



# Saskatchewan Junior Hockey League

## REQUEST FOR PROPOSAL

### Team Jerseys

The Saskatchewan Junior Hockey League invites established firms or individuals with a record of success in the hockey equipment and ancillary products business to submit a proposal for the following:

- Team Game Jerseys and socks
- League Special Event Jerseys
- Team Practice Jerseys

#### **The Saskatchewan Junior Hockey League (SJHL)**

The Saskatchewan Junior Hockey League is the oldest running Junior A hockey league in Canada dating back to 1968. Presently, it is an eleven (12) member League of Junior A hockey teams all located within the province of Saskatchewan. The SJHL teams are situated in the following communities:

#### **NAME OF MEMBER**

#### **LOCATION OF CLUB**

Battlefords North Stars	Box 1247 North Battleford, SK S9A 3K2
Estevan Bruins	Box 146 Estevan, SK S4A 2A2
Flin Flon Bombers	Box 762 Flin Flon, MB R8A 1N6
Humboldt Broncos	Box 1414 Humboldt, SK S0K 2A0
Kindersley Klippers	Box 2398 Kindersley, SK S0L 1S0
LA Ronge Ice Wolves	Box 869 La Ronge, SK S0J 1L0
Melfort Mustangs	Box 3640 Melfort, SK S0E 1A0
Melville Millionaires	Box 2197 Melville, SK S0A 2P0
Nipawin Hawks	Box 2678 Nipawin, SK SOE 1E0
Notre Dame	Box 100 Wilcox, SK S0G 5E0
Weyburn Red Wings	Box 1112 Weyburn, SK S4H 2L3
Yorkton Terriers	Box 277 Yorkton, SK S3N 2V7



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Annually, SJHL teams challenge for the League Championship (Canterra Seeds Cup), as well as a national championship (Centennial Cup). During the most recent season (2023-2024) fan attendance at SJHL games was approximately 250,000 which included 336 regular season games, 40 playoff games and 34 pre-season games. Average attendance league wide was 675 fans per game. Member teams play a 56-game regular season schedule. Fan interest and attendance ratchets up during the playoffs with attendance averaging over 1,000 per game during that period in the season.

SJHL teams are the main entertainment attraction in their communities during the hockey season. The SJHL teams are viewed as the heroes and idols of the community. Discussion that occurs within the community tends to focus on the fortunes of the team. Media coverage of the SJHL and its teams varies by team. Some communities have weekly newspaper coverage, while others have more sporadic print coverage. Some teams enjoy radio broadcasts and the promotion of their games, while some teams do not. The league carries its own programming on all social channels and televises all games on FloHockey.

All league games are available in HD quality video which provides for a very good viewing experience and all member teams also do an audio play by play broadcast of each league game.

The SJHL website ([www.SJHL.ca](http://www.SJHL.ca)) provides excellent exposure of the teams, its players and the various events that occur throughout the season. The league is active on the major social media platforms which includes photo sharing and plays of the week/month.

The supplier equipment brands would be able to generate significant brand visibility through these social media activities. Daily and weekly news features are highlighted and statistical updates, as well as player performances also provide great exposure for the players. The League statistical system and the League website are fully integrated to bring even more focus to the players in the League.

The SJHL exists to provide hockey development opportunities for players in the age range of 16 to 20. The teams recruit players who aspire of advancement to higher levels of hockey. At the same time, there is an equivalent focus on the educational aspirations of the player as well. Over the past five years, the focus of the SJHL has been on several areas as follows:

- To build more advancement opportunities to the players who are in the league with a focus on NCAA
- To enhance the image and profile of the League
- To grow business partnerships within the corporate community

A major challenge of the League is to establish a strong operational base for each member club while controlling expenses. Every budget line item is scrutinized closely to see if efficiencies can be gained. This is no less the case for equipment, jerseys and sticks used by the players, the member team's major asset. The opportunity for the successful firm is to find ways to stretch the dollar of the member clubs operating within the League. We are open to new or innovative partnerships to achieve the broad goals mentioned in this paragraph.

**"The SJHL will be Canada's premier junior "A" hockey league known for its exceptional player development and its commitment to its players, its people, and the communities we serve.**



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In a nutshell, the opportunity exists for the successful supplier to receive exclusive purchases by the member teams in the product category outlined (Team Jerseys). The proposal should illustrate what the supplier will provide to the League and/or its member teams in exchange for the exclusivity component.

## **The Requirements**

The Saskatchewan Junior Hockey League is currently seeking an agreement with a supplier for the acquisition of Team Jerseys throughout each season of the agreement by all member clubs. The SJHL is interested in the following categories:

- Team Game Jerseys with matching socks
- League Special Event Jerseys
- Team Practice Jerseys

The SJHL reserves the right to select the proposal for one product category solely from any one respondent and may not necessarily select the proposal that is the lowest priced.

The proposal must contain the appropriate information according to each of the terms described in the attached guidelines. Proposals must be received at the **SJHL Office no later than January 5, 2024.**

## **Proposal and inquiries should be directed to:**

Commissioner Kyle McIntyre

Saskatchewan Junior Hockey League

1418 North Hill Dr.

Swift Current, SK. S9H1Y1

[commissioner@sjhl.ca](mailto:commissioner@sjhl.ca)

\*The SJHL reserves the right to alter the terms of the RFP (including cancellation) at any time in its sole discretion.



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## SJHL Team Jersey Guidelines

- For each year of the agreement the respondent will provide the actual price that the SJHL teams will pay for, jerseys. The prices provided will be specific for each model offered by product category.
- For each year of the agreement the respondent must specify the warranties that are being offered for each product and the process by which teams must apply for warranty refunds.
- For each year of the agreement the respondent must specify the process by which teams are required to order their product each year and throughout the year.
- For each year of the agreement the proposal must specify the advertising items and promotional items that the respondent will provide to the SJHL and its teams.
- The proposal must specify the delivery times expected for the receipt of product for each product category and what recourse the teams have if delivery times are missed.
- The proposal must specify whether exclusivity of product is required and what the penalty would be for non-compliance by a League member.
- The proposal must specify the process by which SJHL teams should communicate concerns they have regarding the quality and delivery times of any product.
- The respondent must identify the length of term for which the agreement will be in place.
- The respondent must indicate whether the team pays for freight on orders or whether freight is paid by the supplier and if so, under what conditions.
- The respondent must identify what is the penalty/discount to the team if the supplier does not deliver on established deadlines.
- The proposal should include a termination clause should either party wish to end the relationship due to a fundamental or material breach.