

The London 2012 Business Network

Opportunities from London 2012 BULLETIN #71 – 03 November 2010

Opportunity



Opportunity Title	Licensing opportunity: Sport Optics
Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd
Website	www.london2012.com
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Goods
Estimated contract value (GBP)	G: GBP 151k to 250k
About the Opportunity:	<p>The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) invites expressions of interest for the licensing of Sport Optics to promote the Olympic Games and Paralympic Games in 2012.</p>
Description	<p>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. Giving the public an opportunity to demonstrate their support for the Games by purchasing Sport Optic products, to enhance their viewing of various Olympic and Paralympic sports.</p> <p>LOCOG is looking for a licensee to produce, distribute and sell Sport Optics into the UK only. LOCOG expects that appointed licensees will already have established sales channels in to UK retail as well as wanting to use other existing and planned sales channels (e.g. LOCOG's online store).</p> <p>LOCOG seeks to appoint licensees that can demonstrate an effective ability to manage and support a licensing programme and who will take a proactive approach to developing the product for the market.</p>

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

About the buyer's selection process:

Registration of interest in this opportunity closes at 5pm on Wednesday 17th November. LOCOG will inform those parties who have been selected through to the tender stage of the process by Wednesday 24th November.

Possibly following a pre-qualification questionnaire, successful applicants will be sent a detailed tender document with a response date Friday 10th December. Further details will be provided to your company about this tender process should you be selected. The tender documents will include a copy of LOCOG's terms and conditions with which you will be required to comply.

About the buyer:

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. Giving the public an opportunity to demonstrate their support for the Games by purchasing Sport Optic products, to enhance their viewing of various Olympic and Paralympic sports.

This is a license to produce, distribute and sell Sport Optics – binoculars and scopes.

Delivery point	London
Business Categories	1. Binoculars and telescopes
CompeteFor response deadline	17/11/2010 17:00
Estimated tender close date	07/01/2011
Estimated contract award date	28/01/2011
Estimated contract start date	29/01/2011
Additional information for bidders Include any special notes for bidders	LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely. LOCOG regrets being unable to provide feedback following responses on CompeteFor. Suppliers will be required to sign up to LOCOG Terms & Conditions available at www.london2012.com/business

