

A photograph of an indoor baseball field. In the foreground, several white baseballs with red stitching are scattered on a green artificial turf. One ball in the lower right is in sharp focus, showing the 'Rawlings' logo and 'OFFICIAL TVB T-BALL' text. A wooden baseball bat lies on the turf to the left. The background is a large, brightly lit indoor stadium with a white ceiling and some blurred figures of people in the distance.

BaseballSoftballUK Ltd
British Baseball Federation
British Softball Federation

OFFICIAL BALL TENDER

Introduction

Baseball and softball together are two of the fastest growing sports in the UK. There are currently just under 20,000 people playing the sports each year in organised leagues, a figure which has doubled since the 2008 season. There are over 1,000 teams playing an estimated 20,000 games a season, using in excess of 30,000 new balls each year.

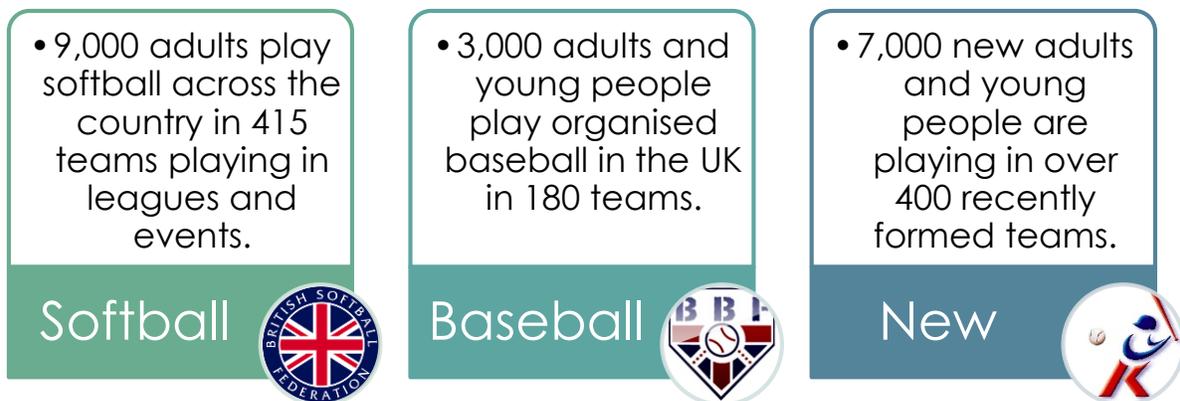
There are three distinct types of organised competition:

1. British Softball leagues and tournaments, overseen by the British Softball Federation (BSF), culminating in national championships at each level of play.
2. The British Baseball Leagues, organised by the British Baseball Federation (BBF), culminating in national championships at each level and age band.
3. Development programmes for new players, run by and in conjunction with BaseballSoftballUK Ltd (BSUK), the development agency for the sports.

These three bodies work very closely together and are constantly looking for ways to improve standards, help their member clubs and the wider playing base develop and as a consequence are focusing closely on improving the commercial terms for themselves and their members. From this partnership stems this official ball tender request.

Market Analysis

As mentioned above, there are in excess of 30,000 new balls used each year. This is based on an analysis of game balls used, normally required by leagues and events, based on the following:



In addition to the above, softball is played in 74% (2,500 schools) of secondary schools in the UK (according to the latest School Sport Survey) leading to eleven County School Games events. Baseballs also routinely retail in sports shops across the country.

Scope of Tender

The tender consists of the supply of the official balls for use in all matches/tournaments/events (delete as applicable) played under the auspices of the British Baseball Federation, the British Softball Federation and BaseballSoftballUK. The ball is the single most significant equipment cost in the sport and this will therefore be the largest supply contract that the three organisations have placed.

The three organisations are seeking a supply contract for balls for a three year period from the 2015 season through the 2017 season.

ITEM	Required Use	Influenced Use	Total Est Market
	Number of balls required to be purchased.	Number of balls bought by people who may choose to use official ball.	Total potential use of that kind of ball across the country.
BSF 12" Softball	650	6,000	10,000
BSF 11" Softball	650	1,000	1,000+
BSUK Safety Ball	2,000	4,000	10,000
BBF Baseball	3,000	4,000	10,000

Tenders received will be assessed against 4 separate criteria:

1 Product Specification - Essential

The balls offered must comply with the specifications below. For balls put forward as equivalents or better, approval following testing will need to be sought from the respective organisations. A sample box will be required at your cost during the process. Failure to meet this will disqualify the submission.

2 Service Specifications – 40%

Your service undertakings will be assessed, including customer service, ordering process and fulfilment. Details of how you plan to fulfil orders, even when there is high volume or demand, will be sought. Details on delivery time, delivery method, ordering process and payment methods will also be assessed.

3 Cost at Point of Sale – 40%

The cost you will charge to those ordering from you will be considered. Balls should be priced either per box (dozen for baseball, half dozen for softball) or per ball. As a guide, it's expected that each dozen balls would cost between £30 and £40 delivered.

4 Return to the Sports – 20%

Specifically, the financial payments being made to the BBF / BSF / BSUK as a part of this deal. Additional value you can offer to the sports will also be viewed favourably as will suggestions and proposals on this that do not directly fall within the details of the tender.

Product Specifications

This tender is to supply four distinct balls, as follows:

1. To the **softball** community, **both** of:
 - a. The Worth AHD12CY 12" ASA Hot Dot (a .52/300 ball), equivalent or better
 - b. The Worth YS11RCAXT 11" .44/375 ball, equivalent or betterThe balls must be:
 - Stamped with the logo of the British Softball Federation
 - Yellow in colour, with red stitching
2. To the **baseball** community, **one** of:
 - a. Rawlings ROLB or ROLB1
 - b. Diamond D1-AAA
 - c. Wilson A1010
 - d. Baden Perfection CL 3B PPRO CLEquivalent or better
The balls must be:
 - Stamped with the logo of the British Baseball Federation
 - White in colour with red stitching
3. To new **developing** teams, **one** of:
 - a. BADEN SF12Y Safety / Indoor Softball - 12"
 - b. Worth (NC12S) 12" NCAA Soft Training SoftballEquivalent or better
The balls must be:
 - Stamped with the logo of BaseballSoftballUK
 - Yellow in colour with red stitching

Service Specification

In order to support the enforcement of use of these balls, continuity of supply is paramount. Tenders must include an outline of how suppliers intend to manage their stock to ensure 100% availability for the entire duration of the season.

The off- and pre-season are the largest ordering times, with peak periods falling in April to June. While most orders will be made with ample lead-time, a number of significant orders will also be made at the last minute.

The winning tender will need to address how this service will be maintained at all times, provide a reasonable unit cost and deliver value back to the sports.

Financial Specification

Tenders must include

- 1 Unit price per ball for the lifetime of the contract.
- 2 Payment terms and delivery conditions for the lifetime of the contract
- 3 Commission rate payable on the purchase price of the ball at a unit rate
- 4 Details of how the commission rate will be paid and sales reported

Tenders may also include other possible financial benefits that can be offered to potential customers on other items, though they should be fully aware that no other items will be given an authorised use status by any of the organisations.

Promotion and Sales Support

The three organisations are committed to supporting and promoting their official ball. They will enforce use in leagues and events that they directly run and encourage those playing outside of their directly run activity to also purchase their official ball through their official supplier. This will include:

- A link on each respective website.
- Social media promotion.
- Direct communications to team, league and event organisers pre-season.
- Presentations at AGMs and league organisers' meetings.

Connection to BSUK's Equipment Tender

BSUK is tendering for an official equipment supplier on similar time frames to this ball tender. It is intended that the official ball be supplied into these packs, as part of the arrangement between BSUK and the official suppliers, at no higher a cost than the market rate. The tendering for ball and equipment deals may be linked in your submission to ensure the greatest possible commercial value to the company tendering.

Process

Proposals responding to the above information should be by email to mark.caress@bsuk.com no later than close of business (5pm, UK time) on Friday 17th October 2014. Should you wish to discuss your submission, please contact Mark to arrange a conversation with one of the tender lead officers. Mark can be contacted on +44 (0) 20 7453 7047. Shortlisted suppliers may be requested to present in person or via a web link at the end of October. Contract negotiations allowing, an announcement will be made at the BBF AGM on Saturday 15 November and the successful supplier will be expected to attend.