

# FIELD HOCKEY CANADA

## REQUEST FOR PROPOSAL (RFP): OFFICIAL APPAREL & HARDWARE PARTNER

RFP Release Date: May 21, 2026

Proposal Submission Deadline: June 20, 2026

Implementation & Contract Start Date: November 1, 2026

Submissions to be made to FHC CEO Susan Ahrens at [sahrens@fieldhockey.ca](mailto:sahrens@fieldhockey.ca)

### 1. INTRODUCTION & OBJECTIVE

Field Hockey Canada (FHC) invites qualified commercial sportswear manufacturers and apparel suppliers to submit comprehensive proposals to become the Official Apparel Partner, with an exclusive first-right option to encompass the Official Hardware Sponsor portfolio (sticks, bags, protective gear, and on-field equipment).

FHC seeks a long-term, high-yield strategic partnership with a vendor capable of designing, manufacturing, and distributing elite-level performance playing kits and training gear. The chosen partner will outfit all tiers of the Canadian National Team pathway while simultaneously commercializing the brand through a direct-to-consumer digital infrastructure.

### 2. ORGANIZATIONAL BACKGROUND

Field Hockey Canada (FHC) is the National Sport Organization (NSO) governing body responsible for the development, growth, and international representation of field hockey within Canada.

- **Provincial Infrastructure:** Composed of seven (7) Provincial Sport Organizations (PSOs): Alberta, British Columbia, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, and Quebec.
- **Collegiate Footprint:** Leads and governs the annual university USports National Championship tournament network.
- **Membership & Pathway Scale:** Engages over 8,000 baseline registered competitive members, with 500+ elite athletes actively tracked inside National Team pathway programs.
- **Grassroots Outreach:** The *Stick Together* national community project engages more than 60,000 participants across diverse Canadian demographics.
- **International Profile:** Canadian National Squads consistently compete under the International Hockey Federation (FIH), Pan American Hockey Federation (PAHF), Commonwealth Games, and the International Olympic Committee (IOC) mandates.

### 3. PURPOSE & STRATEGIC GOALS

The selected partner must fulfill the following operational targets:

- **Elite Supply:** Deliver high-performance, FIH-compliant uniforms that maximize athletic output.
- **Brand Uniformity:** Establish a cohesive visual identity across men's, women's, youth, and official divisions.
- **Logistical Efficiency:** Eliminate centralized NSO inventory burdens by executing an end-to-end, automated retail fulfillment network. Direct deliver to customers across Canada is an essential component.
- **Community Scaling:** Democratize access to official team merchandise across all provinces via an optimized digital storefront to foster FHC's "Team of Teams" operational vision.
- **Community Engagement:** Will work with FHC on brand visibility in field hockey within field hockey communities from coast to coast to coast across Canada.

### 4. SCOPE OF WORK & TARGET DEMOGRAPHICS

The contract covers all apparel, training wear, travel gear, and optional hardware accessories for the following distinct categories:

<b>Target Category</b>	<b>Scope of Supply Requirements</b>
<b>Men's &amp; Women's Senior National Teams</b>	Home/Away Game Kits (FIH Compliant), Training Garments, Travel Kits, Podium Wear, Field athletes, Goalkeeper wear
<b>Men's &amp; Women's Junior National Teams</b>	Home/Away Game Kits (FIH Compliant), Training Garments, Travel Kits, Podium Wear
<b>Youth and Junior National Teams (U16, U18, U21)</b>	High-Performance Match Kits, Standardized Training Apparel
<b>Indoor National Teams</b>	Specialized Indoor Surface Footwear (Optional) and Sticks (Optional) Home/Away Game Kits (FIH Compliant), Training Garments, Travel Kits, Podium Wear
<b>Masters National Teams</b>	Full Kit Outfitting, optimized for extended size ranges
<b>NextGen &amp; Youth Pathways</b>	Scalable, high-volume pathway developmental training and competition kits
<b>Officials, Umpires &amp; Technical Staff</b>	High-visibility technical match apparel, outerwear, and professional polos

<b>Coaches &amp; Support Staff</b>	Climate-appropriate training field wear, corporate travel gear, and luggage
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**Core Deliverables & Vendor Obligations:**

- **VIK Contribution:** Provide a baseline tier of contractually guaranteed Value-In-Kind (VIK) sponsored apparel allotments specifically dedicated to the Senior Men's and Women's National Teams annually.
- **Hardware Expansion Option:** Propose a tiered product track incorporating field hockey sticks, specialized glove lines, shin guards, and goalie equipment under the same master partnership agreement.

**5. MANDATORY E-COMMERCE & LOGISTICAL SPECIFICATIONS**

Crucial Condition:

Traditional bulk-to-warehouse shipping configurations do not meet the core criteria of this contract. Vendors must possess a fully mature, operational "Door-to-Door" direct-to-consumer (D2C) logistical framework.

- The FHC "One-Stop Shop": Proponent must build, host, maintain, and secure a customized, responsive e-commerce portal integrated with FHC branding.
- On-Demand Processing: The system must process single-unit orders seamlessly, eliminating minimum order quantity (MOQ) restrictions for individual community members.
- Direct Fulfillment: All individual consumer, club, or regional athlete orders must drop directly to the vendor's fulfillment center. Goods must ship directly to the end-consumer's designated residential or facility address across Canada.
- Traceability: Standardized end-to-end tracking (Canada Post, FedEx, or UPS integrations) must be automatically provisioned to customers upon dispatch.

**6. COMPREHENSIVE PROPOSAL REQUIREMENTS**

Proposals must follow this structured taxonomy. Omission of any section may result in the proposal not being considered.

**6.1 Product Design & Conceptualization**

- Provide 2D/3D digital vector mock-ups of Senior National Team Home and Away Match Kits.
- Include creative mood boards demonstrating visual alignment with traditional Canadian sports heritage and FHC brand equity guidelines.

**6.2 Material Science & Technical Specifications**

- Detailed technical data sheets indicating fabric weight, composition (e.g., recycled polyester blends), moisture-wicking properties, and tensile durability.
- Detailed proof of multi-climactic suitability (breathability for summer outdoor matches vs. thermal insulation layers for travel).

### **6.3 Sizing Matrix**

- Comprehensive physical measurement charts across all cuts (Men's, Women's, and Youth/Unisex lines).
- Mandatory sizing availability ranging seamlessly from Extra Small (XS) through Triple Extra Large (3XL) across all baseline apparel lines.

### **6.4 Customization & Application Techniques**

- Provide technical descriptions of branding methodologies used (Sublimation, Heat Transfer, 3D Silicone Cresting, or Embroidery).
- Detail capabilities for individual player assets (custom names, national numbers, and provincial affiliate logos).

### **6.5 Production Schedules & Supply Chain Security**

- A definitive critical-path timeline mapping design finalization, sample proofing, manufacturing cycles, and transit times.
- Risk mitigation plans ensuring continuous supply security during global shipping bottlenecks.

### **6.6 Commercial Pricing Matrix**

- Itemized wholesale pricing sheets for all structural tier groups.
- Volume-based discount tiers applicable to clubs, academies, or provincial member bundles.
- Clear financial valuations of the proposed annual Value-In-Kind (VIK) allocation and any associated cash licensing royalties or revenue-share percentages stemming from the digital store.

### **6.7 E-Commerce Architecture & Track Record**

- Technical specification summary of the proposed web engine (e.g., Shopify Plus, Magento, Custom API).
- Data protection protocols (compliance certificates for secure payment transactions).
- Case Studies: Provide written references or active links to at least two (2) comparable athletic organizations currently utilizing your door-to-door direct fulfillment services.

### **6.8 Corporate Social Responsibility (CSR)**

- Detail corporate sustainability metrics, including the use of recycled oceanic plastics, ethical labor sourcing standards, and eco-conscious packaging materials.

## **7. EVALUATION METHODOLOGY**

Proposals will be reviewed by the FHC Executive Selection Committee using a weighted metrics framework.

35% Logistics: Direct door to door delivery and e-commerce ability

30% Quality: Proven quality technical fabric and design

20% Commercial: Financial value, VIK provided and value to FHC

15: Operational: Timeline viability

*Note: Due to the strategic focus on minimizing internal overhead, the vendor's proven operational capability to execute direct door-to-door consumer delivery serves as the primary foundational filter during initial screenings.*

## **8. SUBMISSION LOGISTICS & PROTOCOLS**

All submissions must be formatted as a single, consolidated PDF document and transmitted via secure electronic mail.

- Submit to: Susan Ahrens, Chief Executive Officer
- Inbound Address: [sahrens@fieldhockey.ca](mailto:sahrens@fieldhockey.ca)
- Mandatory Subject Line Field: RFP Field Hockey Canada - Official Apparel Partner
- Closing Deadline: June 20, 2026, at 17:00 PDT. Late entries will not be opened or catalogued.

## **9. LEGAL TERMS, CONDITIONS & RESERVATIONS**

- Right of Rejection: FHC explicitly reserves the right to accept or reject any submission, or to cancel this RFP process entirely without incurring liability.
- Cost Allocation: Proponents bear all financial costs, expenses, and asset creation liabilities associated with compiling and submitting this proposal.
- Clarification Amendments: FHC reserves the right to request subsequent addenda, digital presentations, or physical product samples from shortlisted vendors during the review phase.
- Non-Disclosure & Confidentiality: All corporate operational structures, financial projections, and proprietary athlete data contained within this document or generated throughout the negotiation cycle must be treated as strictly confidential.
- Contractual Finality: This RFP does not constitute a firm commercial offer. Final operational parameters, volume commitments, and cash/VIK terms remain subject to formal bilateral execution via a definitive Master Services Agreement (MSA).

## **10. STRATEGIC VISION & VALUE ALIGNMENT**

Field Hockey Canada is building a cohesive national ecosystem. The chosen partner must move beyond a simple transactional supplier framework. Proponents should demonstrate an active willingness to co-invest in the growth of the sport, elevate the aesthetic identity of Canadian athletes on the world stage, and deliver innovative consumer access points that directly support local clubs, provincial partners, and fan networks from coast to coast.