

**REGIONAL MANAGEMENT BOARD - 17 APRIL 2007
ITEM FOR INFORMATION**

TENDER FOR PROVISION OF SHOP / SPONSORSHIP OF ASA SOUTH EAST REGION

PURPOSE OF REPORT

To inform the Board of the outcome of the tendering process for the provision of shop / sponsorship of ASA South East Region.

PROPOSED ACTION

That the Board notes the Report.

SUPPORTING INFORMATION

1. The Region invited 15 companies to tender for the Provision of Shop / Sponsorship of ASA South East Region in the form of a letter dated 6 March 2007 – Appendix 1.
2. Four companies submitted their tenders.
3. The Regional Swimming Group, via e-mail, selected the successful company who submitted the most competitive bid.
4. As a result of further negotiations, an increase in percentage of sales has been agreed.
5. The RD and a Board member are meeting with Mailsports to finalise a contract and other necessary arrangements

*EK-C
10.04.07*

6 March 2007

INVITATION TO TENDER

Provision of Shop / Sponsorship of ASA South East Region Championships 2007

ASA South East Region is the Governing Body responsible for the organisation of all aquatic related activities in the South East of England. The population of the Region is approximately 8 million. ASA South East Region has some 34,000 members within its 272 clubs / organisations.

The main exposure for the sponsor will be the ASA South East Region Swimming Championships, although there could be opportunities at other aquatic championships. The Regional Swimming Championships take place on approximately 11 days a year at weekends. Over the year approximately 2,600 athletes compete and there are frequently up to 350 spectators present each day.

The initial contract will be until 31 December 2007 with an option to extend it if both parties are satisfied.

Interested parties are invited to tender for any or all of the following during 2007:

1. Permission to operate a shop, restricted to items related to swimming and ASA South East Region at any or all of the events to be promoted by ASA South East Region.
2. Permission to make use of the South East Region logo on agreed swimming and other merchandise (e.g. pens, key-rings, mugs, etc) to be offered for sale during 2007.
3. Exclusive opportunities to provide basic official kit for up to 25 individuals involved in the administration of the Region.
4. Non-exclusive sponsorship of any or all of the events to be promoted by ASA South East Region in 2007. This may include advertising in the competition programme and signage on the poolside.
5. Development of a supplier - managed on line shop.
6. Acknowledgement of official supplier status in Regional publications and publicity, such as the Annual Report, newsletters and press releases.

How to tender

Interested parties may tender either in writing, or by electronic mail to:

Mrs Eli Karlicka-Cook
Regional Director
ASA South East Region
Bisham Abbey National Sports Centre
Nr Marlow
Buckinghamshire, SL7 1RT

eli.karlicka-cook@swimming.org

Tender should include:

1. Full details of the company submitting the tender
 - Name
 - Address
 - Telephone number
 - E-mail address
 - Contact name.
2. Full details of the tender stating which of the options above are included in the tender.

3. Value of the tender to ASA South East Region. Please state the amount you are proposing to pay to ASA South East Region and when such payments will be made. The value may either be in kind or in terms of a fixed amount, a percentage of sales, or a combination of both.

Tenders must be received by **Saturday, 24 March 2007**.

Method of selection

The bid that offers the best value to the South East Region, in the opinion of the Regional Director, based on a recommendation from the Swimming Management Group of ASA South East Region, will be selected. Please note that the Region is not obliged to accept any tender.

A bid that does not include any guaranteed payment to ASA South East Region is unlikely to be accepted.

The successful bidder will be notified by post by **Saturday, 31 March 2007**.

Thank you for your interest. Please feel free to contact me if you have any further questions.

Yours sincerely,

Eli Karlicka-Cook
Regional Director

ASA South East Region

Tel No : 01628 483960 / Mobile : 07920 054391