

# The London 2012 Business Network

Opportunities from London 2012

BULLETIN #164 – 22 June 2011

## Opportunity



### Licensing opportunity: Souvenir Photographic Services

#### Opportunity Title

Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd
Website	<a href="http://www.london2012.com">www.london2012.com</a>
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Goods
Estimated contract value (GBP)	Not disclosed

#### About the Opportunity:

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) invites expressions of interest to be the supplier of Souvenir Photographic Services at the Olympic Park to promote the Olympic Games and Paralympic Games in 2012.

#### Background:

#### Description

The London 2012 merchandise programme is a key channel through which the general public will engage with and participate in the London 2012 Olympic Games and Paralympic Games as well as providing revenue to enable the successful staging of the Games. This licence will give the public an opportunity to demonstrate their support for the Games by purchasing Souvenir Photography products, to further enhance their visit to London 2012 and their Games time experience in the Olympic Park.

#### Opportunity:

LOCOG is looking for a supplier of Souvenir Photographic Services to manage the production, sales and distribution of souvenir photographic products to Olympic Park visitors for the period of the London 2012 Olympic and Paralympic Games at a scoped (less than ten) number of locations on the Olympic Park. LOCOG will also consider proposals for a limited number of this

service at other Olympic venues. LOCOG expects that the appointed supplier will already have the required experience and equipment, ability to integrate with LOCOG, delivering customers and spectators an experience that is an extension of the London 2012 brand with regards to design, look feel and customer service. The appointed supplier will be expected to cover all costs associated with the delivery of the service/product within the Olympic Park.

The Product Category:

This is a licence to be a supplier of Souvenir Photographic Services at the Olympic Park.

**About the buyer's selection process:**

Scope:

LOCOG seeks to appoint a supplier that can demonstrate an effective ability to manage and support the London 2012 merchandise programme and who will take a proactive approach to developing the product for the market and maximizing the commercial opportunity, as well as having the team and resources available for dealing with an event on such a scale. The supplier will have to work with existing LOCOG and IOC sponsors where applicable as well as key functional areas within LOCOG including security, accreditation and venue management.

The operator will be responsible for all aspects of day-to-day operations and complying with London 2012's Games Time operating procedures and relevant policies; therefore, prior experience in this specialist field would be advantageous although not essential.

In addition, LOCOG is looking for suppliers who have the ability to manufacture the required products to consistently high standards of quality, social responsibility and environmental awareness.

Timeline:

Registration of interest in this opportunity closes at 5pm on Friday 1st July. LOCOG will inform those parties who have been selected through to the tender stage of the process by Monday 25th July.

**About the buyer:**

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Delivery point	London
Business Categories	<ol style="list-style-type: none"><li>1. Photographic - retail and supplies</li><li>2. Photo and digital imaging bureaus</li></ol>
CompeteFor response deadline	01/07/2011 17:00
Estimated tender close date	11/08/2011
Estimated contract award date	01/09/2011
Estimated contract start date	02/09/2011
<b>Additional information for bidders</b> Include any special notes for bidders	<p>LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely.</p> <p>LOCOG regrets being unable to provide feedback following responses on CompeteFor.</p> <p>Suppliers will be required to sign up to LOCOG Terms &amp; Conditions available at <a href="http://www.london2012.com/business">www.london2012.com/business</a></p>