



January 16, 2024

REQUEST FOR PROPOSAL:

Double Decker Arts Festival 2024 Official Festival Merchandiser

Double Decker Arts Festival (DDAF) seeks qualified merchandisers to produce, sell, distribute, promote and staff festival merchandise during the Double Decker Arts Festival. DDAF requires a split of gross sales and the approval of all merchandise sold.

Scope of Work:

- Merchandiser is responsible for purchasing, producing and storing t-shirts (and other merchandise) referenced in the attached lists including hats, posters and any other merchandise the merchandiser chooses and DDAF approves.
- All merchandise sold must be licensed and approved by DDAF.
- Staff the merchandise tent during the 2024 Double Decker Arts Festival (April 26 & 27)
- Facilitate and fulfill online sales at least 30 days prior to the festival and until supplies last
- Market and promote merchandise on social media and through mailing lists already owned by the merchandiser
- Merchandiser will send payment to DDAF by the 15th of the following month with detailed sales summary until supplies last

Double Decker will need the following merchandise at cost for festival workers:

- Artwork t-shirts: Quantity not to exceed 200; sizes S – 5XL; exact sizes and quantities to be determined during contract negotiations
- Generic festival t-shirts: Quantity not to exceed 60; sizes S – 3XL; exact sizes and quantities to be determined during contract negotiations
- Visit Oxford Staff t-shirts: Quantity not to exceed 60; sizes S – 2XL; exact sizes and quantities to be determined during contract negotiations
- Official Festival Poster: Quantity of 100 18x24 posters prior to the festival and the ability to purchase remaining unsold posters at cost after the festival
- Additional merchandise: Quantities and sizes to be determined during contract negotiations (e.g. sweatshirts, hats, koozies, etc.)

Complete Official Merchandise proposal should include:

- Sales execution plan outlining requirements listed above and percentage split offered to Double Decker Arts Festival of gross sales
- Intended sales price of each merchandise piece
- Income grid to show expected sales if all merchandise is sold and projected revenue due to Double Decker Arts Festival

Proposals are due by noon on Friday, January 26, 2024 and emailed to:

kinney@visitoxfordms.com and leeann@visitoxfordms.com.

2024 Double Decker Arts Festival T-Shirt Merchandise:
(Must be able to print using 8-10 colors with watercolor base)

Comfort Color (white) T-shirt with official 2024 Double Decker Artwork – full color process

25 – YOUTH SMALL
50 – YOUTH MEDIUM
25 – YOUTH LARGE
50 – ADULT SMALL
110 – ADULT MEDIUM
300 – ADULT LARGE
200 – ADULT XL
75 – ADULT XXL
30 – ADULT 3XL
5 – ADULT 4XL
5 – ADULT 5XL
TOTAL = 875

American Apparel (or comparable) Kids Crew Neck (Color TBD) Double Decker Artwork – full color process: Artwork on back/Double Decker Arts Festival writing on front

75 – size 2
75 – size 4
75 – size 6
75 – size 8
25 – size 10
25 – size 12
TOTAL = 350

Canvas Back Tri-Blend (or comparable) Crew Neck (Color TBD) Double Decker Arts Festival “generic” shirts – one/two color ink

20 – ADULT SMALL
50 – ADULT MEDIUM
50 – ADULT LARGE
75 – ADULT XL
50 – ADULT XXL
25 – ADULT 3XL

**all “generic” shirts (comfort color and canvas) will have the same artwork