

CHARLOTTEPRIDE

REQUEST FOR PROPOSALS Limited Edition Event T-Shirts and Merchandise

Charlotte Pride, Inc.
PO Box 32362, Charlotte, NC 28232

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1. Introduction

Charlotte Pride, Inc., is a non-profit 501(c)(3) organization based in Charlotte, N.C., which produces the annual Charlotte Pride Festival & Parade and offers a variety of other programming and activities throughout the year, including Charlotte Latin Pride, Charlotte Trans Pride, and Reel Out Charlotte, the Queen City's annual LGBTQ film festival, among others. The organization was founded in 2000 and held its first festival in 2001. In 2018, the Charlotte Pride Festival & Parade attracted 165,000 visitors over the course of its weekend event. Charlotte Pride will hold its nineteenth annual festival and seventh annual parade in Uptown Charlotte, August 17-18, 2019.

2. Project Goals and Scope of Services

Charlotte Pride is seeking an apparel or merchandising company with which it can partner to develop a "limited edition" T-shirt, other apparel, or other sellable merchandise items for this year's annual festival and parade. Charlotte Pride seeks to sell anywhere from 300-500 T-shirts on a "limited edition" basis in 2019. Though the T-shirt is the primary product being sought and considered, other apparel or merchandise items may also be proposed and considered for sale on a "limited edition" basis.

The T-shirt or other apparel/merchandise items are meant to accomplish several goals for the organization, including:

- Raising the profile and awareness of the organization among members of the general public
- Raising awareness and visibility of the LGBTQ community among members of the general public
- Providing LGBTQ-themed apparel or other items to members of the LGBTQ community and attendees of the annual festival and parade
- Providing LGBTQ-themed apparel or other items which can be worn or used throughout the year, and which is not necessarily dated or tied directly to a single event or place in time
- Raising funds for the organization in order to support Charlotte Pride's year-round programming

The selected firm will be responsible for the development, creation, and production of the T-shirt or other apparel or merchandise items. In consultation with Charlotte Pride staff, the selected firm will also be responsible for the graphic design to be printed on the T-shirt or other apparel or merchandise items. The selected firm will be expected to partner with Charlotte Pride in offering pre-event marketing for the T-shirt or other items. Additionally, the selected firm will be responsible for a portion of pre-event retail sales of the

T-shirt or other items to the general public, preferably online and in a physical retail space, as well as onsite sales both days of the festival, August 17-18, 2019.

3. Selection Criteria

Charlotte Pride will consider several important criteria in the selection of the preferred firm, including the firm's:

- Ability to develop and create an innovative and captivating design proposal for use on the T-shirt or other items
- Willingness to open their creative and design process to input and feedback from Charlotte Pride staff
- Ability to adequately produce the T-shirt or other items
- Ability to adequately market and sell the T-shirt or other items
- Ability to develop, create, and produce a limited number of T-shirts or other items (approximately 100 quantity) to be sold directly by Charlotte Pride at organization events beginning on April 28, 2019
- Proposed per-item cost structure for the T-shirt or other items, including firm's proposed per-item production cost, retail price, and donation to Charlotte Pride

The winning bidder will also have:

- A history of successful operation as an innovative apparel or merchandising company
- The education, experience, knowledge, skills, and qualifications to provide the requested services
- Competitive costs of services
- Commitment to quality and customer service

The winning bidder, if any, will be selected solely by the judgment of Charlotte Pride, Inc.

4. Time and Place of Submission of Proposals

The RFP will be posted on our website, charlottepride.org, and can be downloaded from there directly as of February 15, 2019.

Respondents to this RFP must submit their full proposal via email to matt@charlottepride.org with the subject line "T-Shirt RFP Submission: [NAME OF YOUR COMPANY]".

Responses must be received no later than March 8, 2019.

5. Timeline

February 15, 2019	RFP Submissions Open
March 8, 2019	RFP Submissions Close
March 9-14, 2019	Submission Review and Discussion with Respondents
March 15, 2019	Selected Firm Notified / Other RFP Respondents Notified
April 26, 2019	First Shipment of Items to Charlotte Pride
July 1, 2019	Firm's Pre-Sale Marketing to General Public Begins
August 1, 2019	Pre-Event Retail Sales by Firm Begin
August 17-18, 2019	On-site Festival Retail Sales by Firm

6. Elements of Proposal

RFP Respondents' submissions must, at a minimum, include the following elements:

- One-page or less description of the firm, including a general overview of the company, names and credentials of the creative team, firm's connection to the LGBTQ community, firm's connection to the Charlotte metro area, number of full-time employees, years in operation, and any other pertinent information regarding the firm
- Name of firm's primary point of contact, including title, phone number, email address, mailing address, and physical address of retail store (if applicable)
- One-page or less narrative describing firm's ability to develop, create, produce, market, and sell (including in which way(s) the firm will sell) proposed Charlotte Pride T-shirt or other apparel or merchandise items
- Three-to-five samples of past T-shirt or other apparel or merchandise designs by the firm
- At least two samples of a proposed graphic design for Charlotte Pride T-shirts or other apparel or merchandise designs
- Production details and specifications of the T-shirt, including the brand and quality of the T-shirt, the mode of production used to print the T-shirt, as well as production details and specifications of any other proposed apparel or other merchandise items
- Proposed per-item cost structure and proposed per-item retail sale price

Written elements should be submitted in .PDF or .DOC formats. Graphic design elements should be submitted in .PDF formats. Submissions contained within a single .PDF presentation file are acceptable.

7. Budget and Fundraising Expectations

Charlotte Pride's initial budget for this project is \$2,000 to cover the production cost of the T-shirts or other apparel or merchandise items. This budget may be increased for an innovative proposal. Charlotte Pride desires to raise at least \$3,000 in net proceeds.

8. Other Considerations for RFP Respondents

Other important notes and considerations for RFP Respondents:

- Charlotte Pride will offer marketing support for the sale of the T-shirt or other items through its various marketing channels, as well as through Charlotte Pride's own pre-event sale of T-shirt and other items.
- The selected firm will receive a complementary vendor space at the festival, where the firm will sell approved Charlotte Pride merchandise and will also be able to sell their other products or items to the public.
- Respondents to this RFP should understand that they will be contracting with Charlotte Pride to provide at-cost or as close to at-cost production costs for proposed items.
- The selected firm and Charlotte Pride will be bound by a mutually agreed upon contract to be signed by both parties at the time of or shortly after selection.
- The selected firm will be expected to donate the difference between the production cost and the retail sale price of proposed items to Charlotte Pride in return for recognition as a Charlotte Pride Festival & Parade sponsor at a sponsor level which corresponds to the anticipated amount of net proceeds to be raised for the organization. Additionally, Charlotte Pride will promote the selected firm as the official merchandiser of Charlotte Pride merchandise.

- Firms understand that, if selected, the final product(s) produced for Charlotte Pride will be marketed as "Official Charlotte Pride" merchandise produced in partnership with the firm, and, as such, Charlotte Pride reserves the right to reject any proposed design or ask for changes in design.
- The selected firm will grant Charlotte Pride a perpetual license to any approved design(s).
- Any approved design(s) selected for official Charlotte Pride merchandise cannot be used by the firm for any other products or purposes or on behalf of or in service to any other organization and cannot be reproduced at any future time after the contract term without the written approval of Charlotte Pride.
- This RFP is not meant to create an exclusive right of apparel or merchandise sales by a single firm or vendor at the Charlotte Pride Festival & Parade; those firms which submit a proposal but are not chosen as the final selected firm are still welcome to apply for participation as a vendor or parade participant at the Charlotte Pride Festival & Parade.
- This RFP does not prevent Charlotte Pride from entering into other contracts and agreements with additional vendors for the purchase of products or services necessary for the operation of the festival and parade or any other Charlotte Pride program.
- Charlotte Pride welcomes any questions from potential RFP Respondents prior to their submission of their proposal. Questions can be submitted via email to matt@charlottepride.org, with the subject line: RFP Respondent Question: [NAME OF YOUR COMPANY].