

AMHA Licensing RFP

(v.1.0, April 2018).

Organizational Background

The Abbotsford Minor Hockey Association (AMHA) is a not for profit society within the Fraser Valley Region of British Columbia with its core business as a minor hockey association. The AMHA competes under the jurisdiction of the Pacific Coast Amateur Hockey Association (PCAHA), BC Hockey, and Hockey Canada.

The Abbotsford Minor Hockey Association (“AMHA), with approximately “60” teams and “800” players is a Minor Hockey Association in the Fraser Valley area of British Columbia that relies heavily on volunteers to deliver its core programming of minor hockey. Due to the size and complexity of non-profit organizations under the new BC Societies Act the AMHA is looking to formalize it’s licensing program with all vendors and suppliers to the AMHA.

Core Objectives of the RFP

The core objective of the RFP is to ensure the proper use of the AMHA logo, as well as the for the AMHA to have a certain measure of control on the look and feel of the organization as this has been a source of discontent over the years in member feedback.

The desire of the AMHA is to create a licensing program that works in partnership with our vendors and suppliers and builds each other’s businesses together.

RFP Proposal Requirements

Category - Please supply the category for which you wish to supply the AMHA product(s).

Exclusivity - Are you wanting an exclusive relationship or non-exclusive relationship on this category?

Business Model - As a vendor you know your business better than anyone. Please propose to the AMHA the following:

- What you plan to supplying and/or sell (what is your value proposition)?
- Who are the key partners you bring to the table?
- What channels will you be supplying/selling (i.e. online, in person, social media, etc.?)
- What are your customer relationships and current customer segments?
- Do you offer a service level agreement as a vendor?
- What type of revenue model would you like to have (% of sales, up front fee, or something else)?
- What type of involvement would you want from the AMHA (i.e. send out information to members on your behalf, post on AMHA website, etc.)?
- Do you have any references in working with other youth sport organization?

Timeline

The AMHA will be accepting proposals until May 31, 2018 with the intention of formalizing relationships with vendors in early June 2018 so that vendors can prepare for the 2018 season as of July 1, 2018.

Contact

For any questions you may have while putting together your proposal, please email rfp@abbotsfordminorhockey.ca