

2026 Football Ontario Official Award Partner



Request for Proposal (RFP)

Summary of Key Dates

Issue: Feb 17th

Submission Deadline: March 17th

Final Decision: April 21st



Football Ontario

Official Awards Partner

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Issue Date: Tuesday, Feb 17th

Proposal Submission Deadline: Tuesday, March 17th

Selection Date: Tuesday, April 21st

1. Introduction and Background

1.1 About Football Ontario

Football Ontario is the Provincial Sport Organization (PSO) recognized by the Ministry of Tourism, Culture and Sport as the governing body for amateur football in Ontario. The organization oversees the development and growth of football across the province by supporting grassroots and high-performance programming, provincial championships, coach and official development, and member club operations.

Football Ontario currently works with:

- 80+ member associations and clubs
- 25,000+ athletes, coaches, officials, and volunteers
- 10,000+ flag participants
- 10,000+ tackle athletes

Our events, leagues, and programs span grassroots through high-performance pathways and include provincial championships, league championships, and Team Ontario programming.

1.2 Project Summary

Football Ontario is seeking a long-term **Official Awards Partner** to supply and support all awards across our organization and membership. This includes, but is not limited to:

- Provincial Championship awards
- Team Ontario and high-performance program awards
- Annual recognition awards



- Coach and official recognition
- Event-specific medals, trophies, and plaques
- Custom recognition pieces
- Peak Ordering Months: May, June, July, August, November
- Number of Championships: an Average of 6-7 throughout the year

Football Ontario and its member organizations collectively spent **over \$50,000 on awards in the 2024–2025 season**, representing a significant opportunity for a partner to become the preferred provider for awards across the province.

The selected partner will work collaboratively with Football Ontario to standardize awards, improve quality and branding consistency, and provide strong value and service to our membership.

1.3 Partnership Term

The initial term of the agreement will be **two (2) years** with an optional **one-year extension**, subject to performance and mutual agreement.

1.4 Objectives of the Partnership

- Establish an official awards supplier for Football Ontario
- Provide high-quality, consistent awards across programs
- Offer preferred pricing and service to Football Ontario members
- Create a streamlined ordering process
- Develop co-branded recognition opportunities
- Provide added value to events and programs

1.5 Commitment to Football Ontario

- Football Ontario reserves the right to withdraw this RFP at any time and for any reason. Receipt of proposal materials by Football Ontario or submission of a proposal to Football Ontario confers no rights upon the proposer nor obligates Football Ontario in any manner.
- A contract, based on this RFP, may or may not be awarded. Any contract resulting in an award from the RFP is invalid until properly approved and executed by the Football Ontario board of directors. Any agreements shall be construed and interpreted according to the laws of the province of Ontario.



1.6 Proposal Addenda and Rule Withdrawal

- Prior to the deadline date specified for receipt of proposals, a proposal may be withdrawn by submitting a written request for its withdrawal to the contact listed above.
- Unless requested by Football Ontario will not accept any addenda, revisions, or alterations to proposals after the proposal due date

1.7 Legal Terms

- This RFP document and process are subject to legal terms found at the end of this document. Companies not able to accept these terms should not submit proposals

1.8 Proposal Costs

- Any costs incurred in the preparation and presentation of proposals in any way whatsoever shall be wholly absorbed by the vendor

1.9 Rejection of Non-Responsive Proposal

- Proposals shall be considered non-responsive if they contain omissions, alterations of unacceptable conditions or limitations, or other irregularities of any kind. Football Ontario may reject proposals considered non-responsive

2. Scope of Services

The selected Awards Partner will be expected to:

2.1 Product Supply

Provide high-quality:

- Medals
- Trophies
- Championship banners
- Plaques
- Custom awards
- Recognition items



2.2 Customization and Branding

- Football Ontario and event branding on awards
- Design support and mockups
- Consistent branding standards
- Ability to produce custom pieces for marquee events

2.3 Service Expectations

The selected partner will be expected to provide reliable, timely, and professional service to support Football Ontario's provincial events and recognition programs. Given the seasonal nature of football programming and fixed championship dates, consistent turnaround times and clear communication standards are essential.

Proponents must outline standard production timelines for common award items, including:

- Medals
- Trophies
- Plaques
- Banners
- Custom awards

Submissions should specify:

- Typical production timelines from artwork approval to shipment
- Recommended ordering lead times
- Order confirmation timelines
- Ability to accommodate recurring annual schedules

Where possible, proponents should provide separate timelines for standard items versus fully custom pieces.

Rush Order Capability

Football Ontario may require expedited production due to schedule changes, late confirmations, or additional award needs. Proposals must include:

- Rush production options and timelines
- Maximum order quantities eligible for rush turnaround
- Associated rush fees (if applicable)
- Shipping timelines for expedited orders



Vendors should demonstrate flexibility in meeting urgent event needs, particularly during peak championship periods.

Communication and Response Standards

Proponents must identify a dedicated account representative who will serve as the primary point of contact for Football Ontario. The partner will be expected to meet the following service standards:

- Acknowledgement of order requests within **1–2 business days**
- Proofs provided within an agreed timeline after order submission
- Timely updates on production status and shipping
- Response to inquiries within **one business day** during standard operating periods
- Clear escalation process for urgent or time-sensitive issues

2.4 Member Club Access and Preferred Pricing

The selected partner **must provide preferred pricing and service access** to all Football Ontario member clubs and leagues across the province. This requirement is a core component of the partnership and will be a key evaluation factor.

While Football Ontario will continue to manage centralized ordering for provincial programs and championships, the Official Awards Partner will also support direct purchasing by member organizations under a preferred pricing structure.

Proponents must clearly outline how they will support member club access, including:

- **Preferred or discounted pricing** available exclusively to Football Ontario member organizations
- Access to a **standardized product catalogue** or online ordering platform
- Availability of **customization and design templates**, including Football Ontario branding where applicable
- Clear **ordering, production, and fulfillment processes** for individual clubs and leagues
- Customer support structure for member organizations

Member clubs will not be required to purchase through the partner unless otherwise agreed; however, Football Ontario will actively promote the Official Awards Partner to its membership and encourage adoption based on value, service, and pricing.



2.5 Reporting, Rebates, and Volume-Based Incentives

To support transparency, partnership growth, and long-term value, the selected partner **must provide reporting on member club purchasing activity** and is encouraged to propose additional value mechanisms tied to overall spend.

Proponents must outline their ability to provide:

- **Annual or seasonal reporting** on awards purchased by Football Ontario member clubs
- Visibility into total volume purchased through the partnership
- Reporting formats and delivery timelines

In addition, proponents are encouraged to propose one or more of the following incentive structures:

- **Volume-based rebates** tied to cumulative annual spend
- Revenue-share models
- Discount tiers based on aggregate purchasing volume
- Incentives that encourage centralized or coordinated purchasing across member clubs

All rebate, incentive, or reporting structures must be clearly defined, including:

- Eligibility criteria
- Calculation methodology
- Payment or credit timelines
- Any minimum thresholds

These mechanisms will be evaluated as part of the overall value of the proposal and will help determine the selected partner.

2.6 Product Quality Standards

All awards supplied must meet consistent and professional quality standards appropriate for provincial championships and high-performance sport recognition. At a minimum, proponents should confirm:



- Durable materials suitable for long-term display and handling
- Accurate engraving, spelling, and logo reproduction
- Consistent colour matching and brand standards
- Clean finishing and packaging appropriate for presentation
- Clear proofing and approval process prior to production

Proponents should include details on manufacturing standards, quality control processes, and sample timelines. Football Ontario reserves the right to request product samples during the evaluation process or prior to finalizing an agreement.

2.7 Proofing and Approval

The partner must provide digital proofs for approval before production for all custom items. Production should not begin until Football Ontario has approved the final artwork and specifications.

2.8 Replacement and Error Policy

Proposals must clearly outline policies related to damaged, defective, or incorrect awards. This should include:

- Replacement timelines for incorrect or damaged items
- Responsibility for costs related to production errors
- Process for reporting and resolving issues
- Shipping responsibility for replacement items
- Service standards for urgent corrections tied to event timelines

Football Ontario expects that any errors resulting from production, engraving, or artwork approved by the vendor will be corrected at no additional cost and within a reasonable timeframe that ensures event needs are met.

2.9 Consistency and Branding

The partner must ensure consistent branding across all awards and recognition items, including the use of Football Ontario logos, event names, and sponsor recognition where applicable. Templates and brand standards will be provided by Football Ontario.

2.10 Capacity and Reliability

Proponents should outline their capacity to manage recurring annual orders, peak-season demands, and multiple concurrent event timelines across the province. Reliability and on-time delivery will be a key component of this partnership.



3. Partnership Value & Exposure

Football Ontario is seeking a long-term partner that will be integrated into the organization's events, communications, and recognition programs across the province. The selected company will be positioned as the exclusive Official Awards Partner of Football Ontario, aligning its brand with championship moments, athlete recognition, and milestone achievements throughout the year.

The selected partner will receive official designation as the "Official Awards Partner of Football Ontario." This designation may be used in marketing, sales materials, and promotional campaigns throughout the term of the agreement, subject to Football Ontario brand guidelines.

The partner's brand will be associated with championship presentations, athlete recognition, and key milestones across Football Ontario programming, creating strong alignment with positive, high-visibility moments in the sport.

3.1 Brand and Visibility

Partnership visibility opportunities may include:

- Logo placement on the Football Ontario website partner page
- Inclusion in Football Ontario sponsor and partner materials
- Recognition in newsletters and partner communications
- Inclusion in select social media posts and digital campaigns
- Logo placement or recognition at provincial championships and marquee events
- Public address recognition at select events (where applicable)
- Opportunity to be referenced in award presentation moments

Where appropriate and mutually agreed upon, the partner may also receive:

- Co-branding opportunities on select awards or packaging
- Recognition on championship award backdrops or presentation areas
- Opportunities to provide branded award presentation items
- Inclusion in annual recognition programs



3.2 Event and Activation Opportunities

Football Ontario hosts numerous provincial and national events throughout the year across tackle and flag football. The selected partner may receive:

- Opportunities for on-site presence at select events
- Product display opportunities at championships or major gatherings
- Ability to showcase new award products or innovations
- Opportunities to provide promotional items or activation concepts
- Potential involvement in award presentation ceremonies

Activation opportunities will be determined annually in collaboration with Football Ontario to ensure appropriate fit with event operations and venue requirements.

3.3 Access to Membership Network

Football Ontario currently supports:

- 100+ member clubs and associations
- 30,000+ registered participants (athletes, coaches, officials, volunteers)
- Thousands of families and supporters across Ontario

The selected partner will gain exposure to this network through:

- Direct introduction as the Official Awards Partner
- Inclusion in member communications
- Opportunities to provide preferred pricing to member clubs
- Potential inclusion in resource guides or partner directories
- Opportunities to engage with leagues and associations across the province

While member clubs are not required to purchase through the partner, Football Ontario will actively promote the partnership and encourage adoption where appropriate.

3.4 Digital and Communication Reach

Football Ontario maintains strong communication channels across the province:

- 30,000+ registered members
- 50,000+ email subscribers
- 60,000+ extended community reach
- Active social media platforms with province-wide engagement



- Regular newsletters and partner communications
- Coverage across provincial championships and events

This reach provides consistent brand exposure across the football calendar, including both grassroots and high-performance environments.

3.5 Collaborative Marketing Opportunities

Football Ontario is open to working collaboratively with the selected partner on:

- Co-branded campaigns
- Recognition initiatives
- Award innovation or new product concepts
- Promotional offers for member clubs
- Storytelling and social content tied to championships

The goal of this partnership is to create a mutually beneficial relationship that provides strong exposure and value for the partner while enhancing the recognition experience for Football Ontario participants across the province.

4. Proposal Requirements

Proponents must include:

4.1 Company Overview

- Experience in awards or sport partnerships
- Relevant clients or sport organizations
- Years in operation

4.2 Product & Service Offering

- Product catalogue
- Customization capabilities
- Production timelines
- Ordering systems



4.3 Pricing Structure

- Preferred pricing for Football Ontario
- Volume discounts
- Member pricing model
- Any revenue-share or rebate options

4.4 Added Value

- In-kind contributions
- Event support
- Sponsorship or recognition programs
- Innovation in awards or recognition

4.5 References

Provide references from similar organizations.

4.6 Key Contact

Identify the primary account manager for the partnership.

5. Selection Criteria

Proposals will be evaluated on:

- Quality and variety of products
- Pricing and value
- Service capability and reliability
- Experience in sport/non-profit sector
- Ability to support province-wide membership
- Added value to Football Ontario
- Overall partnership fit



6. Submission Details

Proposals must be submitted via email in PDF format to:

Aidan McKenna

Programs Manager, Football Ontario

amckenna@footballontario.net

Subject line: Football Ontario Awards Partner RFP Submission

Late submissions will not be accepted.

7. Key Dates

Dates	Context
RFP Release	Tuesday, Feb 17th
Deadline for Questions for RFP	Tuesday, March 3rd
Proposal Submission Deadline	Tuesday, March 17th
Questions from Football Ontario regarding RFP	Tuesday, March 31st
Final Decision on RFP	Tuesday, April 21st

8. Confidentiality

All information contained within this Request for Proposal (RFP), and any information shared by Football Ontario during the RFP process, is to be treated as confidential and used solely for the purpose of preparing a proposal. Proponents shall not disclose, reproduce, or distribute any part of this RFP or any related materials to third parties without the prior written consent of Football Ontario, except where necessary for the preparation of the proposal and where such third parties agree to be bound by similar confidentiality obligations.

All proposals submitted to Football Ontario will be treated as confidential and will be used only for the purposes of evaluating and selecting a partner. Football Ontario will not disclose proprietary or sensitive information contained in any proposal to other proponents, except as



required by law or for the purpose of evaluation by Football Ontario staff, board members, or designated advisors who are bound by confidentiality obligations.

Proponents shall not make any public announcements or disclosures regarding this RFP, their submission, or any potential partnership with Football Ontario without prior written approval from Football Ontario.

These confidentiality obligations shall survive the conclusion of the RFP process, whether or not a contract is awarded.

9. Pricing and Cost Structure

To ensure a fair and transparent evaluation process, proponents must provide a clear and detailed breakdown of all pricing associated with the proposed partnership. Football Ontario intends to compare submissions across multiple categories and therefore requires consistent and itemized pricing information.

Proposals must include the following:

9.1 Per-Unit Pricing

Provide standard per-unit pricing for commonly used award items, including but not limited to:

- Medals (various sizes and quantities)
- Trophies
- Plaques
- Championship banners
- Custom awards

Where applicable, include tiered or volume-based pricing (e.g., 50 units, 100 units, 500 units, etc.).

9.2 Artwork and Setup Fees

Clearly outline any:

- Design fees
- Artwork or logo setup charges
- Engraving or customization costs
- Mold or die fees (if applicable)



Indicate whether any of these fees can be waived, discounted, or included as part of the partnership value.

9.3 Shipping and Delivery

Provide details on:

- Standard shipping costs
- Expedited shipping costs
- Delivery timelines
- Any free shipping thresholds
- Distribution capabilities across Ontario

9.4 Rush Orders

Football Ontario operates within seasonal timelines and may require expedited production. Proponents must outline:

- Rush production timelines
- Associated rush fees
- Maximum order sizes eligible for rush turnaround

9.5 Discounts and Rebates

Indicate any:

- Preferred pricing for Football Ontario
- Volume discounts
- Member club pricing
- Rebates, revenue share, or reporting structures tied to total annual spend
- In-kind contributions or sponsorship value

9.6 Price Stability

Proposals should indicate:

- Duration for which pricing will be held firm
- Any annual increase structure
- Notice required for pricing changes



9.7 Additional Costs

Identify any additional costs not already listed, including:

- Packaging
- Proof revisions
- Storage
- Handling
- Minimum order requirements

All pricing must be quoted in Canadian dollars and must include all applicable fees and charges. Proponents are encouraged to provide sample pricing sheets or catalogues where available.

Football Ontario reserves the right to request clarification or additional pricing detail to ensure an accurate comparison between proposals.

10. Legal & General Terms

You must follow these guidelines and requirements when preparing and submitting your proposal:

- A. Late proposals will not be accepted, opened, or read, under any circumstances.
- B. Once the Football Ontario Management Team is in receipt of the proposal, we will not allow any changes or modifications to the submission. Please make sure that the submission is final.
- C. Once submitted, the sponsor proposal can be withdrawn at any time before March 19/26.
- D. The statements made in the proposal are binding; therefore, an authorized representative of the company, preferably an officer, must sign the proposal.
- E. The Vendor is bound by the price quoted, subject to any changes by Football Ontario management team in design and must provide written notice to the Football Ontario management team.
- F. Should the vendor wish to change the costing model as per the RFP, they must provide a written notice within 90 days to the Football Ontario management team. In this case, the Football Ontario management team retains the right to seek out other vendors for that item.
- G. The Vendor's quote must include all associated costs, taxes, and fees.



H. The proposal must clearly state any need for sub-partners, the work they will perform, their legal and subsidiary names, addresses, telephone numbers, email addresses and expertise. The Football Ontario management team will not refuse a proposal based on the use of sub-partners; however, we retain the right to refuse the sub-partners you have selected.

I. By submitting the proposal, the Vendor agrees to all the terms and conditions of this Request for Proposal.

J. The Football Ontario management team and the partner agree that all details of this Request for Proposal process, including both financial information and proposal concepts, shall be confidential during this process, and thereafter, and do whatever is reasonably necessary to preserve such confidentiality.

K. The Vendor agrees to notify and seek approval in writing from the Football Ontario management team prior to making any announcements of the awarding of the RFP, partnership with Football Ontario partners, or the use of any graphics or logos.

L. Football Ontario will not be liable for any costs or expenses incurred in the preparation of this proposal.

M. The Vendor, if chosen, shall undertake to indemnify Football Ontario against claims and litigation (including legal fees) related to/arising from the activities of the service provider.

11. Contact for Questions

All inquiries must be directed to:

Aidan McKenna

Programs Manager, Football Ontario

amckenna@footballontario.net

Tyler McNicholl

Director of Operations

tmcnicholl@footballontario.net

Aaron Geisler

Chief Executive Officer

ageisler@footballontario.net