



# Request for Proposal Sponsorship RFP

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The Canadian Luge Association (CLA), a non-profit organization, is looking for a qualified agency or firm to assist in soliciting sponsorships for the organization for a one year term.

**Email Intent to submit by: Monday, May 16th (11 P.M. MDT)**

**Proposals to be completed and submitted by: Monday, May 30th (11 P.M. MDT)**

## SECTION ONE | INTRODUCTION

### About the Canadian Luge Association (Luge Canada)

It can be argued that more Canadians participate in luge than play hockey. Sounds crazy, we know! But, with the sport's beginnings being deeply rooted in community tobogganing hills in all corners of the country, each winter, hundreds of thousands of Canadians of all ages grab their sleds and head out for an afternoon of sliding on snow and ice.

Luge Canada is the governing body for luge racing in the country tasked with the responsibility of recruiting young sliders who enjoy the speeds of going downhill on snow and developing them into high-performance athletes with the ultimate goal of climbing to the international podium.

The sport consists of four individual disciplines:

- Men's
- Women's
- Doubles
- Team Relay

### Canadian Luge Association (Luge Canada)

Our mission is to pursue high performance and promote our sport, engaging and inspiring our communities to be the leading NSO in the pursuit of excellence on the track and the community. We are recognized as best in class internationally by our innovation, fairness, hard work, and social commitment, resulting in sustainable world-class programs and events.

### Our core strategies for 2022 onwards are:

- Fund development: sponsorship, existing and new partnerships
- High-performance program: coaching, junior program, athlete identification, technology and sport science, developing and maintaining high performance
- Communication: winter sports advocacy, business development, partnerships
- Organization excellence: board and organization development
- Events: increase awareness, expanding our grassroots programming, including within Indigenous communities and crossover sports.

## **SECTION TWO | SCOPE OF WORK**

The Canadian Luge Association (CLA) seeks qualified firms with experience and a proven approach in selling sponsorship for high-performance sports, sport development and events. The Respondent will identify within its proposal an individual (or individuals) who shall be the designated contact for all services, including the delivery of said services. The Respondent, working alongside the CLA Executive Director, is expected to have a foundation of established relationships and will solicit sponsorships to national, regional or international accounts.

- The Respondent will take the necessary time to understand the CLA brand and the values, identity, and initiatives unique to the organization.
- The Respondent will review current CLA sponsorship assets and opportunities.
- If on a monthly retainer, the Respondent will report to the CLA Executive Director and provide reports as required

### **Scope of Work Details**

Responsibilities would include but are not limited to:

- Development and creation of new CLA sponsorship assets and opportunities;
- Development/refresh of a CLA “Pitch Deck(s)”
- Solicitation of sponsorship to international, national and regional accounts;
- Preparing regular progress reports on pitches for the CLA Executive Director;

### **Sponsorship Opportunities:**

- 2022 World Cup (Whistler, BC) Dec 6 - 10
- 2025 World Championships (Whistler, B.C.). see Appendix #4
- 2026 Winter Olympics - Milano Cortina, Italy
- Annual World Cup Events (Whistler, B.C., Nov/Dec)
- Annual Canadian Championships (Whistler, B.C.), 3 levels
- Annual AGM (Calgary, AB, June)
- Olympic Athlete Recognition Dinner
- See Appendix #1 – List of Sponsorship Assets
- See Appendix #2 - Current Funding Breakdown
- See Appendix #3 - List of Currently Fixed Sponsorships

### **53rd World Championships Whistler, B.C. - 2025**

Hosting the International Luge Federation (FIL) World Championships in Canada is to support Canadian sliders in achieving international excellence by providing high-quality international racing opportunities on home soil while at the same time raising the profile of the sport in Canada and other FIL markets. The Luge World Championships is a marquee event in the luge calendar which should provide the opportunity to drive significant sponsorship revenue.

(See Appendix #4 - Sponsorship Guidelines for 2025 World Championships)

### Overall Objectives of hosting World Championships

- contribute to the overall development of Canadians in the luge community
- heighten the awareness of the sport and athletes by promoting competitive luge racing to the Canadian public through all media
- engaging corporate and public partners to support the development of the sport; while limiting the financial risk of international event hosting for all participating parties; and
- ensuring a division of revenues among participating parties that reflects the effort contributed and risk assumed in hosting World events;
- strengthening the Luge Canada event brand provincially, nationally and internationally, by ensuring a consistently high quality of event delivery that meets or exceeds FIL standards and expectations;
- supporting local/regional economic development; and
- promoting Canada internationally as a preferred tourism destination.

### SECTION THREE | RFP SCHEDULE OVERVIEW

<b>Deliverables</b>	<b>Deadline 2022</b>
RFP issued	Wed. April 20th
Notice of Intent to Submit Due	Mon. May 16 (11 P.M. MDT)
Final Date for Acceptance of Questions	Fri. May 20 (11 P.M. MDT)
Proposal and Supporting Documents Due	Mon. May 30 (11 P.M. MDT)
CLA Shortlisting of RFP Submissions	Mon. June 6 – Tues. June 7
Presentations	Mon. June 13 – Tues. June 14
CLA Decision Date	Mon. June 20
Anticipated Start Date	Thurs. June 23
Anticipated Conclusion Date	Fri. June 23, 2023
<i>Note: Victoria Day May 23, CLA AGM June 25</i>	

### SECTION FOUR | RFP SCORING

#### RFPs will be scored based on the following criteria's:

Responsiveness to Scope of Work	20%
Demonstrated experience and expertise in similar projects	30%
Cost-effectiveness	25%
Value-in-Kind opportunities (either budget relief and/or project enhancements)	15%
Comprehensiveness	5%
Company Profile	5%
<b>Total</b>	<b>100%</b>

## SECTION FIVE | RESPONSE SUBMITTAL REQUIREMENTS

### Responsiveness to Scope of Work

We are seeking comprehensive and informative proposals that clearly outline your ability to fulfill our requirements. Information to include in your bid include and are not limited to the following:

- Key Dates / Critical Path
- Breakdown of all cost and fees for each element of the project, including a commissioning rate for your services. Please show your costing for those items listed under 'Scope of Work Details' in which your company can provide services.
- Identification of any phases of the project that will be subcontracted out and to whom
- Résumé of the staff member or members who would identify as the Liaison for the CLA Executive Director
- Others

### Demonstrated Experience and Expertise in Similar Projects

Please outline a detailed summary of at least one (1) comparable projects which the proposer has completed in the last three to five years. For each referenced project, please make sure to include all relevant details such as:

- Description of scope of the project
- Time to execute each phase of the project
- Cost and associated fees
- Successes
- Lessons Learned

### Budget

Our decision process will be to secure a partner whose services best deliver the CLA's goals while also being cost-effective.

The CLA project budget is \$24,000 for one year(1) plus commission (including applicable taxes). Commission rate to be negotiated.

Budgetary financial considerations are one of the weighted evaluation criteria outlined in **Section Four** of this document.

Proposal will be considered on all or portion of the RFP.

As an example if the retainer is for a year @ \$2,000 a month – that's \$24,000 for the year.

The first \$24,000 of commission or any revenue that comes in, for example if respondent/agency signs a \$100,000 deal – the first \$24,000 would be commission free – so CLA wouldn't pay anything on that. However, every dollar from \$24,000 to \$100,000 those would be commissionable\* dollars. In other words, a draw.

**Sponsorship / Vendors in Kind (VIK)**

We encourage vendors to include budget relieving VIK (a reduction in cost to the requirements outlined in the Scope of Work), as well as enhanced VIK (additional services or features not explicitly outlined in the Scope of Work).

Operating expenses would be commissionable but not cost of goods provided as VIK.

All proposals will be considered, but those that include financial sponsorships will be given greater consideration.

Example of VIK:

- Cost of truck rental \$200,000 - two-year commitment; Team two-way radios; Cell phones; computers; Office space; Luge sleds parts (for example steel)

**Comprehensiveness**

Your comprehensiveness score will be based on whether your intent to respond matches your submitted proposal.

**Company Profile**

Please provide a brief history of your organization, and if you intend to subcontract some of the work to another firm. Please include their information in this RFP.

If one person will have the primary responsibility for this project, provide us with their information and relevant resume.

**SECTION SIX | APPENDIX****APPENDIX #1 - List of Sponsorship Assets**

Details on the attached Head to Sled pdf

**APPENDIX #2 – Current Funding Breakdown**

Luge Canada receives funding from the following organizations:

- Sport Canada
- Canadian Olympic Committee
- Own the Podium
- BC Provincial Government grants for World Cup events
- Municipal Government grants for World Cup events

**APPENDIX #3 - List of Currently Fixed Sponsorships**

Karbon – ongoing partnership for Team Apparel

## **APPENDIX #4 - Sponsorship Guidelines Regarding 2025 World Championships**

Sponsorship is sold in partnership with the International Luge Federation (FIL) for the World Championships. The FIL will contract 2-3 sponsors and Luge Canada will contract 1-2 sponsors. FIL main sponsors will have exclusivity. There are 4 major sponsors in total and each sponsor will receive 25% of all signage and advertising space available, including; start and finish area signage, track signage (positioned for TV coverage), printed material (poster, accreditation, program, tickets, invitations), press conference signage, medal / flower ceremony signage, VIP lounge signage, Race bibs

The World Championships are produced for TV. The FIL owns the television rights outside of Canada and Luge Canada owns the television rights within Canada. Luge Canada can contract television sponsorship for the Canadian broadcast only.

The Respondent needs to consider the overall real estate of the Whistler Sliding Centre, the site of the World Championships, as a possible sponsorship vehicle – special events, marketplace etc. This is subject to the approval of the FIL.

## **SECTION SEVEN | RFP GENERAL INFORMATION**

### **References**

Please provide the name, address, and phone number of three (3) current clients who would be capable of explaining and confirming your firm's capacity to complete the scope of the work outlined herein successfully.

### **Contract Terms**

All material produced, data collected, and reports generated by the contractor or subcontractor on behalf of the CLA are confidential and become the exclusive property of the CLA. The contractor may not share program materials, customer data, industry or program participant contact information, etc., unless explicitly authorized by the CLA to do so.

This RFP does not commit to paying any costs incurred by any party in preparing a responding proposal or to procure or contract for services. The CLA reserves the right to accept any one proposal or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and cancel the RFP, in part or in its entirety, at its sole discretion.

The respondent, if chosen, shall undertake to indemnify Luge Canada against claims and litigation (including legal fees) related to/arising from the activities of the service provider.

The CLA reserves the right to refuse to work with any partners, vendors or sponsors that may negatively reflect the organization.

The CLA maintains this is a non-exclusive arrangement

**Conflict of Interest**

The Proponent should identify in its proposal any actual or potential conflicts of interest, or what could be perceived as a conflict of interest, that may compromise this procurement process or enter into any project agreement as contemplated in this RFP. The CLA may reject any proposal where, in the opinion of the CLA, the Proponent could be in a conflict of interest or could be perceived to be in a possible conflict of interest position.

**Additional Information or Clarification**

All questions and requests for clarification should be submitted to the contact listed below. Questions and answers that could impact any bidders understanding of the RFP will be documented and distributed to all bidders. If necessary, an addendum will be issued.

Please ensure to include the name and contact details of the person to be approached for clarification if needed.

Late proposals will not be accepted, opened, or read, under any circumstances.

The CLA requires one (1) electronic copy of your proposal. Please send your submissions to:

Tim Farstad, [tfarstad@luge.ca](mailto:tfarstad@luge.ca) , Executive Director, Canadian Luge Association

**Acknowledgement of Traditional Land**

In the spirit of reconciliation, we acknowledge that the offices of Luge Canada is located in the traditional territories of the Niitsitapi (Blackfoot Confederacy) and the people of the Treaty 7 region in Southern Alberta. The City of Calgary is also home to Métis Nation of Alberta, Region 3.



# Head to Sled.

JACKETS

HELMET

HEADWEAR

GLOVES

WARM-UP KIT

SLED

Be a part of the most visible assets on our world-class luge athletes and travel with them on their journey to the podium.

The various elements of the head-to-sled kit include camera-visible kit such as the helmet, suit front and sled. In addition to on kit branding, through additional wearables like training gear, headwear and leisure wear, brands have the opportunity to tell their brand story through the athletes.

## Partnership Assets

National & International Broadcast

Recognition / Branded Kit / Earned Media