



ΚΥΠΡΙΑΚΟ  
ΕΜΠΟΡΙΚΟ ΚΑΙ  
ΒΙΟΜΗΧΑΝΙΚΟ  
ΕΠΙΜΕΛΗΤΗΡΙΟ

Λευκωσία 9.3.2016

Προς: Όλα τα μέλη  
Από: Τμήμα Υπηρεσιών και Εμπορίου

Κυρίες / Κύριοι,

Ο Οργανισμός Πάφος 2017 Πολιτιστική Πρωτεύουσα της Ευρώπης έχει δημιουργήσει ένα σχέδιο για την εμπορευματοποίηση μέσω αδειοδότησης του επίσημου λογότυπου της Πολιτιστικής Πρωτεύουσας με σκοπό τη διάχυση αυτής της μεγάλης διοργάνωσης, καθώς και της οικονομικής ενίσχυσης του Οργανισμού για την υλοποίηση των δράσεων της ΠΠΕ Πάφος 2017.

Επισυνάπτεται το σχετικό σχέδιο και έντυπο υποβολής (RFP (Request for proposals) & Application form).

Με εκτίμηση

Χρίστος Πετσίδης  
Διευθυντής Υπηρεσιών και Εμπορίου

**Request for proposals (“RFP”) to design,  
manufacture and distribute merchandise bearing  
the logo and specific Pafos2017 IP rights**



**PAFOS2017**  
EUROPEAN CAPITAL OF CULTURE

**Terms and conditions of Licence Agreement**

**Date of Call:**

**Deadline for submitting proposals: 18:00 on Friday ..... 2016, to the offices of the Organisation Pafos2017 European Capital of Culture via registered mail or via courier to the Pafos2017 Offices: 55 Griva Digheni Ave, 8047 Pafos**

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**For inquiries, contact Ms Terpsa Vasou at Pafos2017 e-mail: [t.vasou@pafos2017.eu](mailto:t.vasou@pafos2017.eu)**

The Organisation Pafos2017 European Capital of Culture (hereinafter “Pafos2017”) wishes to invite proposals to design, produce and distribute merchandise based on the Pafos2017 core brand (licensed items) for sale during the period ..... to .....

**1. General information:**

The Organisation Pafos2017 European Capital of Culture is currently seeking bids from companies wishing to serve as Pafos2017 official Merchandise Suppliers to provide branded products (licensed items) for sale during the period.....

Such branded products will promote the brand of Pafos2017 by bearing its registered Trademark as shown on the attached Schedule A, under the terms of a License Agreement to be agreed between the Parties.

The successful candidates will gain the opportunity, unless agreed otherwise, to develop and sell the approved official event merchandise and apparel for the Pafos2017 event during the above mentioned period. Further, the successful candidates will have the opportunity to display a link to the Pafos2017 website, on their own website as official licensees of Pafos2017.

Applicants must provide designs and samples of the merchandise, which are intended to be produced and distributed.

**2. Responsibilities:**

Any successful applicant will be expected to sign a licence agreement which will include (but not be limited to) the following terms and conditions:

- a. A complete description of the licensed merchandise in question
- b. License term: The non-exclusive agreement will be for a period of 2 years from ..... (with an option to extend for a further 12 months).
- c. The territory / geographic area of distribution
- d. The channels of trade – which shops, stores the products are sold at.
- e. The applicant will be responsible for all costs of designing, producing, promoting, distributing and selling the material. Pafos2017 will not bear any of these costs.
- f. The applicant will comply with Pafos2017’s Brand Guidelines and quality control including allowing the licensor the right to obtain random samples of merchandise during the term of agreement to confirm the quality.
- g. All material will require Pafos2017’s approval (as regards its nature, form and content) before it is produced and distributed. In particular, the trademark cannot be accompanied by any other logo and or trademark and or slogan on the merchandise unless by special agreement mutually agreed between the parties.
- h. The License fee

- i. The Organisation Pafos2017 will have the right to request a limited amount of each item of merchandise, to be agreed between the parties, to be used for promotional purposes only.
- j. The payment schedule will include a non-refundable down payment (performance fee) of 30% of the license fee upon signing of the relevant license agreement. Further payment terms to be agreed.

### **3. Categories of goods:**

Items that will be considered including but not limited to:

- **Category 1 – Products for children**

Soft toys, pencils, pencil cases with coloured pencils, colouring books, notepads, notebooks, and school bags.

- **Category 2 - Clothing**

Baseball caps, swimming costumes for ladies and men, T-shirts, shorts, sportswear, scarves

- **Category 3 – Household goods**

Towels, mugs, Cyprus coffee sets, Coasters, Place mats, Fridge magnets.

- **Category 4 – Decorative / personal items**

Key rings, paperweights, waist bag, wallets and purses, brooches or label pins, cufflinks and earrings.

- **Category 5 – Other**

To be specified upon agreement

### **4. Process of Assessment and Award: (see Schedule B)**

4.1 Pafos2017 will award the licences on the basis of:

- a) Applicant's track record in designing, producing and distributing merchandise
- b) Business plan: Distribution and marketing plan for before, during and up to the completion of the contract.
- c) Responsiveness of supply chain - ability to respond quickly from design to manufacture.
- d) Evidence of quality and safety of merchandise.
- e) License fee offered.

4.2 It is anticipated that a final decision on the selected company will be reached and communicated no later than 2 months from the submission date based on a review and selection process by the Pafos2017 Board of Directors.

4.3 Pafos2017 reserves the right to invite short – list candidates to its board meeting to present and discuss the proposals further.

Please submit your proposal and necessary attachments by completing the Proposal form attached as Schedule C hereto.

If you have any questions prior to submission, please contact Ms Terpsa Vasou via the following e-mail: [t.vasou@pafos2017.eu](mailto:t.vasou@pafos2017.eu)

***Important Note:*** *Pafos2017 reserves the right to withdraw from, abandon or defer this process at any time; not to award any contract as a result of this process; to supplement, revise or clarify the terms and conditions of this document or to require the applicant to clarify their proposal or provide additional information in relation to the proposal.*

## SCHEDULE A

### Pafos2017 Marks

Successful candidates will receive access to the following trademark to be used in the current format.

All proposed uses of Pafos2017 marks as well as any other intellectual property rights deemed by the Organisation to be protected must be reviewed and approved by Pafos2017 in writing.

The trademark cannot be accompanied by any other logo and or trademark and or slogan on the merchandise unless by special agreement mutually agreed between the parties.



## SCHEDULE B

### SELECTION CRITERIA FOR PAFOS2017 MERCHANDISING PROPOSALS

#### Pafos2017 will award the licences on the basis of:

1. Applicant's track record in designing, producing and distributing merchandise
2. Business plan: Distribution and marketing plan for before, during and up to the completion of the contract.
3. Responsiveness of supply chain - ability to respond quickly from design to manufacture.
4. Evidence of quality and safety of merchandise.
5. License fee offered.

#### Quantitative and Qualitative Assessment Indicators:

##### **1. Applicant's track record in designing, producing and distributing merchandise (15%)**

- Size of the business 3%
- Years of operation 3%
- Management structure 1%
- Experience in the field 3%
- Good reputation & image 3%
- Customer base 2%

##### **2. Business Plan: Distribution and marketing plan for before, during and up to the completion of the contract (35%)**

Providing a sound business plan that includes among other marketing methods and strategy, expected sale cost and profits and the distribution plan and network of the Company.

##### **3. Responsiveness of supply chain - ability to respond quickly from design to manufacture (15%)**

##### **4. Quality and safety of Products (10%)**

- Place of production of products is licensed and accredited
- The quality ensures the safety of consumers, especially of children's products
- Certificates of EU standards and accreditation\*

*\* The presentation of European standard certificates by which the company assures that the quality, safety and procedures will be followed.*

##### **5. The Licencing Fee offered to the Organisation Pafos2017 for each category of products 25%**



## SCHEDULE C

Total number of pages to be submitted.....

### PROPOSAL FORM

Please submit your proposal by completing this application and submitting it with appropriate attachments via registered mail or via courier to Pafos2017 Offices: 55 Griva Digheni Ave 8047 Pafos

#### 1. APPLICANT INFORMATION

Company / Name			
Registration Number / Identity Number			
Address			
City		Postal Code	
Website			
Primary Contact Name			
Primary Contact phone			
Email			



**2. Describe and check the type/category of Merchandise intended to be produced and distributed (including designs/samples):**

*You can choose more than 1 category.*

**Category 1 – Products for children**

Soft toys, pencils, pencil cases with coloured pencils, colouring books, notepads, notebooks, and school bags.

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I have attached designs and/or graphic representations and/or photographs and/or samples

**Category 2 - Clothing**

Baseball caps, swimming costumes for ladies and men, T-shirts, shorts, sportswear, scarves

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I have attached designs and/or graphic representations and/or photographs and/or samples

**Category 3 – Household goods**

Towels, mugs, Cyprus coffee sets, Coasters, Place mats, Fridge magnets.

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I have attached designs and/or graphic representations and/or photographs and/or samples

**Category 4 – Decorative / personal items**

Key rings, paperweights, waist bag, wallets and purses, brooches or label pins, cufflinks and earrings.

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I have attached designs and/or graphic representations and/or photographs and/or samples

**Category 5 – Other**

Please specify your proposal (Note: Remains within the discretion of Pafos2017 to accept such category)

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I have attached designs and/or graphic representations and/or photographs and/or samples

**3. Outline your proposal for designing and producing the merchandise, including steps taken for ensuring quality and safety of the product in accordance with the relevant safety standards and Pafos2017's brand values.**

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Safety certification

I hereby verify that I have taken all relevant steps to ensure that the product(s) to be produced comply(ies) with all relevant health, safety or environmental requirements and standards as required by applicable EU Directives and or Cyprus legislation.

**4. Outline your proposal for distributing the merchandise (including details of shops and websites) (Please use Continuation Sheet if needed)**

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**5. Clearly define the pricing proposals for merchandising which you propose.**

*(Please use Continuation Sheet if needed)*

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**6. Describe your intended marketing strategy to raise awareness of the merchandise.**

*(Please use Continuation Sheet if needed)*

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**7. Provide details of your experience of designing, producing, promoting, distributing and selling merchandise. Please include examples of other merchandise produced as well as the names of key individuals involved.**

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**8. Please specify the length of time following the award of the licence to the applicant before the merchandise is available to the public.**

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**9. Your proposed license fee for each category applied for and proposed payment schedule subject to point 2 (j) of the RFP .**

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**10. Business Plan**

I attach herewith our Business Plan.

**11. Attach any other information which supports your application and which is relevant to the above points.**

I attach herewith further information relevant to point .....above, in the form of

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**IMPORTANT NOTE**

**Please do not deviate from the structure and form of the current application/proposal form otherwise you risk your application being deemed null and void.**

The Applicant acknowledges and agrees that Pafos2017 bears no liability for any loss, costs and expenses incurred by the Applicant, nor does the Applicant have any claim for compensation of any kind whatsoever as a result of participating in the RFP. Further, the applicant hereby indemnifies Pafos2017 from any third party liability as a result of any claim in tort, contract or otherwise and by checking this box each Applicant shall be deemed to have agreed to this term.

CONTINUATION SHEET

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