

## **INTERNATIONAL BIATHLON UNION REQUEST FOR PROPOSAL (RFP) – OFFICIAL CLOTHING PARTNER**

### **1. INTRODUCTION**

The International Biathlon Union (IBU) invites proposals from qualified and experienced clothing brands to become the Official Clothing Partner. This partnership will cover the design, production, and supply of apparel for officials and staff with the option for merchandize rights (negotiable). The selected partner will benefit from branding and marketing opportunities associated with the federation's global events and initiatives.

### **2. OBJECTIVES**

- Ensure high-quality, performance-driven apparel for all federation-affiliated activities.
- Enhance the brand presence of the Official Clothing Partner.
- Promote sustainability and ethical sourcing in apparel production.
- OPTIONAL: Generate commercial value for both parties through licensing and merchandising opportunities.

### **3. SCOPE OF WORK**

The Official Clothing Partner will be responsible for:

- Provision of three visually distinct designs of branded apparel for federation staff and officials, as outlined in Annex 1:

In concrete there the following products shall be delivered within the contract period from May 2026 to April 2030:

a. one full winter collection of 200 sets in total for the seasons 2026/27 till 2027/28 to be delivered until October 2026

b. one full winter collection of 200 sets in total for the seasons 2028/29 till 2029/30 to be delivered until October 2028

c. one summer collection of 60 sets for the summer seasons 2026 till 2027 to be delivered until June 2026

d. one summer collection of 60 sets for the summer seasons 2028 till 2029 to be delivered until June 2028

e. All collections mentioned above from Art. a-d shall include a reasonable number of casual clothing items of the company's current sales collections and shall be negotiated in detail between IBU and the supplier.

In addition to the products mentioned above, the IBU will receive additional products for the Olympic Games 2030. The number of sets will be app. 40-50. Such products shall be produced according to the IOC rules regarding the allowed advertising (IOC Rule 50).

NOTE: Should the supplier also offer footwear, this shall be highlighted in the proposal and is subject to negotiation.

- OPTIONAL: Supplying merchandise for sale at official federation stores and online platforms.
- Managing logistics and distribution for all apparel. Inventory management optional.
- Ensuring compliance with ethical, environmental, and quality standards.

### **3.1 Optional Add-On: IBU Academy Branded Capsule Collection**

As an optional component of this partnership, the International Biathlon Union invites proposals for the development of a branded capsule collection specifically tailored for the IBU Academy. This collection aims to support the needs of the academy coaches across various training and educational environments, while reinforcing the IBU brand identity and commitment to athlete development.

The proposed capsule collection is divided into the following categories:

#### **1. Winter Collection**

Designed to support cold-weather training and outdoor sessions, the winter set includes:

- Winter jacket
- Winter pants
- Softshell jacket
- Softshell pants
- Beanie
- Headband

#### **2. Summer Collection**

- Focused on comfort and utility in warmer conditions, the summer set consists of:
- Lightweight hat or cap
- Training shorts
- Polo shirt
- Long-sleeve training shirt
- Rain jacket
- Rain pants

### 3. Performance Wear

Engineered for sport-specific training and performance, the performance wear set includes:

- Technical t-shirt
- Performance Hoodie or sweater
- Cross-country racing uniform
- Cross-country overpants
- Cross-country overjacket

### 4. Casual Wear and Giveaways

To promote team spirit and brand visibility off the track:

- Branded T-shirts as giveaways for IBU Academy students

#### Pricing and Purchase Model

All items in the capsule collection will be available for purchase by the IBU Academy at a preferential discounted rate, to be proposed by the bidder as part of their submission. The discount level should reflect a strong commitment to supporting youth and educational programs under the IBU umbrella. For projected purchase volumes, please refer to the detailed breakdown provided in the Annex 2.

### 3.2 Optional Add-On: IBU Academy Branded Capsule Collection

As an optional addition to this proposal, the bidder is encouraged to include an offering of IBU-branded casual business wear suitable for the IBU management team. This collection may include items such as blazers, shirts, knitwear, chinos, or other appropriate business-casual garments. If such items are part of the bidder's existing product range, the IBU requests that they be made available at a preferential discounted rate. This offering is not mandatory but will be considered favorably as a value-added component of the partnership.

## 4. PARTNERSHIP BENEFITS

The selected partner will receive:

- Exclusive rights to be named the "Official Clothing Partner of IBU."
- VIP access to IBU events.
- Media engagements, and digital platforms.
- Option for licensing rights for official apparel merchandise.
- Commitment from IBU to exclusively use supplied products on the field of play and in all ceremonies.
- Other desired rights to be negotiated and shared with this RFP.

## 5. SELECTION CRITERIA

Proposals will be evaluated based on:

- **Technical Capabilities:** Experience in manufacturing high-performance sportswear.
- **Brand Alignment:** Fit with the federation's values and global reach.
- **Sustainability & Ethical Compliance:** Commitment to responsible sourcing and production.
- **Financial Offer:** Sponsorship fees, revenue-sharing proposals, and commercial value.
- **Marketing & Innovation:** Creativity in branding, engagement strategies, and product innovation.

## 6. SUBMISSION REQUIREMENTS

Interested bidders must submit:

- Company profile, including past experience in sports partnerships.
- Proposed designs and product samples (if applicable).
- Detailed commercial offer, including sponsorship contributions.
- Compliance certifications for ethical and sustainable production.
- References from previous sports organizations or federations.

## 7. TIMELINE

- **Tender Release Date:** 02.07.2025
- **Deadline for Queries:** 16.07.2025
- **Proposal Submission Deadline:** 28.07.2025
- **Evaluation & Shortlisting:** 29.07.2025
- **Final Selection & Contract Signing:** 31.07.2025

## 8. SUBMISSION PROCESS

Proposals should be submitted electronically in PDF format to [linn.tremmel@ibu.at](mailto:linn.tremmel@ibu.at) with the subject line

"Proposal for Official Clothing Partner – [Company Name]." Late submissions will not be considered.

## 9. CONTACT INFORMATION

For any inquiries, please contact: Linn Tremmel  
IBU Marketing Project Manager  
linn.tremmel@ibu.at  
+43 664 88009865

### **DISCLAIMER:**

This RFP does not constitute a commitment by IBU to accept any proposal, enter into any agreement, or award any contract. IBU reserves the right to accept or reject any proposals without obligation.

**Annex 1**

<b>Group</b>	<b>Regular Collection</b>	<b>Exclusive Outerwear</b>	<b>Other Collection</b>	<b>Branding</b>	<b>Quantity</b>
Executive Board	x	x		IBU	15
IBU Staff	x			IBU	45
Technical Delegates	x			IBU	100
Para	x			IBU	20
Media freelancer			x	IBU Media	20
BIU			x	BIU	20

**Annex 2**

<b>IBU Academy</b>	<b>female</b>						<b>male</b>					
	xs	s	m	l	xl	<b>Total</b>	xs	s	m	l	xl	<b>Total</b>
Winter Jacket	1	2	5	0	0	8	0	0	12	10	5	27
Winter Pants	1	2	5	0	0	8	0	0	12	10	5	27
Softshell Jacket	1	2	5	0	0	8	0	0	12	10	5	27
Softshell Pants	1	2	5	0	0	8	0	0	12	10	5	27
Rain Jacket	1	2	5	0	0	8	0	0	12	10	5	27
Rain Pants	1	2	5	0	0	8	0	0	12	10	5	27
Polo Shirt short sleeve	2	4	19	0	0	25	0	0	25	20	12	57
Tshirt Performance	3	6	18	0	0	27	0	0	37	34	11	82
T shirt Students (unisex)						0						200
Sweatshirt/Hoodie Performance	2	4	13	0	0	19	0	0	24	20	10	54
Beanie	1	2	5	0	0	8	0	0	12	10	5	27
Headband	1	2	5	0	0	8	0	0	12	10	5	27
Shirt long sleeve	1	2	5	0	0	8	0	0	12	10	5	27
Short Pants	1	2	5	0	0	8	0	0	12	10	5	27
XC uniform	1	2	5	0	0	8	0	0	12	10	5	27
Hat	1	2	5	0	0	8	0	0	12	10	5	27
XC uniform overpant	1	2	5	0	0	8	0	0	12	10	5	27
XC uniform overjacket	1	2	5	0	0	8	0	0	12	10	5	27