



# Folk On The Rocks Request for Proposal Festival Merchandise Production

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March 21, 2025

Issued by: Folk On The Rocks

Representative: Carly McFadden

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## Purpose

Folk On The Rocks (FOTR) is requesting proposals for the production of Festival merchandise for upcoming Festival(s). This includes a variety of merchandise for both promotional use and Festival retail sales.

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## Introduction & Background

FOTR is a non-profit society that puts on an annual music festival, taking place this year from July 18-20, 2025, and is in need of a source for merchandise production. This merchandise would have to be produced and received by July 11, 2025. Our goals are to:

1. Present a professional and current image to performers, the public and our sponsors;
2. To present a variety of merchandise designs for retail sales;
3. To provide staff and a large number of volunteers with easily discernible clothing for quick identification on-site; and
4. Present a unified image that accurately represents our brand through all Festival merchandise.

The purpose of this Request for Proposal (RFP) is to locate a source that can deliver what is needed for the best overall value and quality. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Criteria for Evaluation for Proposals section below.



The objective of this project is as follows: to find a company with whom the Festival can create a projected image for Festival merchandise through quick, concise, and thorough communication, and who can then execute the production of said merchandise to the standards of the Festival.

The project can be described as follows: Production of a variety of branded Folk On The Rocks merchandise for promotional use and retail sales. This merchandise will include t-shirts, tank tops, pullover hoodies, hats, children's merchandise (t-shirt/onesie), pins, patches, bandanas, and beer koozies. This will also include t-shirts for volunteers and staff that are discernable from merchandise being sold to be public. A full list of the items planned to be ordered and the quantities required are listed below.

### **Project Scope**

The scope of the project entails producing a variety of merchandise featuring FOTR branding that is identifiable and appeals to FOTR's target demographic. Based on numbers from last year, we ordered 500 units for staff and volunteers, and over 1200 units of product for retail sales.

We would like to use this opportunity to build a relationship with a company that can provide us with current styles, and produce merchandise to our standards and specifications. We are looking for a business relationship with a focus on communication and honesty regarding product, production, and design.

### **Request for Proposal and Project Timelines:**

- Request for Proposal Issuance: March 21, 2025
- Proposals Due: April 25, 2025
- Selection of Top Bidders / Notification to Unsuccessful Bidders: May 2, 2025
- Start of Negotiation: May 5, 2025
- Contract Award/Notification to Unsuccessful Bidders: May 16, 2025

### **Communication**

All communication with FOTR will be with Carly McFadden (contact information listed above).

Regular updates from the successful bidder to FOTR should be sent to provide reports on project progress, budget, red flags, and directional information needed to move forward. These emails should also include regular visual updates and samples of order progress.

### **Submission Guidelines & Requirements**

The following submission guidelines & requirements apply to this Request for Proposal:

1. Only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must include:
  - a. their understanding of the scope of the project;
  - b. a minimum of two projects that are substantially similar to this project as part



- of their response, including references for each. Examples of work should be provided as well;
- c. a full merchandise catalogue;
  - d. a price section must be provided that is not more than two pages. This section should indicate pricing on all items mentioned in the project, along with any cost of printing and any additional costs (shipping) that may be incurred in the production process.
  - e. Standard terms and conditions, if applicable.
3. All terms and conditions will be subject to negotiation.
  4. Proposals must remain valid for a period of 45 days.
  5. A representative who is authorized to commit the bidder's company must sign the proposal.

### Criteria for the Evaluation of Proposals

FOTR will rate proposals based on the following factors, with cost being the most important:

- Responsiveness to the requirements set forth in this Request for Proposal
- Relevant past performance/experience
- Samples of work
- Total cost including shipping and any additional fees
- Technical expertise/experience of bidder and bidder's staff

FOTR anticipates selecting at least two companies to enter into more in-depth discussions. FOTR reserves the right to award to the bidder that presents the best value as determined solely by FOTR in its absolute discretion.

### 2025 Proposed Order

Item	# of colours (ink)	Print on back?	Brand/Product Number	Quantity	Notes
Unisex Tee #1	one	Y-Lineup	<u>G640 Gildan Adult Softstyle® T-Shirt or equivalent</u>	<b>40</b>	Will be looking for XXXL sizes
Unisex Tee #2	one	Y-Lineup	<u>G640 Gildan Adult Softstyle® T-Shirt or equivalent</u>	<b>40</b>	Will be looking for XXXL sizes



<b>Unisex Tee #3</b>	one	Y-Lineup	<u>G640 Gildan Adult Softstyle® T-Shirt or equivalent</u>	<b>40</b>	Will be looking for XXXL sizes
<b>Unisex Tee #4</b>	two	Y-Lineup	<u>G640 Gildan Adult Softstyle® T-Shirt or equivalent</u>	<b>40</b>	Will be looking for XXXL sizes
<b>Unisex Fleece Pullover w hood #1</b>	one	Y-Lineup	G185 Gildan Adult Heavy Blend™ 8 oz., 50/50 Hooded Sweatshirt or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Unisex Fleece Pullover w hood #1</b>	one	Y-Lineup	G185 Gildan Adult Heavy Blend™ 8 oz., 50/50 Hooded Sweatshirt or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Tank Top</b>	one	N	TBC	<b>40</b>	Will be looking for XXXL sizes
<b>Cropped shirt</b>	one	N	1010BE Bella + Canvas Ladies' Micro Ribbed Baby Tee or equivalent	<b>40</b>	Will be looking for XXXL sizes



<b>Unisex Tank Top</b>	one	N	7433 Next Level Apparel Adult Inspired Dye Tank or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Unisex Longsleeve Tee #1</b>	one	Y-Lineup	G240 Gildan Adult Ultra Cotton® 6 oz. Long-Sleeve T-Shirt or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Unisex Longsleeve Tee #2</b>	one	Y-Lineup	G240 Gildan Adult Ultra Cotton® 6 oz. Long-Sleeve T-Shirt or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Baby onesie</b>	one	N	4400 Rabbit Skins Infant Baby Rib Bodysuit or equivalent	<b>30</b>	
<b>Toddler Tee</b>	one	N	RS3301 Rabbit Skins Toddler Cotton Jersey T-Shirt or equivalent	<b>30</b>	
<b>Youth Tee</b>	one	Y-Lineup	G500B Gildan Youth Heavy Cotton™ T-Shirt or equivalent	<b>40</b>	
<b>Tote Bag</b>	two		TBC	<b>40</b>	



<b>Totals</b>				<b>580</b>	
<b>Volunteer Shirt</b>	one	Y- 'VOLUNTEER' and vol sponsor logos	Gildan - Heavy Cotton™ T-Shirt - 5000 or equivalent	<b>500</b>	Will be looking for XXXL sizes
<b>Saftey Squad T-Shirt</b>	one	Y- 'SAFETY SQUAD' and volunteer logos	Gildan - Heavy Cotton™ T-Shirt - 5000 or equivalent	<b>50</b>	Will be looking for XXXL sizes
<b>Staff T-Shirt</b>	one	Y- 'STAFF' and staff sponsor logos	Gildan - Heavy Cotton™ T-Shirt - 5000 or equivalent	<b>40</b>	Will be looking for XXXL sizes
<b>Crew T-Shirt</b>	one	Y- 'CREW' and staff sponsor logos	Gildan - Heavy Cotton™ T-Shirt - 5000 or equivalent	<b>30</b>	Will be looking for XXXL sizes
<b>Board T-shirt</b>	one	Y- 'Board' and staff sponsor logos	Gildan - Heavy Cotton™ T-Shirt - 5000	<b>20</b>	Will be looking for XXXL sizes
<b>Staff Hoodie</b>	one	Y- 'Staff'	Gildan - Heavy Blend™ Hooded Sweatshirt - 18500 or equivalent	<b>60</b>	Will be looking for XXXL sizes
<b>Totals</b>				<b>640</b>	
				<b>1220</b>	

