

Expression of Interest – 2012 Arctic Winter Games Merchandise Program

Introduction and Scope

This expression of interest is issued to solicit experienced, relevant and responsible firms for the purpose of providing a 'turn key' Merchandise Program for 2012 Arctic Winter Games (AWG) Host Society, including a primary, storefront retail location at least one year in advance of the AWG in March 2012; up to two off-site merchandise venues in the games time period – March 4-10, 2012; participation in Games Wear Fridays a promotional program to promote the AWG; and to work with AWG to explore and include other merchandising opportunities beyond traditional Games wear. All the licensed products must be designed and produced to complement the 2012 AWG visual identity, while maximizing opportunities for retail sales.

Proposal Requirements Merchandising Program Expression of Interest

An outline of the basic information that will be required to prepare your expression of interest can be obtained from the AWG Administrative Offices by calling (867) 393-2012.

Deadline for submissions is 4:00 pm PST on Friday October 1, 2010.

Please submit all Expression of Interest Proposals in a sealed envelope to:

2012 AWG Merchandise Program EOI
Attention: Denny Kobayashi, Vice-President Marketing & Sales
2121 2nd Avenue
Whitehorse, Yukon Y1A 1C2

Email submissions are acceptable to: info@awg2012.org