

Invitation for Expression of Interest

1. Purpose

The Secretariat for Commemorative Activities (Jamaica 60 Secretariat) in the Ministry of Culture, Gender, Entertainment and Sport invites expressions of interest from experienced entities for the design, production and retail of official licensed merchandise. The licensing opportunities include, but are not limited to:

- Food Items
- Apparel & Lifestyle
- Art & Culture
- Gifts / Novelty
- Games & Leisure
- Stationery
- Collectables / Limited Edition
- Home Accessories
- Publishing
- Technology
- Any other product

2. Eligibility

This offer is open to entities domiciled in Jamaica as well as to entities operating outside the geographical borders of Jamaica who are export ready and satisfy the following:

- Must be a formally registered business
- In operation for at least six (6) months
- Offer export-ready product(s) and/or service(s)
- Holder of valid Tax Compliance Certificate (TCC)
- Willing to embrace international business and trade practices

3. Proposal

Entities shall bear all costs associated with the preparation and submission of their proposals.

Proposals shall include the following information about the entity:

- Company Profile
- Geographic Location
- Country and Date of Incorporation
- Organisational structure including number of staff
- Brief Description/List of products and/or services
- Key brands / intellectual property assets
- Licenses held at present or in the past particularly especially entertainment, sport, and lifestyle brands and details of success
- Description of the production/manufacturing capabilities
- Creative and product development resources - internal and external

- Quality Control Procedures (ISO standards and other relevant information)
- Wholesale and retail channels currently supplied
- Details of any previous or pending material dispute or litigation by or against the applicant
- Contact person(s) and contact information
- Additional information relevant to proposal

License Application

Entity should give detail of product(s) or service(s) for which licence is being sought.

Distribution

Entity should provide:

- Relevant timelines (including development lead-times, proposed launch to market date)
- Brief outline of marketing activities
- Creative application methods (ie: print, embroidery, cloisonné, etc)
- Key consumer targets (ie: infants, male adults, etc)
- Packaging if applicable

Entities should be prepared to provide, upon request, physical and/or documented proof for all statements, specifications and other information included in proposal.

4. Financial Offer

A royalty, determined by the category product(s) or service(s) is required. The royalty rate will be calculated as a percentage of the wholesale selling price and will be based on net sales for the licensing period. This will be in addition to a flat Licensing fee.

Higher royalty rates may apply for the rights to use imagery, signatures etc that may be acquired by the Jamaica 60 Secretariat in future.

There is also a requirement for a Value in Kind component. A minimum of 2 samples of each product are required and up to 6 units must be provided upon request depending on nature and type of product.

The Jamaica 60 Secretariat reserves the right to purchase up to 10% of inventory at cost.

5. Evaluation

The evaluation criteria will include:

- Corporate and financial strength, reputation, and accountability
- Brand alignment
- Product quality, reliability, vision, and innovation
- Level and quality of resources to be allocated
- Marketing activation
- Track record
- Financial commitment
- Distribution Channels

6. Submission of Expression of Interest

Entities must submit:

- Three (3) printed copies of proposal
- One (1) electronic copy of proposal (via email to jamaica60licensing@gmail.com)
- Printed copy of Registration or Incorporation
- Printed copy of Tax Compliance Certificate

Expressions of Interest shall be sent to:

***Jamaica 60 Secretariat Licensing and Merchandising
4-6 Trafalgar Road
Kingston 5
Jamaica, West Indies
Attention: Gianna Fakhourie***

ADDITIONAL INFORMATION

Please include any other information (written or visual) that you think may be relevant in assisting Jamaica 60 to assess your organisation, its products and/or services and your proposal.

If you wish to submit product samples with your expression of interest, please ensure that these are attached to your proposal. All samples submitted will become the property of the Jamaica 60 Secretariat and will count towards required samples under the Licensing agreement, should the applicant be successful.

The quality of the related merchandise and those manufacturers contracted to produce for the merchandise programme are of paramount importance. The Jamaica 60 Secretariat therefore reserves the right to use any method it deems appropriate to identify quality product manufacturers.

Please note that only officially licensed merchandise may carry the intellectual property owned by the Jamaica 60 Secretariat. The Jamaica 60 Secretariat vigorously protects the ownership of its intellectual property and will, as appropriate, take legal action against any unauthorised use of these symbols or any unauthorised attempt to associate any company, product or service with the Jamaica 60 Secretariat or any related marks or logos.

For questions/concerns please contact:

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jamaica60licensing@gmail.com
876-847-4000