

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #21 – 13 July 2010

Opportunity



Opportunity Title

Licensee opportunity: Additional gifts and souvenirs

Buying Organisation

The London Organising Committee of the Olympic Games and Paralympic Games Ltd

Website

www.london2012.com

Opportunity Method

Contract Opportunity

Opportunity Type

London 2012 supply chain (private sector)

Nature of Opportunity

Goods

Estimated contract value (GBP)

Not disclosed

About the Opportunity:

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) has now completed its first phase of appointing licensees to produce and sell official products of London 2012 to promote the Olympic Games and Paralympic Games in 2012. The following categories have been appointed:

Description

- Apparel and accessories
- Bags and umbrellas
- Ceramics
- Coins and stamps
- Drinks / water bottles
- Home and kitchen textiles
- Jewellery
- Pin badges
- Publishing

- Stationery
- Toys and games

LOCOG is now inviting expressions of interest for any additional gifting / souvenir categories or complimentary product ranges. In particular, opportunities exist around the following product areas:

- Leather goods and gifts
- Metal gifts (excluding jewellery)
- Candles and home fragrance
- Tins and enamelware
- Drinks accessories
- Silk accessories
- Design led gifts

Background:

The London 2012 merchandise programme is a key channel through which the general public will engage with and participate in the London 2012 Olympic Games and Paralympic Games, as well as providing revenue to enable the successful staging of the Games. As such, the licensees appointed will have an important role to play in developing the merchandise programme as a whole.

Opportunity:

The appointment will be to produce, distribute and sell products into the UK high street, department stores, tourist and travel retail outlets, grocery retail stores as well as via the official London 2012 on-line store and dedicated LOCOG retail outlets. LOCOG expects that appointed licensees will already have strong distribution capabilities into retailers in the UK.

A wide range of intellectual property (IP) will be available to licensees, from the core London 2012 Games logos, to Team GB and Paralympics GB logos, mascot(s), pictograms and the overall look and feel of the Games (some product deals may be subject to limited access of IP).

About the buyer's selection process:

In addition to responding to these questions on Compete For, applicants should prepare the following in a maximum of five pages to supply by Wed 25th August in the event of being asked:

- A short biography including key facts about your company (annual turnover, number of employees, etc);
- Evidence to your responses to the customised questions;
- Two short case studies of your organisations' best licensing programmes, demonstrating:
 - o their commercial success.
 - o breath of product
 - o range of distribution
- brief introductions to the team who would lead your London 2012 licensing programme.

Companies who successfully make the final shortlist will be informed by Mon 6th September, and invited to attend a meeting at LOCOG during the week commencing 13th September, after which they will be issued with a copy of the full tender document.

About the buyer:

LOCOG seeks to appoint licensees that can demonstrate an effective ability to manage and support a licensing programme and who will take a proactive approach to developing the product range/s for the UK market. In addition, LOCOG is looking for licensees who have the ability to manufacture the required products to consistently high standards of quality, social responsibility and environmental awareness. LOCOG will only accept applications from licensees who are able to produce and distribute (or procure such production and distribution) the proposed products.

Delivery point	London
Business Categories	<ol style="list-style-type: none"> 1. Giftware mnfrs 2. Candle mnfrs and suppliers 3. Rubber and plastic products - mnfrs 4. Christmas goods 5. Glass products - mnfrs 6. Leather products - mnfrs and suppliers 7. Garden ornament mnfrs 8. Furniture mnfrs - home and office 9. Cutlery mnfrs 10. Manufacturers 11. Wood products, except furniture - mnfrs

deadline
Estimated tender
close date 15/10/2010
Estimated contract
award date 30/10/2010
Estimated contract
start date 01/11/2010

CompeteFor is an e-brokerage tool. The advertisement of LOCOG opportunities does not constitute the start of a tendering process, but an Expression of Interest only.

**Additional
information for
bidders** Include any
special notes for
bidders

LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.

Suppliers will be required to sign up to LOCOG Terms & Conditions available at www.london2012.com/business