

BC ATHLETICS REQUEST FOR PROPOSALS

APPAREL & PROMOTIONAL PRODUCT PARTNER

CIRCULATED: AUGUST 20, 2026

PROPOSAL SUBMISSION DEADLINE: OCTOBER 23, 2026

TIMELINE

Milestone	Date
RFP Issued	August 20, 2026
Letter of Intent Due	September 25, 2026
Question Deadline	September 25, 2026
Q & A Circulated	October 2, 2026
Proposal Submission Deadline	October 23, 2026
Proposal Review	October 26 – November 6, 2026
Vendor Presentations (Top 3)	November 9 – 20, 2026
Vendor Selection	December 4, 2026
Anticipated Contract Start	January 1, 2027

CONTRACT TERM

The contract will be for a term of up to five (5) years, subject to annual performance reviews and the achievement of agreed-upon performance metrics.

INTRODUCTION

BC Athletics is seeking proposals from qualified and reputable apparel and promotional product providers to supply competition, training, and branded apparel and promotional products and to serve as the official apparel partner of BC Athletics.

The intent of this RFP is to identify an exclusive long-term partner who can deliver high-quality, performance-driven apparel while supporting the organization's operational needs, budget considerations, brand standards, and long-term growth.

By September 25, 2026, interested organizations should submit a Letter of Intent indicating their intention to submit a full proposal to megann.vandervliet@bcathletics.org.

Interested organizations may also submit questions regarding the RFP by **September 25, 2026**. BC Athletics will circulate all questions received, along with the corresponding responses, to all organizations that have submitted a Letter of Intent by October 2, 2026.

ORGANIZATIONAL OVERVIEW

BC Athletics is the provincial sport organization for the sport of Athletics (Track & Field, Race Walking, Cross Country Running, Road Running, Mountain & Trail Running). We are a member branch of Athletics Canada and are made up of over 7,000 individual members and affiliated clubs / organizations. BC Athletics is a non profit organization.

BC Athletics is dedicated to inspiring a lifelong passion for athletics by fostering participation, excellence, and community. Through accessible programs, supportive networks, and innovative opportunities, we aim to ignite the potential within every participant and celebrate the spirit of the sport across British Columbia.

BC ATHLETICS SUMMARY

- 44 affiliated clubs across British Columbia
- 7,000+ member athletes, coaches, officials and club leaders
- 5 Provincial Championships
- Owner of Whistler 50 Relay and Ultra
- 5 + BC Provincial Teams
- BC Summer Games, 8 Zone Teams
- 130,000 participants across 200+ BC Athletics sanctioned events
- 10,000 person mailing list

OBJECTIVES

The objectives of this RFP are to:

- Secure a reliable and high-quality apparel and promotional product provider;
- Ensure consistent branding across all programs and events;
- Improve access to BC Athletics branded apparel for athletes, coaches, and officials;
- Secure high-quality performance competition and travel apparel for the BC Team and BC Summer Games program;
- Support opportunities for revenue generation through apparel sales, affiliate programs, and/or rebates;
- Explore opportunities for BC Athletics event sponsorship.

SCOPE OF WORK

Proposals will be evaluated based on the following categories, services and requirements:

APPAREL CATEGORIES

- Customizable and high performing competition apparel for the BC Team and BC Summer Games program;
- Customizable and high performing training, warm-up and podium apparel for the BC Team program;
- Officials apparel;
- Staff and Board member apparel;
- BC Championship apparel;
- Branded apparel for retail sales;

- Promotional apparel and products for various BC Athletics events and programs.

SERVICES

- Custom design services aligned with brand standards;
- Online ordering platform to facilitate individual ordering and shipping;
- Options for quick turn production;
- Distribution and fulfillment according to BC Athletics annual calendar;
- Designated sales representative who is responsive to short notice requests.

TECHNICAL REQUIREMENTS

Proposals should address:

- Fabric performance (breathability, durability, functionality, stretch);
- Sport-specific functionality across all disciplines in Athletics;
- Inclusive sizing range, including, youth to extended adult sizing, unisex sizing and women's specific cuts;
- Consistency of sizes;
- Customization capabilities (logos, brand colours etc.);
- Compliance with applicable [World Athletics](#) and World Para Athletics competition attire rules.

BRANDING & DESIGN

The provider must:

- Adhere to BC Athletics brand guidelines (to be provided);
- Ensure consistent logo usage and colour standards;
- Vendor requirements for manufacturer branding on apparel;
- Provide proofs and approval workflows.

ORDERING, DISTRIBUTION & LOGISTICS

Proposals must outline:

- Ordering process and options for bulk or individual purchases
- Accurate production timelines and turnaround times
- Shipping and distribution model
- Handling of urgent orders (e.g., events)
- Returns, exchanges, and warranty policies

PRICING & FINANCIAL MODEL

Proposals must include:

- Detailed pricing options in CAD by product category;
- Volume discount structures;
- Proposed revenue-sharing and incentive/rebate models;
- Minimum order quantities required;
- Available sponsorship contributions (cash and/or product).

EXPERIENCE & QUALIFICATIONS

Proposals should provide:

- Company overview and years in operation;
- Experience working with sport organizations in a similar scope;

- Examples of similar partnerships;
- References (minimum of 2 clients references);
- Description of production and supply chain capacity.

SUSTAINABILITY & ETHICAL PRACTICES

BC Athletics values responsible sourcing and sustainability.

Proposals should describe:

- Options for product sourcing that support ethical manufacturing practices;
- Use of sustainable or recycled materials.

INNOVATION & VALUE-ADDED SERVICES

Proposals are encouraged to outline any additional value, such as:

- E-commerce platforms or online stores (include information on data handling, storage and privacy compliance);
- Event-based sales (pop-ups, expos);
- Affiliate program opportunities for BC Athletics members or affiliated organizations;
- Athlete engagement opportunities;
- Annual data reporting and analytics.

IMPLEMENTATION PLAN

Provide a clear transition and implementation plan, including:

- Timeline from contract award to launch;
- Account management structure;
- Communication strategy;

PROPOSAL SUBMISSION REQUIREMENTS

Proposals must include:

1. Overview of why you are interested in partnering with BC Athletics;
2. Detailed response to scope of work (as listed above);
3. Product catalogue or samples of product;
4. Sample pricing structure;
5. Implementation plan;
6. References;
7. Any additional value-added offerings.

SUBMISSION METHOD

Interested organizations must submit a Letter of Intent, by **September 25, 2026** via email to megann.vandervliet@bcathletics.org.

Full proposals must be submitted via email as a single PDF file or PowerPoint Slide Deck to megann.vandervliet@bcathletics.org by **October 23, 2026**.

2026-08-20TIMELINE

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TERMS & CONDITIONS

- BC Athletics reserves the right to accept or reject any proposal;
- This RFP does not obligate BC Athletics to award a contract;
- Proponents are responsible for all costs associated with proposal preparation;
- Contract terms, including exclusivity, will be negotiated with the successful proponent;
- Insurance and compliance requirements will be required as part of the contract terms.

QUESTIONS & CLARIFICATIONS

To ensure all prospective applicants have access to the same information, BC Athletics will circulate all questions received, along with their responses, to everyone who has submitted a Letter of Intent by September 25, 2026.

For all questions or related inquiries, please contact BC Athletics CEO, Megann VanderVliet – megann.vandervliet@bcathletics.org

EVALUATION CRITERIA

Proposals will be evaluated based on:

Criteria		SCORE	Weight (%)
Product Quality & Performance	Robust performance options for BC Team competition gear		25%
	Diverse options for lifestyle and promotional products		
	Fit and Sizing Inclusivity options		
	Fabric quality and consistency		
	Demonstrated quality and durability		
	Customization available		
Pricing & Value	Competitive pricing structure		20%
	Volume discounts on product and customization		
	Opportunity for rebates and/or sponsorship		
Service & Logistics	Clear and flexible ordering processes		20%
	Options for quick turnaround times		
	Reliable turnaround times		
	Ability to accommodate high volume orders		
	Responsive sales representatives and customer service		
Experience & References	Relevant sport experience		15%
	Comparable clients		
	Track record for delivery		
	Willingness to make it right, when needed		
	Quality of references		
Innovation & Value-Add	E-commerce ordering options		10%
	Athlete/community engagement ideas		
Sustainability & Alignment with Values	Options for eco friendly and ethically manufactured product		10%
	Alignment with BC Athletics values		

SCORING SCALE (1-5)

- 5 – Excellent – Exceeds requirements
- 4 – Strong – Meets all requirements with some added value
- 3 – Adequate – Meets core requirements
- 2 – Weak – Partially meets requirements with some notable gaps
- 1 – Poor – Does not meet requirements