



Special Olympics GB Request for Proposal Official Kit Supplier September 2025-December 2027





Introduction

Special Olympics GB is proud to support some of the most inspiring people in the world — individuals with intellectual disabilities who participate and compete from local to international level, breaking down barriers and demonstrating the transformative power of sport.

We are now inviting proposals from passionate, experienced, and forward-thinking partners to help us kit out our athletes, volunteers, coaches, and National Office staff over the next two years incorporating the 2026 National Summer Games event and TeamSOGB's attendance at the Special Olympics World Summer Games in Chile in 2027, with the potential to be extended beyond 2027 depending on the partnership that is built. This is more than a supply contract — we are looking for a true partner. One who brings energy, innovation, and an understanding of both the performance demands and emotional significance of our kit.

The selected provider will be expected to deliver more than just high-quality sportswear. We want a partner who:

- Knows the market and leads with insight, not just product catalogues.
- Can deliver technically excellent, inclusive, affordable and comfortable kit that athletes are proud to wear.
- Understands the unique identity and spirit of Special Olympics GB.
- Works collaboratively with our team — as an extension of Special Olympics GB, not just a supplier.
- Brings ideas, reliability, and heart to every stage of the journey.

Together, we will create a look and feel that gives our organisation confidence, unity, and national pride — on and off the field of play. This Request for Proposal (RFP) sets out the requirements and process to identify that partner.



SPECIAL OLYMPICS WORLD GAMES BERLIN 2023



About Special Olympics GB

Special Olympics GB is a dynamic and inclusive charity that transforms lives every day through the power of sport. We provide year-round sports training and competition opportunities for children and adults with intellectual disabilities, enabling them to develop physical fitness, build confidence, make friends, and experience joy through sport.

Special Olympics GB focuses exclusively on individuals with intellectual disabilities — a population that is too often overlooked, underserved, and underestimated. Our athletes face daily barriers to inclusion, from social stigma to limited access to services, education, health and employment. Through sport, we help break down these barriers.

Sport is a universal language — one that speaks in determination, teamwork, and courage. For people with intellectual disabilities, sport provides not just a platform to compete, but a pathway to empowerment. It builds belonging, creates opportunities, and inspires entire communities to think differently about ability.

Special Olympics GB is part of the global Special Olympics movement, which serves over 5 million athletes in more than 190 countries. In Great Britain, we support thousands of athletes across England, Scotland, and Wales through a network of local clubs, volunteers, coaches, and partners.

Every time our athletes' step onto the field of play, they show what inclusion truly looks like. They represent not just our nation, but a vision of a more accepting and unified world.



**Special
Olympics**
Great Britain

Our reach



Operating across England, Scotland and Wales



95 clubs delivering 27 different sports (individual and team)



6600 athletes



3800 volunteers



Special Olympics GB: audience figures



25000 followers



4091 followers



15258 followers



1158 followers



7905 followers



3000 visits (per month)
97491 page views
23508 users



1240 subscribers



Monthly e-news (5000+ members)
Estimated reach – 40000 (over 12
month-period)



What is intellectual disability?

When a person has certain limitations in cognitive functioning and skills, including communication, social, and self-care skills.

Intellectual disability in Great Britain:

- **1.5 million** children and adults have intellectual disability.
- **36%** of adults (19 million) have a connection to, or are aware of, someone with an intellectual disability.
- **96%** of adults with intellectual disability are unemployed.
- **78%** of people with intellectual disability do not take part in any sport activity.
- **31%** of people with intellectual disability live in poverty, compared to 18% of the general population.



Purpose of the RFP

The purpose of this RFP is to identify a forward-thinking and experienced supplier who can deliver high-quality, inclusive, and fully-branded sportswear for Special Olympics GB's athletes, volunteers, coaches, staff, and wider delegation attending the Special Olympics World Games. However, this opportunity goes far beyond fulfilling a one-time order — we are seeking a trusted partner who shares our values and can evolve with us.

This partnership will include the design, production, and delivery of:

- Official competition and training kit for athletes.
- Branded uniforms for staff , volunteers, coaches and Board members.
- Travel wear and leisurewear for team representation.
- Accessories and optional merchandise.

The selected supplier must demonstrate the capability to deliver outstanding apparel under time constraints, with accuracy, consistency, and attention to detail across a wide range of sizes and needs — including adaptive options where appropriate. The ability to reflect the pride and identity of Special Olympics GB in every garment is essential.

Importantly, we are also exploring e-commerce opportunities as part of this partnership. This could include:

- An online retail platform for athletes, families, volunteers, and supporters to purchase official Special Olympics GB merchandise.
- On-demand or seasonal collections to increase brand visibility and community engagement.
- Co-branded collaborations that reflect our movement and mission.

We believe there is significant potential to create a sustainable revenue stream and grow public awareness through a well-managed e-commerce presence, in partnership with the selected supplier.

This RFP represents the beginning of a meaningful collaboration. We want to work with a supplier who not only delivers exceptional product, but also contributes ideas, innovation, and energy and resource to support our athletes and elevate the Special Olympics GB brand — in Great Britain and on the world stage.

Scope of the work

At Special Olympics GB, the kit our athletes, volunteers, coaches and staff wear is far more than functional sportswear — it's a symbol of pride, inclusion, and national representation. It unites a team of extraordinary individuals from across the country, and it showcases our values to the world.

We are looking for a partner who will deliver a full-service apparel solution with energy, innovation, and purpose. One who understands our vision and can bring it to life through world-class products, proactive support, and a long-term commitment to inclusion.

General

Given the large volume of kit required, this will be a non-exclusive arrangement. We would expect our Official Kit Partner to introduce us to alternative suppliers if certain items cannot be sourced.

Kit Requirements

The successful partner will be responsible for the design, production, and delivery of the following:

Athlete, Volunteer and Staff Kit

- Training t-shirts and kit.
- Competition kit (sport-specific and gender-inclusive).
- Tracksuits, warm-up gear, and outerwear.
- Footwear (optional), socks, accessories (caps, bags, etc.)

Ceremonial & Travel Kit

- Unified, branded looks for Opening & Closing Ceremonies.
- Comfortable and stylish travel wear that enhances team identity.

All clothing must reflect high standards in performance, durability, size inclusivity, and comfort and be cost effective. Fabrics should be suitable for high-level sport and diverse weather conditions. Kits should meet accessibility and adaptive needs where required and range in size from child sizes to 6XL.

Design & Branding

We expect a creative and collaborative design process that results in apparel our athletes, volunteers, coaches and staff are proud to wear. This includes:

- Incorporation of Special Olympics GB branding and kit design.
- Event-specific and heritage elements where appropriate.
- Personalisation (e.g., names, delegation identifiers, sport-specific markings)
- Eco-conscious and ethically sourced materials wherever possible.



Scope of the work continued...

Logistics & Fulfilment

Efficient delivery and responsive support are critical to our success. The partner will be expected to:

- Provide a dedicated Account Manager.
- Provide a detailed production and delivery timeline.
- Manage size allocations, packaging, and labelling.
- Offer support with sizing through physical presence at team training weekend fitting sessions, fitting samples and online guides.
- Deliver to centralised or regional hubs within GB.
- Respond rapidly to any issues or last-minute changes.

E-Commerce & Retail Opportunities

We see untapped potential in growing our brand and community engagement through retail. The partner may support or co-develop:

- An online store offering official Special Olympics GB merchandise and supporter kit.
- Limited-edition drops and seasonal campaigns.
- Revenue-sharing or fundraising tie-ins e.g. Special Olympics GB annual % rebate.
- Pop-up shops or kit distribution at national events.

This is an opportunity not only to generate revenue, but to amplify awareness and inclusion.

Gift-in-Kind (GIK) Opportunities

As a charity in an extremely challenging fundraising environment, in addition to commercial terms, we seek proposals that include Gift-in-Kind support so that our fundraising reaches further. This could include:

- Donated athlete, volunteer, coach or staff kit items.
- Apparel for training weekends, events, or grassroots programmes.
- Additional stock for promotional or volunteer use.
- Media, content, or influencer collaboration around kit launch.

GIK contributions will be acknowledged through agreed recognition channels (see Benefits).

Other

- Where appropriate and relevant, introductions to celebrity ambassadors.
- Preferential rates/discount codes for wider Special Olympics GB network and community.
- Be an active supporter of the work of Special Olympics GB on various communication channels including social media.



Market Overview

Special Olympics GB supports a vibrant and growing community of athletes, staff, volunteers, and supporters across England, Scotland, and Wales. Understanding the scale of our events and delegations is vital to appreciating the reach, logistics, and opportunity associated with this partnership.

Special Olympics GB National Games/Summer Series of Sport – Summer 2026

Our National Summer Games is the largest domestic event on our calendar, bringing together athletes from every region of Great Britain.

- Approx. 1,500 participants including athletes, unified partners, coaches, and officials
- Kit and merchandise opportunities span competition wear, event-branded apparel, and merchandise and commemorative items.
- Huge potential for visibility, community activation, and retail sales.

World Games Delegations

These are flagship global events, drawing significant international attention and offering kit partners significant visibility through broadcast, media, and ceremonial exposure.

Special Olympics World Summer Games – Santiago, Chile 2027

- Approx. 150–200 athletes, volunteers, coaches and staff in TeamSOGB.
- Delegation requires complete competition, leisure, ceremonial, and travel kit.
- Includes kit for Opening & Closing Ceremonies, press events, and travel.
- Occurs every four years.

Wider Organisational Reach

- **Staff & Board:** Approx. 30 key individuals who serve as public-facing representatives for the organisation.
- **National Sports Advisors:** Approx 20 key individuals who drive forward the development of key sports.
- **Athlete Leadership Team:** Approx. 15 key individuals who are our athlete voice.
- **Families, Fans, and Supporters:** A broad and passionate community who regularly engage in events and would access online merchandise.

Why This Matters

These numbers not only reflect the scale of kit production required, but also the potential reach for your brand. From national press and international coverage to on-the-ground community engagement and online retail, Special Olympics GB offers a platform for significant and meaningful exposure.





Evaluation Criteria

Proposals will be evaluated based on a combination of commercial viability, creative vision, operational capability, and alignment with the values and mission of Special Olympics GB. We are looking for a partner who not only delivers exceptional apparel but also demonstrates a clear understanding of the power of sport to drive inclusion and social impact.

Each proposal will be scored against the following criteria:

Quality of product	15%
Design & branding capabilities	15%
Logistic, fulfilment & delivery capacity	15%
Gift-in-kind (GIK) contributions	15%
Commercial proposal & pricing	15%
Sustainability & ethical sourcing	10%
Experience & relevant track record	10%
E-Commerce & retail innovation	5%

Partnership benefits

Marketing:

- **Official designation** of “Official Kit Partner of Special Olympics GB”.
- **Impact investment** – positive opportunity to align with key societal issues – diversity, inclusion, empowerment, equality, health, education, discrimination, wellbeing (physical, mental, emotional and social), social impact, perception, exclusion, confidence, integration, respect, acceptance.
- **Association** with an established, high-profile global organisation, operating in over 190 countries and with a powerful social message.
- **Access to a database** of compelling, readily available and relevant real-life stories in your communities.
- **Branding and partnership activation opportunities** across Special Olympics GB assets and collateral (featuring athlete apparel, local, regional, national and international events, and potential exposure via Ocean Outdoor digital screens/OOH advertising).
- **Special Olympics GB athletes** for internal events or campaigns.
- **Social media promotion/presence** across all Special Olympics GB channels to tell purpose-led stories of athletes wearing your kit.

Engagement:

- **Employee led volunteering opportunities** featuring local, regional to national competition.
- **Hospitality & Networking invitations for Special Olympics GB and International events (where appropriate)**, including World Games, athlete send off’s Unified and Inter Partner Sports Days.
- **Lunch & Learn session** opportunities to highlight Special Olympics GB’s work and to meet staff members.
- **Regular updates and athlete messages** – ensuring you are kept up-to-date with activity from the partnership and the impact of your support.
- **Community impact** (via Special Olympics GB clubs and athletes): demonstrating commitment to the communities in which you operate.

E-Commerce & Commercial Collaboration

- Priority opportunity to co-develop and co-promote an official online store.
- Explore co-branded retail collections that give back and grow awareness.
- Potential for shared revenue through merchandise sales to the wider Special Olympics GB community.

Timeframes and Proposal format

Please submit proposals in PDF format, max 15 pages (excluding appendices). Proposals should be focused, clear, and aligned with the values of Special Olympics GB, the scope of work outlined and the evaluation criteria.

Proposal structure (Suggested)

1. Executive summary (1 page)

- Overview of your company and proposal
- Why you're a strong fit for Special Olympics GB

2. Company profile and team (1–2 pages)

- Brief company background & relevant experience
- Key personnel and roles in delivering the partnership

3. Proposed kit and services (2–3 pages)

- Kit items offered (athlete, staff, ceremonial, accessories)
- Design direction, branding ideas, and inclusivity considerations
- Adaptive and sustainable apparel options

4. Delivery and logistics (1-2 page)

- Production timeline and key milestones
- Sizing and fitting support
- Fulfilment and delivery approach

5. E-Commerce and retail (1-2 pages)

- Online store capabilities or ideas
- Supporter merchandise concepts
- Revenue-sharing or promotional models

6. Gift-in-Kind and added value (1 page)

- Gift-in-Kind contributions (e.g. donated kit, services)
- Promotional or CSR support offered

7. Pricing summary (1 page)

- Cost breakdown by kit type
- Volume discounts or charitable rates
- Terms and conditions

8. Case studies or references (1 page)

- Relevant previous work or clients
- Testimonials or reference contacts (optional)

Appendices (not included in 15-page count)

- Product catalogues, technical specs, visuals
- Accreditation, insurance, or sustainability documentation

Partnership questions or queries due by: 12noon on 1st August 2025 sent to dorian.ursell@sogb.org.uk

Deadline for submission: 12noon on 15th August 2025 sent to laura.davies@sogb.org.uk

Submissions assessed: 18th-22nd August 2025

Shortlisted partner presentation wk beginning: 25th August 2025

Decision communicated: By 5th September 2025

Partnership to be in place: By 30th September 2025

**UNIFIED
BUSINESS**

Coca-Cola EURO-PACIFIC
PARTNERS



Partnership ambitions:

To create mutually beneficial, sustainable and successful partnerships, delivering significant returns for our partners and positive societal change...

"We are incredibly proud to have been chosen as the sportswear partner of Team Special Olympics GB at the Berlin 2023 Special Olympics World Games. It's an honour to see our products worn by such talented athletes on a world stage."
Josh Beal, Sales Director, Kukri Sports



Jess...

Many talk about a life before Special Olympics where they were excluded, bullied, and lonely.

Meet Jess, Special Olympics GB athlete who didn't have the easiest childhood "I'd wear baseball caps because people used to stare at me. At my first school I didn't have many friends, I felt scared and anxious, and I was bullied when I was out and about because I look different."

Fast forward, things are very different. Jess is a double gold medal winning athlete, author, public speaker and advocate for societal change for people with disabilities. Jess describes being part of Special Olympics GB as a "family" and through participation in training and competing, has been able to make friends.



www.specialolympicsgb.org.uk
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800329 and Scotland SC052090



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Great Britain

