



REQUEST FOR PROPOSAL

OFFICIAL SPORTS APPAREL PARTNER

OF THE

OLYMPIC COUNCIL OF MALAYSIA



DEFINITION

Client	means the “Olympic Council of Malaysia” or “OCM”
Malaysian Contingent	means the “athletes and officials who are selected to represent Malaysia in Multi-Sports Games”
Multi-Sports Games	means the “world, regional or continental games with multiple sports being contested such as but not limited to the Olympic Games, Commonwealth Games, Asian Games and/or the South-East Asian Games”
Partner	means “the sports apparel manufacturer whose proposal is successful and is chosen to become the Client’s Official Sports Apparel for the Malaysian Contingent to Multi-Sports Games”
Prospective Bidder(s)	means “those sports apparel manufacturer who have been selected to submit a proposal to become the Client’s Partner”
Sports Apparel	means “at the minimum, track-pants, track-top, collared t-shirt, round-neck t-shirt, cap and bag (duffel bag or suitcase). May also include socks, towels, etc.”
OCM Elected Official	means “any member of the OCM Executive Board”
Official Sports Apparel	means “sports apparel worn by the Malaysian Contingent”

PART 1: INTRODUCTION

1. Purpose of this document

The Olympic Council of Malaysia (OCM) (“**Client**”) is issuing this Request for Proposal (RFP) document to selected sports apparel manufacturers (“**Prospective Bidders**”) to receive a formal proposal to become the Client’s “Official Sports Apparel for the Malaysian Contingent to Multi-Sport Games” (“**Partner**”) for the cycle of Year 2021 (from September 2021) to 2024.



Prospective Bidders are expected to propose:

- a list of sports apparels, including quantities and quality, to be provided to athletes and officials representing the Malaysian Contingent to Multi-Sport Games;
- an annual cash sponsorship amount to the Client; and
- a percentage of royalty / profit for sales of the Official Sports Apparels.

From this RFP exercise, the Client expects to select and contract with a successful bidder to become a Partner of the Client based on the Client's requirements under an agreement to be mutually agreed upon between the Client and the successful appointed bidder.

All Prospective Bidders should note that this RFP does not constitute an offer on the part of the Client. No agreement or any other binding obligation on the OCM shall be implied unless a Contract is executed between the parties. The issuance of this RFP and the submission of the Prospective Bidders' responses shall not create any obligation upon the Client to enter into any binding legal relationship with any of the Prospective Bidders.

The Client reserves the right to accept or reject any Proposals and to annul the solicitation process at any time prior to awarding a contract to a successful bidder, without incurring any liability to any Prospective Bidders or obligation to inform the Prospective Bidders of the grounds of the Client's decision.

2. About the Olympic Council of Malaysia ("Client")

On 13th November 1953, the Federation of Malaya Olympic Council (FMOC) being the forerunner to the Olympic Council of Malaysia was registered under the Societies Act as a volunteer based, non-profit and non-government organization.

With the formation of Malaysia, the FMOC changed its name to the Olympic Council of Malaysia at its EGM held on 5th May 1964. In April 1972, its name was translated into Malay Language as "Majlis Olimpik Malaysia" (MOM).

As the National Olympic Committee (NOC) of Malaysia, the Olympic Council of Malaysia (OCM) is recognized by the International Olympic Committee (IOC) in accordance with the Olympic Charter, and by all the International Federations (IF). The OCM takes pride in spearheading the Malaysian Contingent at the Olympic Games, and at the regional, continental and/or world multi-sports competitions patronized by the IOC.

The OCM comprised of 35 National Sports Associations (NSAs) as its full members and 21 as its associate members. These members comprise the Council of the OCM which elects an Executive Board every four (4) years.



Currently, the Executive Board is led by President Dato' Sri Mohamad Norza Zakaria and assisted by an administration headed by its Secretary General, Dato' Mohd Nazifuddin Najib. Please refer to Appendix A for OCM's organisation chart.

The OCM has the exclusive authority for the representation of Malaysia at the Olympic Games, Asian Games, Commonwealth Games, Southeast Asian Games and other regional and international multi-sports competitions in accordance to the Rules and Regulations of the IOC, the Olympic Council of Asia, the Commonwealth Games Federation, the Southeast Asian Games Federation and other regional and international multi-sports bodies. Appendix B provides an overview of Malaysia's participation in MSG in the cycle September 2021-2024 with an approximate number of persons in each contingent.

3. Project Overview

In principle, the main task of the Partner is to provide sports apparel to the Malaysian Contingent participating in Multi-Sports Games, as well as to market and sell these apparels to the general public on behalf of the Client.

More specifically, the Partner would be expected to:

- i. In collaboration with the Client, for each Multi-Sports Games (MSG), to produce unique designs of the Official Sports Apparel;
- ii. produce and supply high quality Sports Apparels for the Malaysian Contingent participating at MSG;
- iii. Market and sell the Official Sports Apparel to the general public in Malaysia.

In return, the Partner will, among others, be granted, subject to further terms and conditions to be mutually agreed upon between the Client and the successful appointed bidder:

- exclusivity in the category of "Sports Apparel" for the Malaysian Contingent;
- the right to use the Client's logo in accordance to further terms and conditions;
- use of group photos of Malaysian athletes wearing the Official Sports Apparel.

PART 2. INSTRUCTIONS TO PROSPECTIVE BIDDERS

1. Intention to Participate

All Prospective Bidders who are interested to bid for this Project are required to confirm their participation by 6 August 2020 by email to the following email: secgen@olympic.org.my



2. Withdrawal

If Prospective Bidder wishes to withdraw after it has submitted their intention to participate, an email shall be sent to secgen@olympic.org.my by 14 August 2020 stating the intention to withdraw.

3. Clarification and Amendment of RFP documents

Prospective Bidders are advised to study all terms, conditions and requirements contained in this RFP and make all necessary clarifications before submitting their proposal. Prospective Bidders may request clarification of any of the RFP documents only up to seven (7) days before the proposal submission date. Any request for clarification must be sent in writing by electronic mail to secgen@olympic.org.my

Each formal request must contain the following information:

- Name of the Prospective Bidder;
- Email address;
- Sequentially numbered questions; and
- Area in the RFP the question is aimed at.

The Client will respond by electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited Prospective Bidders who intend to submit proposals. Questions or discussions that address the validity or acceptance of a bidder's approach to this RFP will be kept confidential.

There shall be no individual discussions or meetings with any Prospective Bidders until after the closing date of submission. From the date of issue of this RFP to the final selection of a successful bidder, contact with any OCM Elected Officials concerning the RFP process shall not be permitted, other than through the submission of queries to the specific persons in charge as indicated above. Any attempt to directly contact and/or pressure an OCM Elected official may result in automatic disqualification of the proposal.

At any time before the submission of proposals, the Client may, for any reason, whether at his own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail or electronic mail to all invited Prospective Bidders and will be binding on them. The Client may at his discretion extend the deadline for the submission of proposals.

4. RFP Timeline

The following table outlines the indicative key milestones in the RFP process for this Project. It should be clearly understood that these dates are provisional and are subject to change at the discretion of the Client.



Activity	Date
Issuance of RFP document to Prospective Bidders	20 – 26 July 2020
Confirmation of intention to participate	6 August 2020
Notice of withdrawal from Bidding	14 August 2020
Deadline for any clarification from Prospective Bidder	30 August 2020
Submission of Proposals by Prospective Bidder	7 September 2020
Evaluation of Proposals	8 to 22 September 2020
Shortlist of selected bidder(s)	23 September 2020
Presentation by shortlisted bidder(s) to the OCM Executive Board	13 October 2020
Further discussions with shortlisted bidder(s) (if required)	14 October – 13 November 2020
Final report to the Executive Board	24 November 2020
Confirmation of “Official Sports Apparel Partner” of the OCM by the Council	5 December 2020
Contract ready for signature	End December 2020

5. Submission of Proposal

All proposals submitted shall contain the following information and documentations:

- a) Two (2) hard copies of the Prospective Bidder's Technical Proposal
- b) Two (2) hard copies of the Prospective Bidder's Financial Proposal
- c) A signed copy of the Conflict of Interest Declaration as set out in Appendix C.

All proposals shall be written in the English language.

The Technical Proposal shall be placed in a sealed envelope clearly marked “**TECHNICAL PROPOSAL**”, and the Financial Proposal shall be placed in a sealed envelope clearly marked “**FINANCIAL PROPOSAL**”. Both envelopes shall then be placed into an outer envelope, together with the signed copy of Conflict of Interest Declaration and sealed. The outer envelope shall bear the submission address as below, and be clearly marked, “**CONFIDENTIAL. RFP – OFFICIAL SPORTS APPAREL PARTNER**”.



CONFIDENTIAL
OFFICIAL SPORTS APPAREL PARTNER

Addressed to:
Chairman
Marketing & Sponsorship Committee
Olympic Council of Malaysia
Wisma OCM
Jalan Hang Jebat
50150 Kuala Lumpur

Documents served by hand shall be submitted to the Client's reception desk for acknowledgement of receipt.

All required documents shall be submitted in the prescribed format as provided for in this RFP on or before 1700 hrs (Malaysia Standard Time), 7 September 2020. Any submissions received after the deadline stipulated shall be automatically disqualified.

Upon receipt of submission, the Client shall issue an email to the respective bidders acknowledging receipt of submission.

6. Preparation of Proposal

In preparing the Technical Proposal, Prospective Bidders are expected to examine the information contained in this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

The Proposal shall contain the following minimum information:

- a) Company background;
- b) Certificate of Registration / incorporation;
- c) List of the proposed staff team by specialty, including their CVs. Key information should include number of years working for the Prospective Bidder and degree of responsibility held in various similar assignments in the last five (5) years;
- d) List of previous similar assignments and its success, including a minimum of at least two (2) clients' reference;
- e) Authorisation letter from principle if applicable;
- f) Detailed description of the proposed methodology and work plan / execution plan for performing the assignment, including but not limited to:
 - a. Proposed list of sports apparels to be supplied to the Client during the cycle of September 2021-2024. At a minimum, each athlete and/or official must be provided with at least one track-suit (jacket and pants), two (2) collared t-shirts, two (2) round-neck t-shirts, two (2) pair of socks; one (1) travel bag; one (1) bag pack;
 - b. Proposed outline of marketing, pricing and sales strategy including point of sales for the Malaysian Contingent's Sports Apparels;



- c. Proposed sample, indicative designs (concept, colour combinations, material make-up for the Sports Apparels;
- g) Timeline required for order, supply and delivery of Sports Apparels;
- h) To demonstrate the quality of materials that will be used for the Sports Apparel, the Technical Proposal shall include samples of materials.

The Technical Proposal shall not include any financial information.

7. Preparation of Financial Proposal

In preparing the Financial Proposal, Prospective Bidders are expected to take into account the requirements and conditions outlined in this RFP document. All amounts referred to in the Financial Proposal shall be expressed in Ringgit Malaysia (RM).

The Financial Proposal shall contain the following minimum information:

- a) Annual cash sponsorship amount for the Client;
- b) Percentage (%) of royalty to be paid to Client based on sales of the "Official Sports Apparel";
- c) Any other cost such as any taxes, duties, fees, levies and other charges imposed by the Prospective Bidder.

8. Communication with the Client

From the time the RFP is published until the time the Contract is awarded, if any Prospective Bidder wishes to contact the Client on any matter related to this RFP, he/she should do so in writing, via email to secgen@olympic.org.my

Any attempt for individual discussions, communications and meetings with any OCM Elected Official on matters related to this RFP, or any effort by any individual representing the Prospective Bidder to influence the Client in the proposal evaluation, proposal comparison or Contract award decisions may result in the automatic disqualification of the proposal.

9. Evaluation of Technical Proposal

After the deadline for submission of proposals, the Technical Proposal shall be opened immediately by the RFP Committee. Evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is done.

The committee shall evaluate the proposals on the basis of their responsiveness to the requirements and terms of reference of this RFP. Each responsive proposal will be given a technical score (St). A proposal shall be rejected at this stage if it does not respond to important aspects of the terms of reference or requirements of this RFP or if it fails to achieve the minimum technical score indicated in Appendix D.



After the Technical Proposal evaluation, the Client shall notify those Prospective Bidders whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the RFP. The notification shall be sent by electronic mail.

10. Evaluation of Financial Proposal

The Financial Proposal shall remain sealed and deposited with a responsible officer of the Client until the technical evaluation is concluded. The RFP Committee will determine whether the Financial Proposal is complete.

The formulae for determining the Financial Score (Sf) shall be as follows:

$$Sf = (100 \times NF/HNF) + (100 \times NF1/HNF1)$$

where

- Sf is the financial score;
- NF is the amount of proposed cash sponsorship in consideration and is calculated by the proposal's [(annual cash sponsorship amount) – (all fees charged to Client)]
- HNF = Highest NF score received among all Prospective Bidders
- NF1 = is the percentage of royalty/sales to be paid to the Client as proposed by the Bidder
- HNF1 = Highest percentage of royalty/sales to be paid to the Client received from all Prospective Bidders

11. Summary of Evaluation

The OCM Marketing & Sponsorship Committee shall evaluate all proposals within 15 days from the deadline of submission.

Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights as below:

$$\text{Total score} = (St \times 0.6) + (Sf \times 0.4)$$

The Prospective Bidders receiving the highest combined technical and financial score will be invited for presentations and/or negotiations (“Shortlisted Bidders”).

12. Validity of Proposals

All proposals submitted should be valid for 6 (six) months from the date of submission.



13. Best and Final Offer

The Client reserves the right, at its discretion, to request a best and final offer in respect of the submissions received hereunder. However, Prospective Bidders are advised that rejection of the quotation proposal submitted may be made without such request or further discussions. Therefore, it is strongly suggested that Prospective Bidders present their best offer at the outset when submitting their proposals.

The Client does not bind itself to accept the highest minimum amount guaranteed or the lowest cost charged to the Client. The Client is not obliged to give any reason for non-acceptance and rejection of any Proposal.

14. Presentation to Client

All Shortlisted Bidders shall be invited to present their proposals, in person, to the Client's administration at Olympic Council of Malaysia in Kuala Lumpur on a date to be advised. Each Shortlisted Bidder will be allocated a maximum of twenty (20) minutes to propose their best offer to meet the Client's requirement of the Project, while ensuring a high level of service. The time shall also be used for open discussions about the details of the Project.

15. Negotiations

Once all the Shortlisted Bidders have presented their proposals in person, the Client shall begin negotiation with the likely Shortlisted Bidder who will be awarded the contract ("**Preferred Bidder**"). The aim is to reach an agreement on all points and sign a contract.

The Preferred Bidder will be the one considered to be the most responsive to the needs and requirements of the Client.

Negotiations will include a discussion of the Technical Proposal, the proposed methodology and work plan, staffing and any suggestions made by the Preferred Bidder to improve the Project. The Client and the Preferred Bidder will then work out the final Terms of Reference, agreed work plan and activities, and final terms and conditions which will form part of the Contract.

Having selected the Preferred Bidder on the basis of information contained in the Proposals, the Client expects to negotiate a contract on similar basis. This includes matters such as experts / key personnel named in the Technical Proposal. The Client will not consider any changes during contract negotiations unless both parties agree that such substitution is unavoidable and/or such changes are critical to meet the objectives of the Project. If this is not the case, the Preferred Bidder may be disqualified.



The negotiations will conclude with a review of the draft form of the Contract. To complete negotiations, the Client and the Preferred Bidder will initial the agreed Contract. If negotiations fail, the Client will invite another Shortlisted Bidder, based on their score and presentation, to negotiate a contract.

16. Award of Contract

The Contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify the other Prospective Bidders on the shortlist that they were unsuccessful.

17. Confidentiality

Upon receipt of this RFP document, Prospective Bidders acknowledge that the information contained herein is confidential and proprietary to the Client and is not to be disclosed by Prospective Bidders to any third party or used by Prospective Bidder for any purpose without expressed written consent from the Client.

18. Costs

Prospective Bidders shall bear all costs associated with the preparation and submission of their respective proposals. The Client shall in no way be responsible for any costs incurred by the Prospective Bidders as a result thereof, regardless of the conduct or outcome of the selection process.

19. Conflict of Interest

Prospective Bidders are required to declare any conflict of interest or potential conflict of interest relating to the Client and/or this RFP exercise by acknowledging the terms of the Conflict of Interest Declaration ("**Declaration**") as set out in Appendix C.

Prospective Bidders shall inform the OCM, without delay, of any situation which may constitute a conflict of interest or give rise to a conflict of interest in relation to the Prospective Bidders' submissions hereunder. For the avoidance of doubt, a situation of conflict of interest shall mean any relationship, matter, circumstance, interest and/or activity which may or may appear to affect the awarding of the contract by the Client to the Prospective Bidder.

Prospective Bidders shall be required to notify the Client in writing of any changes which may affect the accuracy of this Declaration as soon as such information is known or becomes readily available to them.

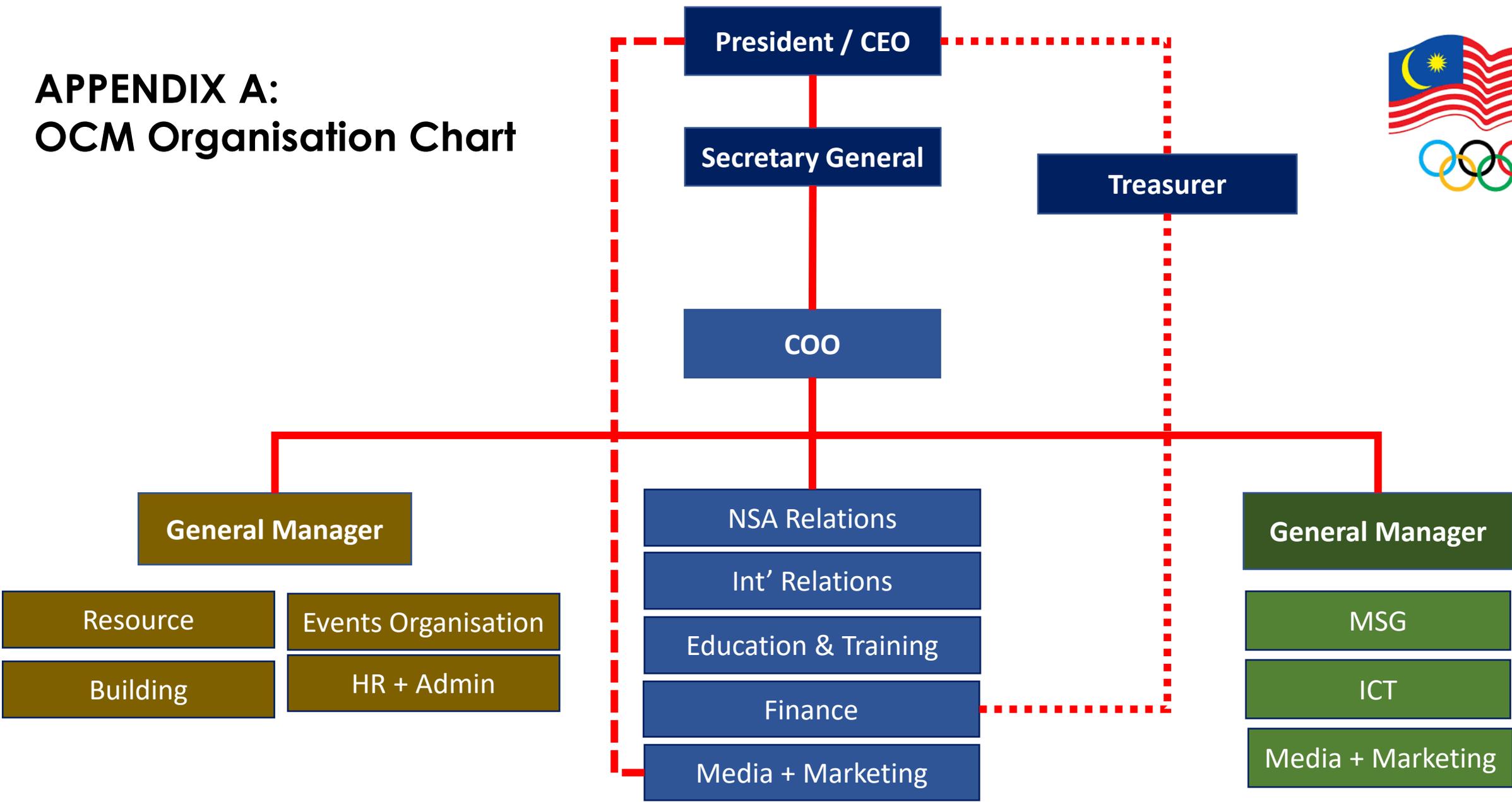
In the event of a conflict of interest or potential conflict of interest, the Client may, at its absolute discretion decide on the appropriate course of action to be taken against the Prospective Bidders and such decision of the Client shall be final and binding in this regard.



20. Compliance

Prospective Bidders who fail to comply with any of the terms and/or requirements contained in this RFP shall be disqualified from consideration. Notwithstanding the above, Prospective Bidders agree that the obligations of confidentiality as imposed herein shall survive expiry of or any Prospective Bidder's disqualification from the RFP process.

APPENDIX A: OCM Organisation Chart



APPENDIX B: Multi-Sports Games for the Period September 2021 to 2024

Estimated Number of athletes / officials

Year	Games	City	Date	Estimated Number of Athletes / Officials
2021	VII Commonwealth Youth Games*	Trinidad & Tobago	TBC	*100
2021	5 th Islamic Solidarity Games	Konya, Turkey	TBC	200
2021	31 st SEA Games	Vietnam	21 Nov – 2 Dec 2021	2,000
2021	3 rd Asian Youth Games	Shantou, China	20 – 28 November 2021	100
2021	9 th Asian Winter Games	TBC	TBC	50
2022	XXIV Olympic Winter Games**	Beijing, China	4-20 Feb 2022	**50
2022	XXII Commonwealth Games*	Birmingham, England	28 Jul - 8 Aug 2022	*500
2022	19 th Asian Games	Hangzhou, China	10-25 Sep 2022	1,000
2022	IV Youth Olympic Games	Dakar, Senegal	22 Oct - 9 Nov 2022	100
2023	32 nd SEA Games	Cambodia	5 – 17 May 2023	2,000
2023	2 nd ANOC World Beach Games	TBC	TBC	100
2024	IV Winter Youth Olympic Games**	Gangwon, Korea	19 Jan - 2 Feb 2024	**50
2024	XXXIII Olympic Games	Paris, France	26 Jul - 11 Aug 2024	200
2024	7 th Asian Beach Games	TBC	TBC	200
	Contingencies			1,400
				8,000

* Sport Attires with CGA logo (600)

** Actual Winter Apparels (100)

(updated 13 July 2020)



APPENDIX C:

This declaration must be completed on Prospective Bidder's letterhead, signed and submitted as part of the Proposals.

CONFLICT OF INTEREST DECLARATION FORM

We, **[NAME OF COMPANY]**, submitting a quotation proposal in respect to the closed RFP exercise for the "Official Sports Apparel for the Malaysian Contingent to Multi-Sport Games", hereby confirm that we are / are not aware of a conflict of interest or any potential conflict of interest in relation to the submission of our proposals to the OCM.

[in case of any conflict of interest and/or potential conflict of interest, kindly provide details where applicable]

We have not made, and will not purport to make, any offer of any kind to the OCM which may affect and/or impair the overall RFP exercise.

We have not granted or sought to obtain or accept and will not grant, seek, attempt to obtain, or accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal or corrupt practice, either directly or indirectly, as an incentive or reward relating to the award of this RFP.

We acknowledge that the OCM reserves the right to verify all information contained herein and agree to accept the consequences which may derive from any false declarations made in respect to the information provided hereunder.

Signature:	
Name:	
Position:	
Date:	
Company Stamp:	



APPENDIX D: CALCULATION OF TECHNICAL SCORE

The minimum technical score required to pass is 50% in each of the following areas:

	Criterion	Max Score	Cut off
1.	Specific Experience of the Prospective Bidder (evaluation of the firm)	10	6
	Firm's experience as being a sports apparel company	5	3
	Proof of similar assignments undertaken in the last 5 years, indicating services provided and value of contract. Attach at least 2 letters of reference.	5	3
2.	Qualification of employees for the Project	10	6
	Bidders must provide evidence of technical experience of the key project staff to be used in this Project. Should include their CVs demonstrating their qualification and similar past experience. Minimum requirement: dedicated person for managing the project, coupled with other experts in designs, Sports Marketing / Sales.		
3.	Supply of Apparels	20	12
	List types of apparels	10	6
	Quantity of apparels (total or by person)	10	6
4.	Outline Marketing & Sales strategy	20	12
	Plan to promote Official Sports Apparel	7	4
	Availability & Incorporation of Point of Sales	7	4
	Pricing strategy	6	4
5.	Design & Materials	25	14
	Indicative designs (concept, colour combinations)	10	6
	Quality of materials	15	8
6.	Timeline required for order, supply & delivery	15	8