



## Expression of Interest

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

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

*\*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.

## 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: [licensingeo@afl.com.au](mailto:licensingeo@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 organisations 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 organisations 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)

PRODUCT	WHOLESALE SALES PRICE

Estimated forecast per financial year across two financial years

PRODUCT	FORECAST YEAR 1	FORECAST YEAR 2



Does your company currently produce / sell the product?

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

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

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

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#### 4. SALES & RETAIL DISTRIBUTION

Current distribution (please list)

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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

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## 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.

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## 7. OTHER INFORMATION

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

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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?

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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?

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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 \_\_\_\_\_

