



Unit 6 Sport HQ2 | Sport Ireland Campus | Snugborough Road | Blanchardstown | Dublin 15
Tel: +353 1 7163261 Email: info@hockey.ie

Affiliated to the International Hockey Federation and to the European Hockey Federation

Invitation to Tender:

Official Hockey Ireland Retail & Merchandising Partner

Tender Deadline:

5.00pm Tuesday, August 20, 2024



Irish Hockey Company Limited by Guarantee trading as Hockey
Ireland

1. Invitation to Tender

Hockey Ireland wishes to invite tenders from bidders to secure its Retail & Merchandising Partner, allowing us to effectively manage and grow our online and event retail and merchandising programme.

We are looking for a partner that can provide us with their retail expertise and a high-level of service in line with the performance and standards Hockey Ireland looks to provide its membership and the wider hockey community.

The successful bidder will work with Hockey Ireland as we look to develop our brand experience, audience engagement as well as revenue opportunities through the sales of replica kit, Hockey Ireland branded lifestyle apparel and ancillary merchandise.

The potential term of the partnership could be up to five (5) years, and the scope incorporates retail planning, product development, pricing, stock warehousing and management, as well as sales and fulfilment via an online shop as well as at major domestic and international Hockey Ireland events.

This document outlines the aims and objectives of this tender including the anticipated services, outcomes and expectations for bidding companies. For more information, please contact Nick McElwee, Director of Commercial & Marketing at Hockey Ireland via email: nick.mcelwee@hockey.ie

2. Introduction to Hockey Ireland

Hockey Ireland is the National Governing Body for the sport of field hockey in Ireland. Governing the 32 counties of Ireland, the Association is responsible for the management and overall development of all areas of the sport.

Hockey Ireland has circa **25,000** registered members. It has affiliated Provincial branches that govern the sport at a regional level with the sport's approximate **168** Clubs and **280** Schools affiliated to Hockey Ireland through this branch network.

An estimated 150,000 people are believed to participate in Hockey in some form or other across the whole of Ireland. The Irish Hockey Umpires Association, which manages the sport's umpire base, and the Irish Universities Hockey Association, which governs the sport in Ireland's university system, are also affiliated to Hockey Ireland.

3. Principles for a Successful Partnership

We wish to work with a partner that allows us to elevate the Hockey Ireland brand and the profile of the sport. We anticipate the chosen partner will value the partnership with Hockey Ireland, the awareness the association affords as well as the goodwill it commands.

The principles we look for in a successful partnership are as follows:

Brand fit - The successful partner must support the delivery of Hockey Ireland's Vision to 'Unleash the Power of Hockey' as well as align to its values – Attentive, Accountable and Ambitious.

Impact - The partnership will have impact, delivering a proposition that enables Hockey Ireland to increase its revenue as well as contribute to the improving perception of and engagement with the Hockey Ireland brand.



Irish Hockey Company Limited by Guarantee trading as Hockey Ireland

Inspire - The partnership will support and inspire our efforts to innovate and improve with both quality of product and level of service, needing to reflect the standards set by Hockey Ireland.

Growth - The partnership will help Hockey Ireland connect the whole of our sport and enable the hockey community to benefit from the partnership.

4. Bid Context & Assumptions

Hockey Ireland teamwear is now supplied by our new partner, Mizuno, as of Q1 2024. It is assumed for the purposes of this tender, that our new partner, Mizuno, will be the supplier of our replica kit as well as lifestyle apparel in addition to the existing provision of teamwear.

It is also assumed that the retail programme will engage customers via a Hockey Ireland owned and branded property, with the successful bidder securing a license to operate and present this brand for the duration of the contract.

Additional distribution of Hockey Ireland replica kit, lifestyle apparel and merchandise is assumed and welcomed, and can be developed and discussed as part of the bid discussion.

Up to 2024 our retail and merchandising partner was SoHockey working with our previous teamwear and replica kit supplier, Adidas, on license via Specialist Sports.

5. Value of the Partnership with Hockey Ireland

A tailored package of partner rights with Hockey Ireland would include:

- Endorsement from the National Governing Body of Hockey in Ireland
- Association with the successful Irish national teams and positive role models
- Unparalleled access to Hockey Ireland's community through its communication channels
- Brand awareness across Hockey Ireland's major domestic and international events programme
- Opportunity to create engaging activation campaigns, including third party activations with our 50+ sponsors and commercial partners

6. Benefits of the Partnership with Hockey Ireland

Each year the successful partner benefits from a series of commercial and marketing benefits through its relationship with Hockey Ireland. These include as follows:

- Designation as Hockey Ireland Official Retail & Merchandising Partner
- Rights to operate and present 'The Hockey Shop' on behalf of Hockey Ireland
- Rights to produce and distribute Hockey Ireland replica kit, lifestyle apparel and merchandise
- Use of relevant Hockey Ireland logos and imagery
- Access to Hockey community, Hockey Ireland members, associated groups and affiliates
- Access to perimeter advertising at Hockey Ireland domestic and international events
- One page advert in each edition of domestic international matchday programme
- Proactive support and engagement with Hockey Ireland to ensure mutual success
- Access to Hockey Ireland member, social and digital media channels
- Access to Hockey Ireland athletes for photo-shoot to drive sales of relevant product/s



Irish Hockey Company Limited by Guarantee trading as Hockey Ireland

7. The Services Required & Bid Evaluation

Objectives set out for the Partnership are as follows:

- To increase overall visibility, awareness and availability of Hockey Ireland retail and merchandising
- To increase overall income and maximise the commercial return from our retail and merchandising
- To improve and expand Hockey Ireland's online retail operation to meet the opportunity believed to exist
- To create a better experience and add value back for our hockey members and wider community

Hockey Ireland will assess the successful bidder across five areas, as follows:

- Bidder's pedigree and reputation of its organisation
- Bidder's ability to provide the requisite products, management, organisation and customer service levels
- Bidder's ambition to work pro-actively to activate the partnership and raise the profile of both brands
- Bidder's capacity to work with Hockey Ireland to expand its retail operation
- Bidder's commercial offer and terms

The partnership would need to cover the following categories and areas for Hockey Ireland:

- Hockey Ireland replica kit sales through a Hockey Ireland branded online and at event shop
- Hockey Ireland lifestyle apparel sales through a Hockey Ireland branded online and at event shop
- Hockey Ireland merchandise sales through a Hockey Ireland branded online and at event shop
- Manage and administer the Hockey Ireland online shop, including fulfilment and customer service
- Supply and sales of teamwear for identified groups including Masters, Coaches, Umpires, and Indoor
- Supply and sales of Hockey Ireland development programmes, camps and clinics
- Deliver an ambitious merchandising and licensing strategy through online and event operations
- Deliver a high-quality user experience and customer experience both online and at events

8. Tender Format & Content

The bidder's tender submission should appropriately cover the five areas outlined below.

8.1 A brief introduction to your company - To include your company history, core business activities, client list and contact details for the individual(s) dealing with the tender process.

8.2 Details of the individual(s) who would work with Hockey Ireland on the development and implementation of the partnership - Including names, position within the organisation, and synopsis of relevant experience.

8.3 Information related to your expertise required to satisfy the needs of Hockey Ireland -

- Supply chain management and product origin (sustainable, anti-slavery, child protection)
- Licensing and merchandise supplier set-up
- Online shop management expertise and experience
- Event shop management expertise and experience
- Fulfilment and distribution set-up (and examples of this)
- Supplier and distributor infrastructure and scale
- Quality of merchandise product examples



**HOCKEY
IRELAND**

Irish Hockey Company Limited by Guarantee trading as Hockey Ireland

8.4 Details of how you would activate the partnership to grow the awareness of the Hockey Ireland brand, its major events and support Hockey Ireland retail:

- Retail strategies including product, price and seasonality
- Consumer engagement and experience
- Available marketing channels, including reach and levels of engagement
- Ideas to innovate and improve product offering and catch relevant trends and sales windows
- Ideas to generate growth in sales

8.5 Commercial Offer – Details of your commercial proposition and distribution of revenues.

9. Assessment Criteria

The criteria on which tenders will be assessed are as follows:

1. Calibre of the organisation and brand - 20%
2. Quality and breadth of product - 10%
3. Service levels - 20%
4. Commercial offer - 30%
5. Activation ambition and execution of opportunities - 20%

10. Timeline

Tues 10.00am July 30, 2024	Invitation to Tender released as open bid
Tues 5.00pm Aug 20, 2024	Completed tender documents submitted to Hockey Ireland
Thurs Aug 22 & Fri Aug 23, 2024	Presentations for short-listed bidders and follow-ups
Tues Aug 27, 2024	Successful bidder selected and contract signature
Mon Sept 2, 2024	Product orders in time for Christmas 2024 retail, starting Dec 1

Completed tender documents should be returned to Hockey Ireland by 5.00pm Tuesday August 20, 2024.

11. Expression of interest & Submission of Tenders

Please contact nick.mcelwee@hockey.ie to express your interest in being part of the tender process.

A copy of the completed tender should be sent via email clearly marked “**Hockey Ireland Retail & Merchandise Submission**” to: Nick McElwee at nick.mcelwee@hockey.ie

Hockey Ireland will not consider any tender which is received after this time, or which does not meet any of the other requirements set out in this invitation to tender.

If you wish to submit questions for any clarifying points regarding the tender, please contact nick.mcelwee@hockey.ie Please note, all additional information relating to the tender will also be shared with those parties who have expressed an interest.



Irish Hockey Company Limited by Guarantee trading as Hockey Ireland