

**FIVB**  
**BEACH VOLLEYBALL**  
**SWATCH JUNIOR**  
**WORLD CHAMPIONSHIPS**  
HALIFAX, CANADA 2012

**Request for Proposal**

**PRINTING SERVICES**



**Date Posted: May 1, 2012**

## **Opportunity**

Sports & Entertainment Atlantic (SEA) is currently looking to interested companies to develop a partnership for the upcoming 2012 FIVB Beach Volleyball SWATCH Junior World Championships.

## **About SEA**

Sports & Entertainment Atlantic is a full-service company specializing in event creation, event management services and sponsorship services.

As the Maritimes leading sponsorship marketing company, SEA is committed to delivering the ultimate experience with each event property it champions. Whether SEA is producing the event or developing strategic sponsorship activations, our aim is to make an indelible impression, change perceptions, influence behavior and ultimately deliver the results our clients seek.

SEA properties include: 2011 FIVB Beach Volleyball SWATCH Junior World Championships, The Manathlon, Tall Ships Nova Scotia, Touchdown Atlantic, The Atlantic Sponsorship Forum, Saint Mary's University, NSGC, David Foster's Crescendo, Roger's 3on3 and The Vanier Cup.

## **About FIVB Beach Volleyball SWATCH Junior World Championships**

Sports & Entertainment Atlantic is honoured to be bringing back the FIVB Beach Volleyball SWATCH Junior World Championships. Last year's event drew over 15,000 people to the Halifax Waterfront to see the best, young Beach Volleyball players in the world. The excitement to bring the Junior World Beach Volleyball Championships back has started to build and SEA is looking to bring a bigger and even more exciting atmosphere to the heart of Halifax!

For the 2011 Championship, the Salter Parking lot on Lower Water St. was transformed into 6 International size beach volleyball courts. Athletes ranging in ages from 17-21 came from over 25 countries to compete against the best in the world.

In an unprecedented move, SEA has been asked to once again host this amazing event. From August 29-Sept 2, 2012, the FIVB Beach Volleyball SWATCH Junior World Championships will once again be hosted on the Halifax Waterfront. Given the success of last year's event, expected attendance is projected to average 2,000 visitors per day over the course of the 5 day competition.

## **Concert**

On September 2<sup>nd</sup>, we will be hosting a concert that will begin hours after the final game and medal ceremony is completed. A stage will be erected just off of Centre Court which will be open to general admission ticket holders (separate tickets must be purchased for this event). Expected attendance for the concert is around 2,500 given the seating around Centre Court.

## **Project Scope**

We require a significant amount of signage printed in various sizes and formats for the 2012 FIVB Beach Volleyball SWATCH Junior World Championships. We are seeking a partner able to provide all of our printing needs. Successful proponents are requested to submit:

- Itemized pricing list for the attached signage requirements document
- Price per square foot for vinyl and 4mil coroplast for printing needs beyond the requirements document
- Pricing for installation of signage on site August 27<sup>th</sup> and 28<sup>th</sup>

We are looking for a unique solution to sign our entry areas. They will be flanked by 2'w by 6'h 3 sided truss columns. Please provide a proposed solution along with pricing.

## **Constraints**

Please identify any requirements that will be outsourced to another firm for completion

## **Sponsorship Opportunity**

If your proposal includes a discount on services offered as a value in kind sponsorship please identify that value in your proposal. We will work with the successful proponent to develop an appropriate benefits package.

## **Evaluation Criteria**

Sports & Entertainment Atlantic has identified the following criteria for evaluation of its prospective proposal submissions:

<b><u>Criteria</u></b>	<b><u>Value</u></b>
Experience with similar projects	35%
Company Reputation	10%
Sponsorship Value	5%
Cost	50%

### **RFP Timelines**

May 1, 2012 -- RFP document available to potential suppliers

May 11, 2012 -- Last day for submission of questions

May 15, 2012 -- 11:00 AM Submission of sealed proposals to:

Sports & Entertainment Office  
1549 Lower Water St. 3<sup>rd</sup> floor  
Three (3) printed copies requested

June 1, 2012 -- Notification of Supplier

### **Contact Information**

For further clarification on this document or to address any issues, please do not hesitate to contact:

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**2012 FIVB Signage Requirements***Estimate only*

<b>Coroplast</b>	<b>Quantity</b>	<b>Size</b>	<b>Description</b>
Black print on white coroplast			Directional
4mil - White Coroplast			<i>Playdown Board</i>
4mil - White Coroplast	20	9"W X 10"H	Sets of #'s
4mil - White Coroplast	6	6'.5"W X 9"H	Kiosk Headers
4mil - White Coroplast	5	4"W X 2"H	Directional
4mil - White Coroplast	15	2"W X 1"H	Trailers
4mil - White Coroplast	16	2"W X 2"H	Site # Identifiers
4mil - White Coroplast	3	5"W X 3"H	Sidecourt Scoreboards
4mil - White Coroplast	3	8"W X 3"H	Directional
4mil - White Coroplast	1	12"W X 3'H X 8'D	Base of Swatch Scoreboard
<b>Coroplast - 1st Row</b>	<b>Quantity</b>	<b>Size (inches)</b>	<b>Description</b>
Color on white coroplast			
4mil - Color logo on White Coroplast A-Frame	25	8"W X 3'H	1st Row Sponsor Signage
4mil - Color logo on White Coroplast A-Frame	5	11'5"W X 3'H	1st Row Mikasa/Swatch Signage
4mil - Color logo on White Coroplast	5	11'5"W X 3'H	Sidecourt Mikasa/Swatch Signage
4mil - Color logo on White Coroplast	1	6'W X 2'4"H	Scorers Table
<b>Flags</b>	<b>Quantity</b>	<b>Size (inches)</b>	<b>Description</b>
Vertical	8	3'W X 12'H	Sponsor Flags
Horizontal	5	6'6"W X 5'H	Country Flags
<b>Vinyl</b>	<b>Quantity</b>	<b>Size (inches)</b>	<b>Description</b>
13oz Gloss Banner (vinyl and foamcore)	2	13'W X 6'5"H	Interview/Mixed Zone Backdrops
13oz Gloss Banner (vinyl)	8	5'2"W X 7'5"H	Referee Stands
13oz Gloss Banner (vinyl)	1	11'8"W X 6'5"H	Shower Backdrop
13oz Gloss Banner (vinyl)	1	14'8"W X 2'H	Winner's Podium Banner
13oz Gloss Banner (vinyl and foamcore)	15	8'W X 3'H	2nd Row Sponsor Signage
13oz Gloss Banner (vinyl)	1	32'8"W X 3'H	10 Meter Panel, 2nd Row
<b>Posters</b>	<b>Quantity</b>	<b>Size (inches)</b>	<b>Description</b>
.30 Styrene	2	22"W X 28"H	Posters, Team Services, Airport Stands
.30 Styrene	6	19"W X 29"H	Posters, Team Services, Hotel
.30 Styrene	100	1'W X 1'5"H	Posters, Event
<b>Other</b>	<b>Quantity</b>	<b>Size (inches)</b>	<b>Description</b>
Card stock, color	3000	3"W X 6"H	Promotional Cards
Tickets (standard sz)	10000		
Athlete Handbooks, color	140	3.5"W X 5"H	
5ml laminate Passes	1000	3.5"W X 5"H	Accreditation Cards
Meal Tickets	500	3.5"W X 2"H	
Full vehicle wrap, color, SUV	1		
Die-cut Standees people (foam core)	2	3'W X 6'H	
Pop Up Banner	2		