



## Expression of Interest

Invitation to Submit an Expression of Interest to become an Official AFL Licensee –  
*Soft Lines Category & selected Gift and Novelty.*

---

The AFL invites suitably qualified and experienced Respondents to submit an Expression of Interest in order to submit a full proposal to become an Official AFL Licensee for products categories within the Soft Lines Category.

At the end of the 4 Stage process the successful Respondent (s) will be granted non exclusive licensing rights within the relevant category for the intellectual property owned by the Australian Football League:

### 1. Introduction/ Background Information

The AFL strives to deliver the most exciting, accessible and successful licensed product experience in Australia.

The AFL has unrivalled levels of awareness and engagement, evidenced by the 2010 Toyota AFL Premiership season having a total attendance of 6,495,824, representing the second best year in the game's history, making the AFL the third most attended sporting competition in the world. Furthermore, alongside average weekly TV audiences of approximately 5 million, in 2010 there were 614,251 paid members of AFL Clubs meaning 1 in 36 of the Australian population are members of the AFL or an AFL Club.

The AFL owns all intellectual property relating to the AFL brand and all 17 AFL Clubs. As a Licensor, the AFL manages the commercialisation of AFL Club IP through a centralised licensing program currently generating over \$140m at retail.

Revenue from the AFL Consumer Products business, along with other income streams is equalised and returned to Clubs as a distribution and is therefore a crucial component in the marketing of the competition, and ultimately contributes significantly to the long term financial integrity of the AFL and the AFL Competition.

### 2. Product Categories

Respondents are invited to submit Expression of Interests for individual or multiple sub categories as below:

#### 2.1 Category – Soft Lines

- I. Supporter Apparel (Not including official or replica football guernseys & uniforms)  
Sub categories include:
  - a. Best & Less only:
    - Towels
    - Outerwear - Adults /youth/ toddler/ infant
  - b. All other retail:

**Australian Football League**



AFL House 140 Harbour Esplanade Docklands Victoria 3008 Telephone 613 9643 1999 Facsimile 613 96431871  
All correspondence to GPO Box 1449 Melbourne Victoria 3001 [Australia www.afl.com.au](http://www.afl.com.au) ABN 97 489 912 318

INSTITUTED 1896

Sleepwear & underwear - Adults / youth / toddler / infant

2. Footwear

- a. All retail:  
All footwear categories - Adults / youth / toddler

3. Domestic

- a. All retail:  
Gift & Novelty: Plush, Pet Products and Nursery  
Towels (inclusive of Premiership towel) – (All retail except Best & Less)  
Bedding (doona covers, pillow cases)  
Sleeping bags  
Face washer / hand towel / Bath robes  
Rugs / Picnic rug  
Throw-over  
Blanket  
Door mat  
Tea towel, oven glove, table cloth, placemat, napkins

4. Gift & Novelty

- a. All retail:  
Plush  
Pet Products  
Nursery

### 3. **Conditions of Invitation**

By submitting a proposal to this Expression of Interest, the Respondent acknowledges that:

- (a) the AFL at its absolute discretion reserves the right to accept or reject any proposal;
- (b) any costs incurred by Respondents in any way associated with the preparation and submission of a proposal, will be entirely borne by the Respondent;
- (c) no legal or other obligations will arise between a Respondent and the AFL unless or until formal documentation has been signed.
- (d) the success of an application is not solely related to the proposed financial commitment. Instead Respondents acknowledge that their proposal will be assessed on successfully meeting the Evaluation Criteria as listed below with specific focus on industry experience, corporate and financial positioning, retail relationships and capabilities, quality and reliability of the product offering.

### 4. **Expression of Interest Process:**

#### 4.1.1 **Stage 1: Expression of Interest**

Respondents are invited to submit an Expression of Interest indicating their organisation's interest in becoming an Official AFL Licensee. Stage 1 submissions must address Key Selection Criteria outlined on page 4.

**Australian Football League**



**Stage 1 submission deadline is 5pm Friday 19<sup>th</sup> April 2013**

#### **4.2 Stage 2: Written Proposal**

Following a review of the Expression of Interests received, those successfully meeting the Key Selection Criteria will be invited to submit a full proposal in writing to the AFL outlining their ability to meet the Evaluation Criteria as established by the AFL. The Evaluation Criteria will be communicated to successful Respondents.

**Stage 2 submission deadline is 5pm Friday 10<sup>th</sup> May 2013**

#### **4.3 Stage 3: Invitation to present in person**

Following a review of the proposals received under Stage 2 by the AFL, a shortlist of Respondents may be contacted to attend AFL House to make a presentation to key AFL staff. This will be an opportunity to expand on the written proposal and allow the AFL to make enquiries as to the Respondent's ability to meet AFL criteria.

**Stage 3 presentations will take place in the week commencing 20<sup>th</sup> May 2013**

#### **4.4 Stage 4: Appointment of Licensees and formal contract**

Following Stage 3 presentations (if any), the AFL will notify the successful Respondent(s).

The AFL and the successful Respondent(s) will then enter into a formal agreement setting out each party's obligations.

**The successful Respondent (s) will be notified by 7<sup>th</sup> June 2013**

### **5. Contact & Submission details**

All Stage 1 submission must be submitted in both electronic and hard copy to:

Expression of Interest – Hardcopy Submission:

AFL Consumer Products Department  
140 Harbour Esplanade,  
Docklands. VIC 3008

Email: [licensingei@afl.com.au](mailto:licensingei@afl.com.au)

Please note that all other correspondence and questions must be directed via email to:  
[licensingei@afl.com.au](mailto:licensingei@afl.com.au)

**Australian Football League**



## STAGE 1: EXPRESSION OF INTEREST

### KEY SELECTION CRITERIA

Stage 1 Expression of Interest submissions must:

- Specify which Product Categories, as listed in Point 2 above, would be pitched for
- Address and briefly demonstrate how their organisation meets the 4 Key Selection Criteria as listed below:

#### 1. Company Profile

Demonstrate your organisations strong and stable financial position, for example:

- (a) most recent annual report
- (b) organisation's business objectives
- (c) category expertise

#### 2. Product and Manufacturing Capabilities

Outline your core competencies in terms of:

- (a) product development policy and procedures
- (b) market research access and ability
- (c) manufacturing capabilities
- (d) factory auditing policy and procedures

#### 3. Retail Distribution and Relationships

Demonstrate your organisations current retail and sales networks specifying:

- (a) number of years supplied
- (b) product range supplied
- (c) preferred supplier status where appropriate
- (d) relevant sales agents details

#### 4. Industry Experience

Highlight your organisation's experience achieved within the Licensing and Sporting Goods environment to include:

- (a) current and recent licenses held specifying which product categories
- (b) sporting goods product experience

By submitting a Stage 1 Expression of Interest you are indicating your organisation's interest in becoming an Official AFL Licensee.

There is no formal format for submissions under Stage 1 as the AFL will be looking for the Respondent's ability to address the Key Selection Criteria established by the AFL, however the AFL does request that all submissions are in either Microsoft Word or Powerpoint.

**Stage 1 submission deadline is 5pm Friday 19<sup>th</sup> April 2013**

**Australian Football League**

