, the city will be alive with competitive athletic activity as youth aged 10-18 participate in 19 sports, including sports for athletes with a disability. Kelowna previously hosted the BC Summer Games in 1980, 1994, and 2008, and the BC Senior Games in 2000.

The Merchandise Contractor, through a formal agreement with the Kelowna 2026 BC Summer Games Society, will be the official supplier of merchandise for the Games. This includes all merchandise for sale bearing the marks of the 2026 BC Summer Games, including wholesale, retail online, and in-person sales.

The terms of the agreement with the Merchandise Contractor do not include participant uniforms (purchased by the sports) and do not include other items (uniforms, gifts, etc.) purchased by the Kelowna 2026 BC Summer Games Society, which may include the Games logo, tagline, or brand.

The Merchandise Contractor will have the opportunity to provide a quotation to supply the volunteer t-shirt, or other gift items, if these are done.

By submitting a proposal, the business or organization agrees that should it be the successful applicant, it will enter into a contract with the Kelowna 2026 BC Summer Games Society. Written notice that it has been identified as the successful applicant and the subsequent full execution of a written contract will constitute a contract for the goods or services.

No applicant will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

The term of the contract is from date of acceptance to August 31, 2026, which includes a 30-day sell-off period.

## **Scope of Services**

The Merchandise Contractor's scope of services is to design, produce, distribute, and sell all licensed merchandise for the Kelowna 2026 BC Summer Games until the end of the term of the contract as outlined on the previous page.

The successful applicant will:

### **1. Design**

Work with the Kelowna 2026 BC Summer Games Director of Marketing and Merchandise Chair to design and/or utilize an approved logo and slogan for use on apparel and hard goods within the graphic standards of the BC Games Society and the brand guidelines of the Kelowna 2026 BC Summer Games. All designs as well as all elements included on any merchandise must be approved by the Kelowna 2026 BC Summer Games and the BC Games Society.

### **2. Produce**

Produce all apparel and other Games merchandise as agreed between the parties.

### **3. Sell and Distribute**

Sell, package, and distribute all merchandise via an online store (developed and managed by the Contractor) prior to and after the Kelowna 2026 BC Summer Games (from February to July 26, 2026).

Distribute all merchandise in compliance with the Kelowna 2026 BC Games Society's policies.

Sell, package, and display merchandise at Pre-Games and Games-time in-person kiosk(s) managed and staffed by the Contractor (optional to also have the online store active during the Games, July 22-26, 2026).

Cover all expenses associated with developing, maintaining, managing, and operating the merchandise website and in-person sales, including travel, accommodation, and staffing.

### **4. Market**

Provide marketing expertise for the sale of merchandise.

## **5. Commitment**

Total merchandise sales at recent BC Summer Games have exceeded \$100,000. Projected merchandise sales for the Kelowna 2026 BC Summer Games are expected to be \$100,000 or greater.

Provide commissions on sales of all merchandise to the Kelowna 2026 BC Summer Games. We are requesting a minimum royalty of 10% on pre-Games sales and a minimum royalty of 20% on Games-time sales.

Not mandatory, but would you be prepared to provide a minimum royalty guarantee? If so, please indicate the proposed guarantee.

Other benefits or commitments, financial and/or otherwise, provided to the Kelowna 2026 BC Summer Games (optional but considered as part of the overall proposal).

## **Proposal Requirements**

Applicants are requested to include the following with your proposal:

- a) Company profile
- b) Production capabilities, and capacity for screen print, embroidery, and direct-to-film printing
- c) Event retail experience, including details, and references
- d) Creative capabilities, including examples of graphics created for previous events
- e) Details of the commitment and benefits offered to the Kelowna 2026 BC Summer Games Society (see Item 5 above)
- f) Examples of retail prices that you would charge for basic t-shirts, hoodies, other garments, and hard goods items
- g) Information on whether your company currently has an online retail store, and if so, please provide the address link

The highest offer or any proposal will not necessarily be accepted.

## **Professional Retail Presentation**

The Kelowna 2026 BC Games Society requires that the merchandise kiosks utilize a professional retail appearance, and operation, as follows:

### **1. Service Quality Requirements**

The Contractor shall provide professional retail merchandising services throughout the event duration, including:

- a) Courteous and knowledgeable customer service at all times
- b) Staff trained in product knowledge, sizing, and event information
- c) Prompt attention to customer inquiries and purchases
- d) Maintenance of a clean, organized, and welcoming retail environment
- e) Professional appearance and conduct of all merchandising personnel

### **2. Display and Presentation Standards**

The Contractor shall create and maintain professional-quality merchandise displays that include:

- a) Visually appealing display fixtures appropriate for a sports event setting
- b) Strategic product placement to maximize visibility and customer flow
- c) Mixed presentation methods combining both hanging and folded merchandise
- d) Regular restocking and reorganization throughout event hours to maintain presentation quality

### **3. Merchandise Handling Requirements**

All merchandise must be prepared and displayed according to the following specifications:

- a) Hanging Items - Select merchandise to be featured on hangers (quality hangers appropriate to garment type)
- b) Folded Items - Remaining merchandise to be neatly folded and displayed on tables or flat surfaces
- c) Size Identification - Individual size stickers clearly visible on the exterior of each garment
- d) Pricing - Individual price tags securely attached to each item in a consistent, visible location

The Contractor shall ensure all merchandise remains properly labeled, priced, and organized throughout the event.

## **Pre-Games Sales Opportunities**

1. Pre-Games sales will be conducted through online sales with a display in the Kelowna 2026 BC Games Office. All online sales will be managed by the Merchandise Contractor.
2. Sales to the Kelowna 2026 BC Games Society for promotion, staff clothing (if required), sponsor packages, and gifts. Wholesale pricing is requested.
3. Other pre-Games sales opportunities include sales to volunteers, sponsors (Friends of the Games), and Fridays supporters (if a Fridays promotion is established).
4. The Merchandise Contractor is requested to provide at least a one-time discount to volunteers, sponsors (Friends of the Games), and Fridays supporters (if a Fridays promotion is established).
5. “Fridays” promotions are partnerships with local businesses and companies that would benefit directly from the 2026 BC Summer Games (hotels, restaurants, coffee shops etc.). Such companies would have employees wear 2026 BC Summer Games merchandise every Friday leading up to the games, to bring attention and to create buzz around the games.

## **Games-Time Sales Opportunities**

1. It is estimated that 70% of Games-time sales are achieved on the first day of the event at the Participant Accreditation Centre on Wednesday, where all participants check-in upon arrival.
2. Games-time sales will be conducted via in-person sales locations and will be operated by the Merchandise Contractor. The Kelowna 2026 BC Summer Games will provide access to adequate space, tables, chairs, and power. All other requirements are the responsibility of the Merchandise Contractor.
3. The Kelowna 2026 BC Summer Games will provide adequate volunteers to support both in-person pre-Games sales and Games-time sales. The volunteers will provide customer service support only and will not be permitted to handle cash or perform sales transactions.
4. The Merchandise Contractor must produce a marketing plan, sales goals, and a guaranteed commission percentage to the Kelowna 2026 BC Summer Games Society (percentage to be indicated in the proposal).
5. The Kelowna 2026 BC Summer Games Society must approve the plan, goals, and contributions and will oversee the controls for the contract through the Marketing Directorate.
6. Discounts at Games-time are not permitted unless agreed to in writing by the Kelowna 2026 BC Games Society.
7. Any unsold inventory will be the responsibility of the Merchandise Contractor and will not be charged to the Kelowna 2026 BC Summer Games Society. If required, the Merchandise Contractor will be provided space to sell leftover merchandise

at a suitable post-Games function. No royalty will be required to be paid on post-Games sales.

## **Evaluation**

1. Proposals will be assessed in accordance with the evaluation criteria.
2. The Kelowna 2026 BC Summer Games will be under no obligation to receive further information, whether written or oral, on any proposal.
3. The Kelowna 2026 BC Summer Games is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a proposal.
4. Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other proponents.
5. The Kelowna 2026 BC Summer Games may consider and evaluate any proposals from other jurisdictions on the same basis that the government purchasing authorities in those jurisdictions would treat a similar proposal from a British Columbia supplier.
6. Evaluation of proposals will be by a committee formed by the Kelowna 2026 BC Summer Games and may include volunteers, employees, contractors of the Kelowna 2026 BC Summer Games, and other appropriate participants.
7. Proposals will be assessed in accordance with the entire requirement of the RFP, including mandatory and weighted criteria.
8. The intent is to enter into a contract with the business or organization that submitted a proposal that meets all mandatory criteria, has minimum scores in the weighted criteria, and has the highest overall ranking.

## **Mandatory Criteria**

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

1. The proposal must be received at the closing location before the closing time.
2. The proposal must be in English.
3. The proposal must be submitted as outlined below and include the details specified in this RFP.

## **Prioritized Criteria**

Proposals meeting all the mandatory criteria will be further assessed against the following criteria:

<b>Prioritized Criteria</b>	<b>Rating</b>
Event Merchandising Experience and References	1
Commitment/Benefit Offered	2
Approach and Methodology	3
Variety and Pricing of Product	4
Demonstrated Creative Ability	5

**\*\*\* Rated by Importance \*\*\***





### **Contact Information**

**For further information, please contact:**

**Michael Saad** - Director of Marketing  
Kelowna 2026 BC Summer Games  
[msaad@bcsummergames.ca](mailto:msaad@bcsummergames.ca)

**Robin Henry** - Merchandise Chair  
Kelowna 2026 BC Summer Games  
[merchandise@bcsummergames.ca](mailto:merchandise@bcsummergames.ca)

**Submissions can be emailed to:**

**Robin Henry** - Merchandise Chair  
Kelowna 2026 BC Summer Games  
[merchandise@bcsummergames.ca](mailto:merchandise@bcsummergames.ca)

**Closing Date:** TBA, 4:00 pm Late proposals will not be accepted.  
Preference is for proposals to be emailed.