



WORLD
AQUATICS

REQUEST FOR PROPOSAL: APPAREL PARTNER

as of February 2023

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INTRODUCTION

World Aquatics is seeking proposals from qualified manufacturers for the design, supply and production of apparel for the World Aquatics family, Organising Committees members as well as volunteers.

For the period 2023 (Autumn) to 2027, World Aquatics is looking for high-quality, durable and stylish apparel that help all people involved in our events to perform at their best and promote our organisation / events within the community.

1. COMPANY BACKGROUND

World Aquatics, formerly known as FINA, is the international federation recognised by the International Olympic Committee (IOC) for administering international competitions in the six aquatic sports of swimming, water polo, diving, artistic swimming, open water swimming and high diving. World Aquatics also oversees “Masters” competition for adult-age competitors in aquatic sports.

Founded as FINA (Fédération Internationale de natation) in 1908 following the London 1908 Olympic Games, the federation was officially renamed World Aquatics in December 2022. The organisation is based in Lausanne, Switzerland.

Five of the sports overseen by World Aquatics are part of the Summer Olympics sport programme. Swimming (SW) has been contested at every modern Summer Olympics (Athens 1896), with women competing at every Summer Games edition since the Stockholm 1912 Olympics.

Water polo (WP) debuted at the Summer Olympics at the Paris 1900 Games, making it the oldest Olympics team sport. Women's water polo joined the Olympic sport programme in 2000, with both the men's and women's water polo tournaments contested at every subsequent Games edition following their debut.

Diving (DV) joined the official programme of the Summer Olympics at the St. Louis 1904 Games and has been an Olympic sport since. The springboard and platform events have been included since the London 1908 Olympics. Since the Stockholm 1912 Games, women have been competing in Olympic diving events.

Artistic swimming (AS) has been an Olympic sport since the Los Angeles 1984 Games. Formerly known as synchronised swimming, men will now be eligible to compete in artistic swimming at the Paris 2024 Olympics.

Open Water (OW) swimming brought Olympic swimming back to its origins, with events on the Olympic sports programme for the first three editions of the modern Games, utilising oceans, rivers or lakes prior to the adoption of swimming pools. Open water swimming became an official sport at the World Aquatics Championships – Perth 1991, with men and women contesting the 25km distance event. In 2001, World Aquatics added the 10km race. Open water swimming has been an official sport on the Summer Olympics sports programme since the Beijing 2008 Games.

High Diving (HD) made its international debut at the World Aquatics Championships – Barcelona 2013, with the High Diving World Cup beginning in 2014. High diving has yet to be added to the Olympic sports programme.

Aquatics competitions accounted for approximately 1450 athletes and 49 medals at the most recent Olympic Games (Tokyo 2020), the most of any international sports organisation.

World Aquatics is driven by the mission to increase global participation in aquatic sports and to teach the essential life skill of swimming. With the assistance of World Aquatics National Federations and Continental Associations, the organisation runs a robust development programme aimed at increased participation, enhanced promotion and global competitive success in the sport. The World Aquatics Development Department focuses its attention on promotion and support, education, governance and administration, and high-performance training and competition for developing National Federations.

2. WORLD AQUATICS COMPETITIONS

World Aquatics runs and oversees a global competition calendar across six aquatics sports (swimming, water polo, diving, artistic swimming, open water swimming, and high diving), from international age-group events to competitions for professional athletes. The premier global event focused on aquatic sports is the World Aquatics Championships. Normally a biennial aquatics competition, the World Aquatics Championships made its event debut in Belgrade (SRB) in 1973. The 20th event edition is slated to take place in Fukuoka (JPN) in July 2023.

The inaugural World Aquatics Championships edition features the sports of swimming, water polo, diving and artistic swimming. At the 6th event edition held in Perth (AUS) in 1991, open water swimming joined the event programme. High diving joined the World Aquatics Championships at the 15th event edition, in Barcelona (ESP) in 2013.

World Aquatics Championships Highlights

1st Edition held in 1973 Belgrade

6 Sports & 26 Nations on the podium

75 Medal Events

17-Day Competition Programme

2,500 of the World's Best Aquatics Athletes

190+ Competing Nations

9,000 Athletes compete in the World Masters Championships

7,111 Hours of Broadcast in approx. 200 Territories (Budapest 2022)

3.9 billion Total Cumulative TV Audience (Budapest 2022)

240 thousand Tickets sold

USD 28 million Visitor Spend per event

9 Days Estimated Average Length of Stay

World Aquatics also oversees annual international competitions in the six aquatic sports of swimming, water polo, diving, artistic swimming, open water swimming and high diving.

The top annual event series in each sport are World Cups.

Diving held the first World Cup aquatic event in February 1979, followed by artistic swimming in September 1979. Swimming World Cups began with the 1988/1989 season and have been an annual staple to the international aquatics calendar since, except for the cancellation of the 2020 season due to the Covid pandemic.

World Cups in water polo started in 2006, with both men's and women's tournaments starting that year. Open water swimming's annual competition series started one year later in 2007. High diving is the latest sport to hold World Cup events, with the first event staged in 2014.

The first World Swimming Championships (25m) were held in 1993 in Palma de Mallorca (ESP). Normally a biennial event held in alternating years to the World Aquatics Championships, the event is always contested in a 25m pool. The 16th and latest event edition were held in December 2022 in Melbourne (AUS).

World Aquatics has also overseen Olympic Qualification Tournaments in Water Polo, Artistic Swimming and Open Water Swimming.

World Aquatics holds a number of international age-group competitions. These include the World Junior Swimming Championships; the U20, U18 and U16 Men's and Women's Water Polo Championships; World Junior Diving Championships; World Junior and Youth Artistic Swimming Championships; and the World Junior Open Water Swimming Championships. World Aquatics has not yet held an age-group world championship in high diving.

Swimming and diving have been featured in the three summer editions of the Youth Olympic Games (Singapore 2010, Nanjing 2014, Buenos Aires 2018).

3. WORLD AQUATICS VISION, MISSION AND BRAND STORY

Vision – A world united by water for health, life and sport.

Mission – To ensure the ability to participate, compete in and benefit from aquatic sports.

Tagline – United by Water

Our Brand's Story – We are united by water.

And today, we unite past and future—honouring where we've been as FINA and celebrating where we're going as World Aquatics.

This is a moment in time that calls for a stroke of progress, and a new chapter in our story.

Yet while our brand, name and logo may be changing, the most important things—our values, our sense of community, our passion—remain.

Across five continents and our six sports of swimming, water polo, diving, artistic swimming, open water and high diving, we have an opportunity to unite the world and invite new generations into our passions.

Our first call to action is effectively communicating our brand's story, both verbally and visually.

The new guidelines are a living document to help our entire organization do just that as we mark a new era of sportsmanship, unity and collaboration.

We are World Aquatics.

CHAPTER B – REQUEST FOR PROPOSAL

1. REQUEST FOR PROPOSAL

World Aquatics is inviting interested companies to submit a detailed proposal (in English) for World Aquatics' review & consideration, no later than Monday 6th March to executiveoffice@worldaquatics.com. Any submissions received after this deadline may or may not be considered by World Aquatics. World Aquatics reserves the right not to consider any proposal which is not in compliance with the terms of the present process.

World Aquatics may, in its full discretion, choose not to select any of the proposals received and instead may initiate and ask for additional proposals.

Interested companies may submit a request for clarification on any matter concerning this process in writing to executiveoffice@worldaquatics.com. World Aquatics reserves the right to make available its clarifications to any question to all interested companies.

World Aquatics reserves the right to hold one or more clarification meetings with interested companies where necessary following the submission of their proposals. Such meetings may be online, or the interested companies may be required to attend meetings in person at a mutually agreed date and time.

2. TIMELINES

The proposed timetable for this process is set out below. This timetable is for guidance only and World Aquatics reserves the right to alter the timetable at any time.

- World Aquatics' RFP published on Friday 10th February.
- Deadline for interested companies to submit any request to clarification Monday 1st March.
- Deadline by which World Aquatics will respond to any requests for clarification, Friday 10th March.
- Deadline for submission of proposals to World Aquatics, Friday 17th March
- Start of evaluation of proposals received by World Aquatics, Monday 20th March.
- Period for proposal clarification meetings, as required, Monday 27th to Friday 31st March.

- Completion of proposals evaluation by World Aquatics, Monday 3rd April
- Selection of proposal, Tuesday 4th April
- Contract drafting from Wednesday 5th April to Friday 14th April.

3. SCOPE

A separate spreadsheet outlines the categories, competitions calendar and quantities breakdown (Appendix A – Apparel Quantities breakdown).

The 2023 calendar has been used as a basis for the estimation, for the future four years. While 2024 features an unusual situation with two major Championships (World Championships in Doha in February and World Swimming Championships (25m) in Budapest in December), starting from the 2025 the major Championships (including the World Swimming Championships (25m)) will be held on a bi-annual basis (on odd and even years), in addition to the annual series of events (World Cup). A total of approximately 32-34 competitions (over all six sports) are staged annually.

When assessing and analysing this spreadsheet, we invite each interested company to review the provision on an annual or bi-annual basis. Members of the Aquatics family (e.g., staff, Bureau, technical officials, committees and commissions) remain the same during the cycle (2025 new Congress election), while Organizing Committees (OCs) and volunteers are different at each competition.

The delivery of the materials should be foreseen no later than 6 weeks before the start of each competition.

For 2023, World Aquatics is looking for the supply of apparel at the Junior Swimming Championships in Netanya (ISR), to be held from 4-9 September and for three legs of the Swimming World Cup (6-8 October, 12-14 October and 19-21 October). Fulfilment will then begin for all sports in 2024.

4. BRANDING

Members of World Aquatics family (Bureau, staff, technical officials, committees and commissions as well as national officials) should wear apparel with the manufacturer logo and World Aquatics corporate logo. However, members of the various OCs, including volunteers (tier 1 & tier 2), would wear items with the manufacturer logo and the specific competition logo branding.

Member of the World Aquatics staff should be easily recognized, and bright colours should be considered when creating your proposal.

In brief, the idea is to create a distinctive brand image and reputation to increase recognition on a worldwide scale.

All items carrying the World Aquatics logo must be aligned with the IOC and World Aquatics advertising rules.

5. APPAREL COMPOSITION

Travel kit for World Aquatics Bureau and staff – it may include a comfortable t-shirt (long and short sleeve), comfortable trousers, pullover, sneakers, trolley (carry-on and suitcase), backpack (with computer pocket), jacket and/or vest.

All items to be considered as premium materials.

On-site Bureau, staff, technical officials, committees and commissions – it may include a comfortable t-shirt (long and short sleeve), blazer, sneakers, comfortable trousers, polo shirt, pullover, rain jacket, baseball cap or a bucket hat (OW, WP & HD only), and shorts (OW, WP & HD only).

All items to be considered as premium materials.

OC staff, national officials and volunteers* – it may include polo, t-shirt, trousers, hoodie, rain jacket, baseball cap, backpack and wet kit bag. The colour and the items are at the OC discretion, with the exception of the national officials that must have the same colour as the technical officials (with the manufacturer logo and World Aquatics logo).

In this category, the apparel would carry only the competition logo (with the exception of the national officials).

*Note: a more convenient line of products (with competitive pricing) is our strong recommendation for this category.

World Aquatics is pleased to provide further clarification regarding these different apparel packages as requested.

6. DISTRIBUTION

The distribution system should consider the delivery in various countries, in an efficient and user-friendly manner. The OC should be in a position to place the order in bulk (to be settled for instance via a bank transfer due to the elevated quantities), while at the same time, an individual is allowed to place an individual order (via credit card).

It is important to establish a process (e.g., via e-commerce) in case an individual would like to purchase additional items, return an item (e.g., wrong size) or in case it is damaged.

When shipping, the boxes should be labelled by category (incl. size) in order to facilitate the distribution procedures.

7. RIGHTS & BENEFITS

World Aquatics is open to receive a proposal from each of the interested companies for partnerships opportunities, or partnership & VIK basis, or partnership, VIK and purchase basis.

In return, World Aquatics shall grant the Partner(s) certain rights around World Aquatics competitions (e.g., licensing programme, e-commerce, etc.), World Aquatics marks (to be agreed by the parties) and in relation to the product category (e.g., sneakers, apparel, etc.) as in Appendix B. Multiple opportunities are available depending on the level of investment and objectives of the partnership and Corporate Social Responsibilities (CSR) initiatives, etc... Those interested clothing manufacturers could exploit merchandising rights around the World Aquatics competitions and World Aquatics (e-commerce and on-site).

8. EVALUATION CRITERIA

Any company may submit its proposal to World Aquatics to be considered for the appointment as an Official Partner. World Aquatics shall base its assessment on a variety of factors including the financial aspects, company experience and expertise (e.g., quality, delivery capabilities, etc.), as well as the competitiveness of pricing.

For the sake of clarity, World Aquatics emphasizes that there is no obligation for World Aquatics to accept the highest financial proposal. Furthermore, World Aquatics shall be free in its absolute and sole discretion to select the proposal that most successfully fulfils World Aquatics 's objectives and requirements.

In case no Agreement is finalized with the (first) selected company, World Aquatics reserves the right to start discussions with another company, or to start a new RFP process.

World Aquatics is not obliged to give reasons for any decisions made at any stage.

World Aquatics reserves the right to eventually appoint one or more manufacturer.

CHAPTER C – COMPANY PROFILE

1. COMPANY DETAILS

Please provide the following information about your company headquarters:

- Company Name:
- Address:
- Contact Person(s)
 - Name:
 - Title:
 - Email:
 - Phone:
- Company Registration Number:
- Company ownership:
- Company capital:
- Number of full-time employees:
- Company history:

- Website:
- Social Media Channels:

Please provide detailed information about any company subsidiaries and/or licensees, including:

- Company Name:
- Location (country):

2. COMPANY PRODUCTS

Please provide details of your company's manufacturing facilities, and list of products that are currently manufactured by your company.

Please provide details of any Aquatics events, organisations or athletes that your company currently sponsors/has previously sponsored, with the years of sponsorship, and any other relevant details.

Please provide any other information which may be relevant to this process.

3. COMPANY PROPOSAL TO WORLD AQUATICS

Please provide details of your company's proposal to World Aquatics to be considered for the appointment of as Official Partner / Supplier.

- Financial consideration:
 - Please provide the level of financial consideration that your company commits to pay during the term of the agreement (in USD and net of any withholding tax or other deductions).
- Value-in-Kind consideration
 - Please provide a full breakdown with descriptions and values (in USD) of any value-in-kind products and services that your company commits to provide to World Aquatics.
- Other benefits (e.g., customs, import taxes, etc.)
 - Please provide details of any other benefits that your company commits to provide to World Aquatics.

APPENDIX A – APPAREL QUANTITIES BREAKDOWN

1. BREAKDOWN

Please refer to a separate file (excel)

APPENDIX B – PRODUCT CATEGORY

1. PRODUCT CATEGORY

Product category includes the following product(s):

- Lifestyle wear, including but not limited to tracksuits, t-shirts, polo shirts, collar shirt, shorts, trousers (khaki, slacks, jeans, leggings), blazer, dress, hoodie, rain jacket, winter jacket, beanie, winter scarf and pullover.

- Baseball caps and bucket hat
- Sports socks
- Sport bags but not limited to backpack and wet kit bag
- Sneakers
- Trolley (carry on), suitcase and suit carrier.

APPENDIX C – FACTS & FIGURES

1. WEBSITE

- 15M page views mainly produced during the World Championships
- 73% access from mobile, where 56% of the search are around results, records and ranking.

2. SOCIAL MEDIA

Digital Audience

- 79% participate in aquatics sports, half of whom participate every day.
- Over 50% are very interested in more than one discipline.
- 46% have purchased swimwear in the last 6 months.
- 60% men and 40% women
- 66% follow their favourite discipline via AQUA social media channels.

General

- Over 50% of social traffic comes via FB, +48% vs. 2021.
- IG video views +567% vs. 2021
- FB 756m video views
- Tokyo 2020 OG – highest digital coverage across all Olympic sports

3. MISC.

- World Aquatics Swimming Championships (25m)
 - Discipline: Swimming
 - 6-day event (every 2 years)
 - 2'200 accredited persons between athletes, team officials and officials and 8'000 total accredited persons, between the World Aquatics Championships and World Aquatics Swimming Championships (25m)