Expression of Interest

Invitation to Submit an Expression of Interest to become an Official AFL Licensee

- Memorabilia & Collectibles
- Accessories
- Supporter Apparel
- Food & Beverage
- Toys & Games
- Publishing
- Gift & Novelties
- Homewares
- Sales Promotions
- Footwear
- Manchester
- Sporting Goods
- Entertainment & Interactive
- Membership Premiums
- Stationery & Paper
- Footwear
- Entertainment & Interactive

*Not including official or replica football guernseys & uniforms
*Not including official match footballs

The AFL invites suitably qualified and experienced respondents to submit an expression of interest to become an Official AFL Licensee for products listed in the above categories.

The AFL owns all intellectual property relating to the AFL brand and all 18 AFL Clubs. As a licensor, the AFL manages the commercialisation of AFL Club IP through a centralised licensing program.

Revenue from the AFL Consumer Products business, along with other income streams is equalised and returned to Clubs as a distribution and is therefore a crucial component in the marketing of the competition, and ultimately contributes significantly to the long term financial integrity of the AFL and the AFL Competition.

At the end of the application process, successful respondents will be granted non-exclusive licensing rights within the relevant category for the intellectual property owned by the Australian Football League, term to commence 1 November 2020.

Introduction/Background Information

The AFL strives to deliver the most exciting, accessible and successful licensed product experience in Australia.

The AFL has unrivalled levels of awareness and engagement, evidenced by the 2019 Toyota AFL Premiership Season delivering records in attendance, membership and participation figures. In 2019, a total of 1.06 million members invested into their Clubs, resulting in overall growth of 5% YOY. Furthermore, 1.6 million people participated in the sport throughout 2019, which was led once again by significant growth in female football as well as a record number of 6.95 million fans attending matches throughout the home and away season alone. This was also backed up by a 6% growth in TV audience, averaging 4 million viewers per round.

The AFL owns all intellectual property relating to the AFL brand and all 18 AFL Clubs (“AFL Club IP”). As a licensor, the AFL manages the commercialisation of AFL Club IP through a centralised licensing program currently generating over $160m of sales at retail.

Revenue from the AFL Consumer Products business, along with other income streams is equalised and returned to Clubs as a distribution and is therefore a crucial component in the marketing of the competition, and ultimately contributes significantly to the long-term financial integrity of the AFL and the AFL Competition.
Additional Information

Standard Deal Terms

The standard term for an AFL Licensing Agreement is 2 years, in line with the AFL football and financial year which runs 1 November – 31 October.

Royalty Rate Structure

The base royalty rates for all Official AFL licensed product will commence at:

- 15% of wholesale sales price for generic product at retail
- 18% of wholesale sales price for all product featuring player imagery

Retail Distribution Channels

Retail distribution is category specific however key distribution channels for the AFL licensed product range include but are not limited to the following:

- AFL Club Stores operating traditional shop fronts and online
- AFL Stores
- Sports Specialty Stores
- Mass Market Retailers
- Grocery
- Specialty third party retailers including category specific
- Newsagents
- Independents

Conditions of Invitation

By submitting a proposal to this Expression of Interest, the respondent acknowledges that:

a) The AFL at its absolute discretion reserves the right to accept or reject any proposal;
b) Any costs incurred by respondents in any way associated with the preparation and submission of a proposal, will be entirely borne by the respondent;
c) No legal or other obligations will arise between a respondent and the AFL unless or until formal documentation has been signed;
d) The success of an application is not solely related to the proposed financial commitment. Instead respondents acknowledge that their proposal will be assessed on successfully meeting the evaluation criteria as based below with specific focus on industry experience, corporate and financial positioning, retail relationships and capabilities, quality and reliability of the product offering.
Expression of Interest Process

Stage 1: Expression of Interest

Respondents are invited to submit an Expression of Interest indicating their organisation’s interest in becoming an Official AFL Licensee. Stage 1 submissions must address Key Selection Criteria outlined on page 4. Please note an extensive review process is undertaken at each stage; as such response time can vary. At a minimum, please allow 10 working days. All Stage 1 submissions must be submitted either electronically or in hard copy to:

Email: licensingeoi@afl.com.au

Expression of Interest Submission
AFL Consumer Products Department
GPO Box 1449
Melbourne Victoria 3001

Stage 2: Written Proposal

Following a review of the Expressions of Interest received, those successfully meeting the Key Selection Criteria as determined by the AFL will be invited to submit a full proposal in writing to the AFL outlining their ability to meet the Evaluation Criteria as established by the AFL. The Evaluation Criteria will be communicated to successful respondents.

Stage 3: Invitation to Present

Following a review of the Expressions of Interest received under Stage 2 by the AFL, a shortlist of respondents will be contacted to attend AFL House to make a presentation to key AFL staff. This will be an opportunity to expand on the written proposal and allow the AFL to make enquires as to the respondent’s ability to meet AFL criteria.

Stage 4: Appointment of Licensees and Formal Contract

Following Stage 3 presentations, the AFL will notify the successful respondent (s). The AFL and the successful respondent (s) will then enter into a formal agreement setting out each party’s obligations.
Stage 1: Expression of Interest

KEY SELECTION CRITERIA

Stage 1 Expression of Interest submissions must address and briefly demonstrate how their organisation meets the 4 Key Selection Criteria as listed below:

1. **Company Profile**
   Demonstrate your organisation's strong and stable financial position, for example:
   a) most recent annual report
   b) organisation's business objectives
   c) organisational chart
   d) category expertise

2. **Product and Manufacturing Capabilities**
   Outline your core competencies in terms of:
   a) product development policy and procedures
   b) market research access and ability
   c) manufacturing capabilities
   d) factory auditing policy and procedures

3. **Retail Distribution and Relationships**
   Demonstrate your organisation's current retail and sales networks specifying:
   a) number of years supplied
   b) product range supplied
   c) preferred supplier status where appropriate
   d) relevant sales agents' details

4. **Industry Experience**
   Highlight your organisation’s experience within the Licensing and Sporting Goods environment including:
   a) current and recent licenses held (specifying relevant product categories)
   b) sporting goods product experience

There is no formal format for submissions under Stage 1, however the AFL does request that all submissions are in either Microsoft Word or PowerPoint/PDF. The below form may also be used as a base template to accompany your submission.
New License Application Form – STAGE 1

1. COMPANY INFORMATION

Legal name

ACN

ABN

Year company established

Previous names for this business and businesses operated by any principal of this company within the last 5 years

Street Address

Postal Address

Telephone Fax

Website

Social Media

Primary Contact

Primary finance contact

Title

Email
2. DESCRIPTION OF COMPANY

Legal Form of organisation (please tick)

Corporation ___  Sole proprietorship ___
Partnership ___  Trust ___
Limited Partnership ___
Other (please specify) ________________________________________________________________

Identify all principal operating officers of your organisation

Managing Director ________________________________________________________________
Directors ________________________________________________________________
Sales Director ________________________________________________________________
Marketing/Advertising Director ______________________________________________________
Chief Financial Officer ______________________________________________________________
Other Owners and/or Partners _______________________________________________________

3. PRODUCT INFORMATION

Please detail the product and category you are seeking a license for.

Category ________________________________________________________________
Product ________________________________________________________________

Estimated wholesale sales price (per unit)

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>WHOLESALE SALES PRICE</th>
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Estimated forecast per financial year across two financial years

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>FORECAST YEAR 1</th>
<th>FORECAST YEAR 2</th>
</tr>
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</table>
Does your company currently produce / sell the product?

_________________________________________________________________________

What other products does your company produce / sell? (Please list)

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

What other brands does your company work with? (Please list)

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Does your company currently work with any other sporting brands? (Please list)

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

4. SALES & RETAIL DISTRIBUTION

Current distribution (please list)

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Company sales for most recent fiscal year (all products) ___________________________

Sales volume for previous year __________________________

Fiscal year starts __________________________

Does your company distribute nationally? __________________________
Does your company distribute internationally? _______________________________

Does your company have its own sales team? _______________________________

Does your company outsource its sales? _______________________________

Please further detail any items above if relevant
_____________________________________________________________________
_____________________________________________________________________

5. MANUFACTURING

Does your company manufacture locally? _______________________________

Does your company manufacture offshore? ______________________________

Does your company undertake its own quality control? _____________________

6. MARKETING, ADVERTISING & DESIGN

Does your company have its own graphic design team? _____________________

Where does your company currently advertise? ___________________________

Does your company currently undertake marketing & promotion activity, and if so, please detail two recent promotions.
_____________________________________________________________________
_____________________________________________________________________

7. OTHER INFORMATION

A. Have there been any voluntary or involuntary liquidation or administration of the companies listed in section 1?
_____________________________________________________________________

If so, attach a separate sheet providing all details including disposition.

B. Have any claims been filed against the companies listed in section 1 for trademark, copyright or patent infringements or for product liability?
_____________________________________________________________________

If so, attach a separate sheet providing all details including disposition.
C. Have any of the companies listed in section 1 been subject to proceedings by the trade practises commission?

___________________________________________________________________________

If so, attach a separate sheet providing all details including disposition.

Please review this form to be sure that all questions have been answered. If an item does not apply, please write “NA”.

Name ________________________________________________________________

Title ________________________________________________________________

Signature __________________________ Date ________________________________