



Queensland Rugby Football League Limited “QRL” (ABN 65 009 878 013) Apparel Licensing Program

REQUEST FOR PROPOSAL

Official Licensee – QRL (Queensland Rugby League) “Club & Affiliated Bodies On-Field Apparel”

The Queensland Rugby Football League Limited (QRL) is currently seeking proposals from companies interested in acquiring the right to be an Official Licensee for the QRL Club and Affiliated body On-Field Apparel.

This involves the rights to the following:

1. A non-exclusive licence for the period commencing 1 November 2024 – 31 October 2027, to affix the QRL approved logo(s) to apparel items of affiliates participating in QRL sanctioned matches including the following items;
 - On Field Jerseys
 - On Field Shorts
 - Socks
 - Replica Jerseys

Please Note: It is a requirement of the QRL that the above listed On Field Apparel carries the approved QRL logo

2. A non-exclusive licence for the period 1 November 2024 – 31 October 2027, to affix the QRL approved logo(s) to apparel of affiliates including the following items;
 - Off Field Apparel

Please Note: It is NOT a requirement of the QRL that Off Field Apparel carries the approved QRL logo

Proposals will be judged according to their full and concise response to this document. The QRL will not be obliged to accept the highest financial offer and those submitting a proposal should be aware that no terms that seek to restrict, in any way, the discretion of the QRL in the process will be accepted.

Once submitted no proposal may be withdrawn while it remains open for acceptance by the QRL for a period of 90 days. No offer shall be contractually binding until it is incorporated into a formal contract signed by the QRL.

QUEENSLAND RUGBY FOOTBALL LEAGUE LIMITED

ABN 65 009 878 013

83 Castlemaine Street
MILTON QLD 4064

Locked Bag 3000
PADDINGTON QLD 4064

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F: (07) 3367 6085

E: rugbyleague@qrl.com.au
www.qrl.com.au



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The QRL makes no representation or warranty that this document provides all the information required by your company and encourages those wishing to submit a proposal to make their own queries and assessments.

Any costs incurred in the preparation and submission of proposals or otherwise in connection with this document will be borne by the proposer.

Those submitting a proposal are required to treat this document with due confidentiality and all bids and information outlined in each proposal will remain confidential.

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Timeline Summary - "Request for Proposal"

1. w.c 13th November 2023 – RFP Document Issued
2. 4th March 2024 – Proposal to be received by QRL
3. Up to 1st April 2024 – QRL option to ask for further clarification on any proposals required
4. 29th April 2024 – Recommendations made to QRL board
5. 31st May 2024 – Notification of Licenses for commencement from 1 November 2024

A representative from the QRL will be available to answer any queries regarding the proposal. Please submit any queries (in writing initially) to the attention of Anthony Ireland-Jones (a.irelandjones@qrl.com.au)

Representatives from the QRL will then assess all proposals before presenting a recommendation to the QRL Board for approval. The evaluation criteria will include:

- Capacity to fulfil a high volume of orders both small and large, on time and in full
- Capacity to meet the financial requirements of the offer
- Proven history of major teamwear accounts with sporting bodies
- Reputation and financial strength
- Product quality, consistency, vision, and innovation
- Level and quality of resources to be allocated
- Capacity to abide by all relevant Fair Work Practices
- Details of factories and manufacturing locations as well as demonstrated compliance with the modern slavery act
- References from customers (max. 3) supporting a strong record of customer service

All formal proposals should be lodged via email to Anthony Ireland-Jones (a.irelandjones@qrl.com.au) by no later than 5pm (AEST) on Monday 4th March 2024. Any supporting collateral should be delivered to the following address by 5pm (AEST) on Monday 4th March 2024.

Queensland Rugby League
Attn: Anthony Ireland-Jones
83 Castlemaine Street
Milton QLD 4064
AUSTRALIA

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1. License Agreement

• Financial Terms;

- The base royalty rate for all QRL licensed products is 12.5 % of wholesale and is to be calculated on all cash sales and on garments supplied to affiliates as part of any contra sponsorship arrangement.
- The use of the QRL online nominated brand approval and reporting system.
- A requirement to provide the QRL with a Minimum Guarantee of \$75,000 (ex GST) as part of their submission. For the avoidance of doubt if \$105,000 in royalties are calculated for the period, \$30,000 in addition to the \$75,000 minimum guarantee will be payable to QRL.
- Respondents should be prepared to remit in full the total amount of the Minimum Guarantee in advance on 1 November annually.
- Other financial provisions that companies may wish to offer above and beyond the Royalty and Minimum Guarantee terms will also be considered.
- Royalty Periods will be
 - 1 Nov - 31 Jan
 - 1 Feb - 30 April
 - 1 May - 31 July
 - 1 Aug - 31 Oct
- Additional royalties' due 31 May and 31 October annually

Royalty Calculations	Cash Sale	Contra sponsorship provided to club
Jersey A - \$50	12.5%	12.5%
Jersey B - \$35	12.5%	12.5%
Short C - \$20	12.5%	12.5%
Socks	NIL	NIL
Off Field Item	NIL	NIL

• Use of IP

It will be the responsibility of an Official Licensee to liaise with QRL affiliates to gain the required approvals for use of any IP to be affixed to garments including that of affiliate sponsors. All garment designs will need to adhere to QRL brand guidelines supplied annually.

• General

Outlined in this document is the minimum amount of information required for the QRL to assess your proposal and progress negotiations:

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2. Full Organisational Profile

A comprehensive overview of your company to give the QRL a thorough understanding of your core structure and competencies, including:

- Organisational structure including staffing and office location/s
- History in sale, manufacture, and distribution of garments suitable for use in rugby league matches of all standards
- Overview of core business and services including:
 - Key brands/intellectual property assets
 - Licenses currently held and/or held in the past
- Overview of development and manufacturing processes, including:
 - Manufacture location
 - Technological resources and any perceived competitive advantages
 - Any areas of manufacturing which are regularly (or otherwise) subcontracted
 - Internal and external resources across all areas
 - Experienced sales force and distribution with the capacity to manage high demand during the pre-season ordering period
 - Timelines and process for production and delivery
- Any retail channels currently supplied, including emphasis of any retailers with which “preferred supplier” status is held
- Company policies, including:
 - Child labour policy
 - Environmental policy
 - Other policies
- Any additional information to further profile your organisation, including strong record of customer service
- Evidence that Queensland Fair Practices are met
- An appreciation and understanding of the image the QRL wish to promote and the connection between the image and the quality, standard and consistency of the playing attire worn by QRL administered competitions.

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3. Proposal

Your proposal will include the following material;

- Provision of sample garments of the specific products you are seeking to manufacture under license in an On Field range *(Please note that these samples will NOT be returned but will be retained by the QRL as part of your proposal.)*
- Provision of sample garments of the specific products you are seeking to manufacture under license in an Off Field range *(Please note that these samples will NOT be returned but will be retained by the QRL as part of your proposal.)*
- An indicative pricing structure for on field apparel which displays the wholesale prices offered to clubs and affiliate bodies
- Detailed manufacture and quality specifications (where they may vary from information already provided in Section 2), including:
 - Logo application methods and any other manufacturing aspects which may require further explanation
 - Demonstration of your company's quality control procedures and policies
 - Sales/Marketing plan, including production, marketing, and sales timelines
 - Any innovative ideas or visions you may have for the long-term evolution and success of the range of licensed products

Applicants should be prepared to provide physical and documented proof for all statements, specifications and other information submitted as part of your proposal.

You may submit additional product samples of products if you choose. Please ensure that ALL samples arrive accompanying your proposal. *(Please note that these samples will NOT be returned but will be retained by the QRL as part of your proposal.)*

The QRL reserves the right to subject all products to blind purchase, independent laboratory testing, manufacturer comparisons and any other means that the QRL may choose to pursue to identify quality product manufacturers.

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