

**WORLD
AQUATICS**

**REQUEST FOR
PROPOSAL:
WATER POLO
BALL SUPPLIER**

as of May 2024

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INTRODUCTION

World Aquatics are seeking proposals from qualified suppliers for the design, production, supply and distribution of Water Polo balls across its various competitions.

For the period 2025 to 2029, World Aquatics is looking for a high-quality and durable product that helps all people involved in our Water Polo competitions to perform at their best. In addition, for that brand to help promote our organisation / events within the water polo community and to further grow the sport globally – including a new variant in Beach Water Polo.

The tender is broken down into three areas. Interested parties may respond for all or individual areas.

- **Elite Competition** – featuring exclusive supply and marketing rights for the World Aquatics World Championships (including Masters) and World Cups. This will then trigger Sole Suppliership for the Los Angeles 2028 Olympic Games.
- **Beach Water Polo** – featuring exclusive supply and marketing rights for the World Aquatics Beach Water Polo events.
- **Development Programmes** – featuring exclusive supply and marketing rights for the World Aquatics global Development programmes.

COMPANY BACKGROUND

World Aquatics, formerly known as FINA, is the international federation recognised by the International Olympic Committee (IOC) for overseeing 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 Olympic Games sport programme. Swimming (SW) has been contested at every modern Summer Olympics (since Athens 1896), with women competing at every Games edition since Stockholm 1912.

Water polo (WP) debuted 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.

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.

WORLD AQUATICS COMPETITIONS

World Aquatics 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 is the World Aquatics Championships. Normally a biennial competition, the World Aquatics Championships made its event debut in Belgrade (SRB) in 1973. The 21st event edition took place in Doha (QAT) in February 2024.

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

4.900 Hours of Broadcast in approx. 200 Territories

3.9 billion Total Cumulative TV Audience

250 thousand Tickets sold

USD 48 million Visitor Spend per event

9 Days Estimated Average Length of Stay

WATER POLO (RFP CATEGORY A)

As with the whole federation undergoing an exciting period of recalibration, we are also overseeing an exciting transformation of water polo as a global sport and event product. This will see a completely new event and competition format introduced as well as dedicated, water polo-specific marketing and promotional campaigns.

World League Background (previous format)

In the previous cycle, the Water Polo Cup season started in October and ending in June of the following year. The system consisted of home and away matches in Europe, plus an InterContinental meet and the Water Polo Super Final in June. The best 4 teams (both genders) from EU and 4 from the InterContinental meet were fighting for the Water Polo crown.

Age Group World Championships Background

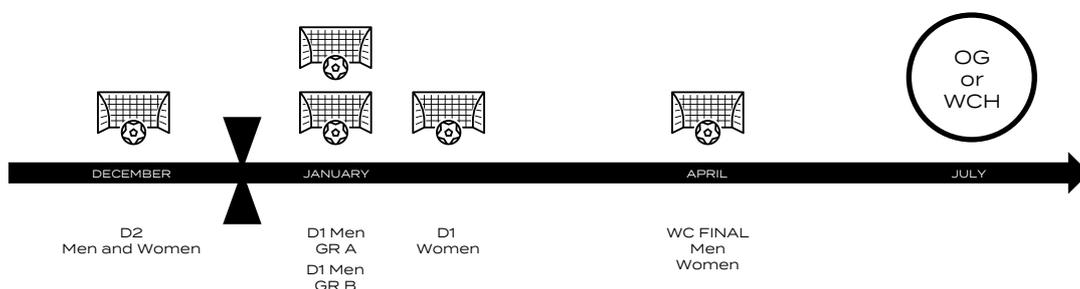
The northern-hemisphere summer is the season of the age group tournaments: World Aquatics organizes World Championships in male and female categories: under 16, under 18 and under 20 years of age.

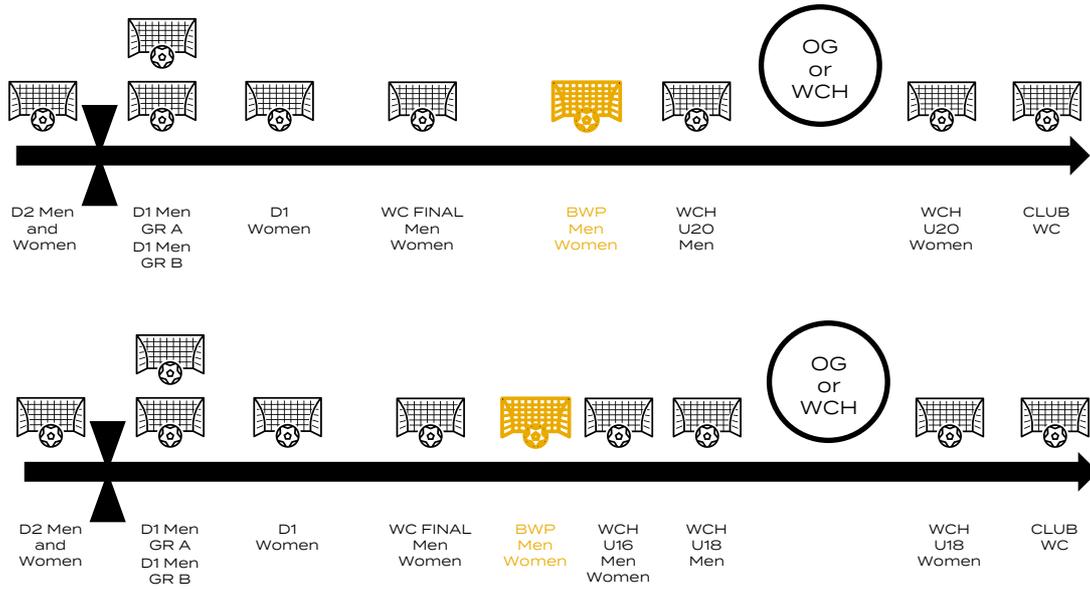
The core and most important age group is the U18, which is a very competitive tournament and the next top generation already show their talent. 20 teams can qualify for the U18 world championships in both genders, same as for the U20 world championships. Including the qualification events, around 70 nations take part in these events. World Aquatics announced the U16 age group only some years ago where 32 men and 24 women teams participate. These are huge events and a bit more festive. These events are great platforms to reach many federations and the youth generation as well as the top talents.

World Cup Background (new format)

World Aquatics has reviewed this framework of the World League, aiming to optimise costs (reducing the number of hosts) and enhance the broadcast production (+ distribution) of these matches. Ultimately this new Water Polo format allows a large participation of countries (21 in 2022 vs 53 in 2023), which will compete in similar level (division 1 or 2) of the World Cup.

This new renewed water polo structure will create consistency in the calendar:





Division 1 Men

12 participating countries.

Top 6 qualify for the World Cup Final:

| | |
|---|---|
|  Australia |  Italy |
|  Croatia |  Japan |
|  Spain |  Montenegro |
|  France |  Romania |
|  Greece |  Serbia |
|  Hungary |  United States |

GROUP 1

| |
|--------|
| TEAM 1 |
| TEAM 2 |
| TEAM 3 |
| TEAM 4 |
| TEAM 5 |
| TEAM 6 |

GROUP 2

| |
|---------|
| TEAM 7 |
| TEAM 8 |
| TEAM 9 |
| TEAM 10 |
| TEAM 11 |
| TEAM 12 |

Division 1 Women

8 participating countries.

| | |
|---|---|
|  Australia |  Hungary |
|  Canada |  Italy |
|  Spain |  Netherlands |
|  Greece |  United States |

GROUP 1

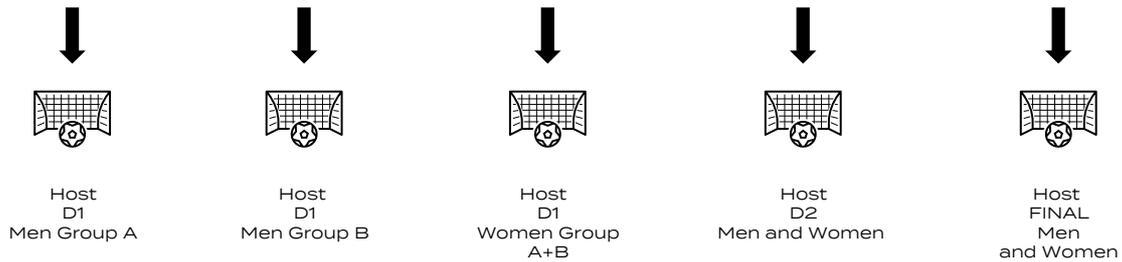
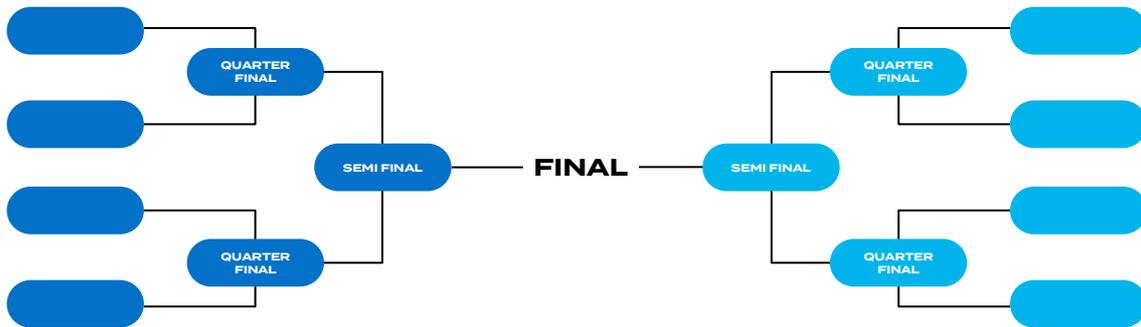
| |
|--------|
| TEAM 1 |
| TEAM 2 |
| TEAM 3 |
| TEAM 4 |

GROUP 2

| |
|--------|
| TEAM 5 |
| TEAM 6 |
| TEAM 7 |
| TEAM 8 |

Division 2

World Aquatics has created a new category to further enhance the development of Water Polo. In this category, any member federations (amongst the 210 currently affiliated) can take part. This is why this category is titled "open" as this allows an open participation from any countries. This division provides a pathway for two teams to reach the World Cup Final.

5 Hosts per Season

World Cup Final bracket


OLYMPIC GAMES As highlighted above, water polo is the oldest Olympic team sport, having been part of the Olympic programme since 1900.

World Aquatics oversee the water polo competition at each edition of the Olympic Games. To ensure consistency of play and to ensure the highest sporting integrity, we require that the water polo balls used for the World Championships and World Cups are then used for the Olympic Games. This is then facilitated via the IOC and the Local Organising Committee. Shortlisted brands in this RFP process will be provided with the Paris 2024 Sole Supplier rights and benefits: these will be finalised for LA2028 shortly after Paris 2024.

BEACH WATER POLO (RFP CATEGORY B)

As World Aquatics continually look to evolve and enhance our sporting product, we are continually looking at new innovation. The new discipline of Beach Water Polo is set to make its debut as of the World Aquatics Championships Budapest 2027.

In the lead up to 2027, World Aquatics is planning to host multiple Beach Water Polo competitions to fine-tune all details (e.g., field-of-play (FOP), technical and sport requirement, etc).

For now, a team includes 7 players, in a limited FOP (inflatable structure of 14m of length + goal).

The rationale behind the introduction of this discipline is to facilitate the development of Water Polo, more venue options (lake or sea) and increase participation opportunities (e.g. Egypt, Saudi Arabia).

DEVELOPMENT PROJECTS (RFP CATEGORY C)

A critical part of World Aquatics' daily activity is related to our development programmes. These are designed to inspire transformative change on a global scale, to inspire, empower, and uplift individuals and communities around the world through aquatic sports.

Our development initiatives extend beyond the poolside, encompassing a holistic approach that addresses social, economic, and environmental dimensions. By fostering partnerships with local communities, governments, and international organizations, we leverage collective expertise and resources to drive sustainable change.

Through education, training, and capacity-building, we empower individuals to become agents of change within their own communities. Whether it's teaching water safety skills to at-risk populations, providing coaching and mentorship to aspiring athletes, implementing grassroots initiatives or providing funding to the National Federations, our programmes are catalysts across the entire sporting and water polo community, globally.

For this programme, World Aquatics are requiring the brand provides c. 100 balls per year for annual development programmes as well as a financial contribution to the World Aquatics Scholarship Programme – to host athlete interns at the brand's headquarters or fund interns at World Aquatics offices.

REQUEST FOR PROPOSAL(S)

OVERVIEW

World Aquatics is inviting interested companies to submit a response proposal (in English) for World Aquatics' review & consideration, no later than **Monday 27th May** via marketing@worldaquatics.com

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 marketing@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.

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 May**.
- Deadline for interested companies to submit any request for clarification, **Friday 17th May**.
- Deadline by which World Aquatics will respond to any requests for clarification, Wednesday **22nd May**.

- Deadline for submission of proposals to World Aquatics, **Monday 27th May.**
- Start of evaluation of proposals received by World Aquatics, **Tuesday 28th May.**
- Period for proposal clarification meetings, as required, **Wednesday 29th May to Friday 7th June.**
- Completion of proposals evaluation by World Aquatics, **Friday 14th June.**
- Selection of proposal, **TBC (after Friday 14th June)**

SCOPE

The RFP is broken down into three categories as highlighted above:

- **Elite Competition** – featuring exclusive supply and marketing rights for the World Aquatics World Championships and World Cups. This will then trigger Sole Suppliership for the Los Angeles 2028 Olympic Games.
- **Beach Water Polo** – featuring exclusive supply and marketing rights for the World Aquatics Beach Water Polo events.
- **Development Programmes** – featuring supply (exclusivity to be discussed based on scope of responses) and marketing rights for the World Aquatics global Development programmes.

Interested parties may respond for all or individual areas as they see fit.

MARKETING RIGHTS

It is intended that the successful respondent will become part of World Aquatics wider commercial and marketing programme. This currently includes a series of global brands across multiple product categories. It is anticipated that the company becomes an “Official Supplier”. Example rights & benefits will be shared for discussion purposes with interested parties.

SUPPLY REQUIREMENTS

Total supply is at the Supplier’s discretion however a minimum of 30 balls per gender, per competition is required for CATEGORY A and CATEGORY B of the RFP.

For the avoidance of doubt, the delivery of the balls should be foreseen no later than 6 weeks before the start of each competition.

For CATEGORY C, World Aquatics are anticipating c. 100 balls per year will be provided for the global development programmes.

EVALUATION CRITERIA

Any company may submit its proposal to World Aquatics to be considered for the appointment in one, two or all three of the categories listed. World Aquatics will base its assessment on a variety of factors including the financial proposal, company experience and product expertise (e.g., quality, delivery capabilities, etc.), as well as the competitiveness of pricing for purchase of additional balls.

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 and reserves the right to eventually appoint one or more manufacturer per category.

RESPONSE FORMAT

COMPANY BACKGROUND

Please provide the following information about your company:

- 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):

COMPANY OPERATIONS

Please provide:

- Details of your company's manufacturing facilities, and list of products that are currently manufactured by your company.
- Details of any Aquatics events, organisations, or athletes that your company currently sponsors/has previously sponsored, and any other relevant details.
- Any other information which may be relevant to this process.

COMPANY PROPOSAL TO WORLD AQUATICS

- 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
 - Please provide details of any other benefits that your company commits to provide to World Aquatics.
- Planned marketing activity
 - Please provide an idea of possible joint marketing activity to grow water polo globally with World Aquatics.

Please note World Aquatics is open to receive a proposal from interested companies that is structured to reflect either (i) a direct financial consideration 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., brand visibility, hospitality & tickets, licensing programme, e-commerce, etc.). Multiple opportunities are available depending on the level of investment and the eventual mutually established objectives of the partnership.

We strongly invite those interested manufacturers to exploit rights around the World Aquatics competitions, including e-commerce and on-site retail of product.

APPENDIX A – PRODUCT CATEGORY

PRODUCT CATEGORY

Product category includes the following product(s) and related accessories.

APPENDIX B – FACTS, FIGURES & CALENDAR

BROADCAST & MEDIA

- #1 Most Watched Olympic Sport (Swimming, Tokyo 2020 – Source: IOC)
- #1 Most engaged fans of an Olympic International Federation (Source: RedTorch)
- 273% Social media engagement increase (all platforms from Budapest 2022 to Fukuoka 2023) (Source: IRIS)
- 3.65B Fukuoka 2023 Unique users digitally (Source IRIS)
- 307M Fukuoka 2023 Video views (Source IRIS)

WATER POLO AUDIENCE

International Broadcast Rightsholders for 2025 (as of Q2 2024)

- TV Asahi - Japan
- Eurovision – pan Europe, guaranteed full coverage in all markets on Eurovision Sports OTT platform in any market without a dedicated broadcaster.
- NBC Sports – USA, Guam, Puerto Rico & US Virgin Is.
- CBC – Canada
- DirecTV - Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela

All “dark” markets covered via World Aquatics’ OTT collaboration with Recast

CALENDAR

Olympic Games – Los Angeles 2028

World Aquatics Championships

- Singapore (SGP) July-Aug 2025
- Budapest (HUN) July-Aug 2027
- Beijing (CHN) July-Aug 2029

Water Polo World Cup (2025-2028)

| | DIVISION 1 | DIVISION 2 | FINAL |
|--------------|--------------------------------|------------------------|--------------|
| MEN | 6–11 January 2025 (6 days) | 19–21 December 2024 | 11-13 April |
| WOMEN | 14–19 January 2025 (6 days) | 16–18 December 2024 | 18-20 May |

| | DIVISION 1 | DIVISION 2 | FINALE |
|--------------|--------------------------------|------------------------|---------------|
| MEN | 5–10 January 2026 (6 days) | 15–17 December 2025 | 10-12 April |
| WOMEN | 13–18 January 2026 (6 days) | 18–20 December 2025 | 17-19 May |

| | DIVISION 1 | DIVISION 2 | FINALE |
|--------------|--------------------------------|------------------------|------------------|
| MEN | 4–9 January 2027 (6 days) | 14–16 December 2026 | 9-11 April 2027 |
| WOMEN | 12–17 January 2027 (6 days) | 17–19 December 2026 | 16-18 April 2027 |

| | DIVISION 1 | DIVISION 2 | FINALE |
|--------------|--------------------------------|------------------------|------------------|
| MEN | 4–9 January 2028 (6 days) | 13–15 December 2027 | 7-9 April 2028 |
| WOMEN | 11–16 January 2028 (6 days) | 16–18 December 2027 | 14-16 April 2028 |

Water Polo Age Group (2025-2028)

| | U20 WORLDS | BEACH WP | CLUB WC |
|--------------|-------------------|-----------------|----------------|
| MEN | 11–18 June | 20–24 May | 11-16 November |
| WOMEN | 10-17 August | 20–24 May | X |

| | U16 WORLDS | BEACH WP | U18 WORLDS | CLUB WC |
|--------------|-------------------|-----------------|-------------------|----------------|
| MEN | 15–21 June | 19–23 May | 28 June – 5 July | 9-15 November |
| WOMEN | 15-21 June | 20–24 May | 10-16 August | X |

| | U20 WORLDS | BEACH WP | CLUB WC |
|--------------|-------------------|-----------------|----------------|
| MEN | 13-20 June | 18-22 May | 8-14 November |
| WOMEN | 9-15 August | 18-22 May | X |

| | U16 WORLDS | BEACH WP | U18 WORLDS | CLUB WC |
|--------------|-------------------|-----------------|-------------------|----------------|
| MEN | 12-18 June | 16-20 May | 26 June – 2 July | 13-19 November |
| WOMEN | 12-18 June | 16-20 May | 7-13 August | X |