

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #34 – 13 August 2010

Opportunity



Opportunity Title

Look, Signage and Accessories for London 2012

Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd.
Website	www.london2012.com
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Services
Estimated contract value (GBP)	Not disclosed

About the Opportunity:

In the summer of 2012 the Olympic and Paralympic Games come to London. They will have an enormous impact on the city, the country and even the world. The London 2012 bid promised a memorable occasion that will make a positive impact before, during and beyond the main event.

The 2012 Olympic Games and Paralympic Games will take place between 27 July 2012 and 9 September 2012.

Description

LOCOG is responsible for organising and staging the Games.

The look of the games is key to the overall visitor, athlete and Olympic Family experience, therefore this category represents a huge opportunity for the successful supplier(s) to be a part of something amazing.

The selected supplier(s) will provide a wide range of look, signage and accessories required for the 2012 Olympic and Paralympic Games to LOCOG and potentially other organisations authorised by LOCOG. Look and signage elements will be displayed in a variety of settings

both indoors and outdoors. In addition they will be seen within the media across the world. The full scope for this service line is still being developed but is likely to include, but not be limited to the following:

- Building wraps (full service from surveying, engineering, specifications, production, installation and removal)
- Wayfinding signage (from surveying, communication strategy, design, structural fabrication or off the shelf structures, signage production, installation and removal services)
- Street furniture graphics, banners, information signage, cone dressings etc
- Large format banners including feather banners with eyelets and weights including supply and installation, including working at height
- Bunting (branded and/or to the London 2012 corporate palette)
- Information points (structures and graphics)
- Retail signage (including engineered point of purchase, window graphics, floor graphics, flown graphics and light boxes)
- Interior branded graphics including stadium-tier, perimeter fascia graphics and 'to camera' branding using rigid and flexible substrate materials
- Branded backdrops (including structures and graphics)
- Modular displays (pop-ups, banner stands etc)
- Large format interior and exterior graphical branding (using a variety of rigid and flexible substrate materials, applied to hard and soft surfaces)
- Branded corral graphics (perimeter signage for hockey/football pitches etc)
- Flags and flag poles (supply, installation and removal) as well as hand held and vehicle flags
- Temporary scaffold structures and dressing (supply hire, installation, dressing and removal)
- Bus shelter graphics and / or posters
- Fence and perimeter scrim and branded dressings
- Tensator barrier branding
- Ambient media (from small decals to large format, as well as stickers to cover un authorised branding)
- Vehicle wraps including Bus, Taxi, Train/Tram/Light Railway (using see-through window substrate materials where appropriate)
- Media Centre dressings, external and internal branding and signage (from larger outdoor gable signage through to table cloths, lectern, mic and backdrop treatments etc)
- Security seals
- Directional Markers (self supporting, modular way finding assets)
- Health and safety signage
- Ability to dress branded gazebos/small scale marquees type structures to act as information points
- Three dimensional signage applied to green field sites (grass and artificial turf) using inverse perspective transformation techniques, to camera
- Signage in multiple languages
- Braille and tactile signage
- Branded balloons in a variety of colours with external printing

As important symbols of the London 2012 Olympic and Paralympic Games, all look and signage elements must meet high quality standards.

It is envisaged that all graphic design will be carried out by LOCOG but suppliers will be expected to have both a graphic design and a technical design capability.

In addition suppliers must be able to provide the technical, back up and electronic ordering systems necessary to allow the easy ordering and management of delivery.

The supplier(s) will be required to offer the following supply options:

- Supply only to a designated point
- Supply and installation
- Supply, installation and removal to a designated point
- Supply, installation, removal and disposal

Should you be a supplier interested in being a part of London 2012 but are not willing or able to deliver contracts of this size and profile there may be opportunities for you to work for the Tier 1 supplier(s) (Those suppliers directly contracted to LOCOG) as a Tier 2 service provider (working for a supplier directly contracted to LOCOG). We will be working with the Tier 1 suppliers to determine how they can make business opportunities accessible to small and medium sized organisations. This will offer small and medium sized organisations the potential to work with the Tier 1 supplier(s) as sub-contractors or suppliers (Tier 2 suppliers). This will form a key part of our Tier 1 supplier selection process.

In addition, this process will provide you with the opportunity to become an official London 2012 sponsor. The Games present companies with an unprecedented partnership opportunity in the UK; through the acquisition of marketing and sponsorship rights, they offer the chance to showcase expertise and capability, delivering significant business benefits to your organisation on the back of one of the most powerful brands in the world. As one of LOCOG's commercial partners, you will contribute towards the success of an inspirational event that leaves a lasting legacy. At the same time, you will enjoy an exclusive and valuable bundle of sponsorship rights, opportunities and support available only to LOCOG's official partners.

ADDITIONAL INFORMATION

The following documents have been selected to provide you with relevant information:

- LOCOG Sustainable Sourcing Guide
(Downloadable from <http://www.london2012.com/documents/locog-publications/sustainable-sourcing-code.pdf>)
- Games Waste and Resource Management strategy
- Open - The LOCOG Diversity and Inclusion Strategy

(Downloadable from <http://www.london2012.com/get-involved/jobs/working-for-locog/diversity-and-inclusion.php>)

About the buyer's selection process:

Responses to these questions will be evaluated and a short list of potential suppliers deemed capable of fulfilling LOCOG's requirements will be prepared. Successful applicants will be those which, in LOCOG's sole opinion, will be most capable of fulfilling LOCOG's requirements as set out in this opportunity.

LOCOG reserves the right to issue a Pre-Qualification Questionnaire (PQQ) to short listed suppliers and invite them to provide further evidence in support of their responses. A response to this opportunity does not mean that you will automatically receive an Invitation to Tender document. The PQQ will be used to determine a 'Bidder List'.

Suppliers on the Bidder List will be issued with an Invitation to Tender (ITT), together with further details of LOCOG's requirements. No feedback will be provided to those applicants not invited to proceed further in the procurement process.

The first phase in the ITT process will be for the bidders to submit their base proposals. These proposals will be evaluated against criteria provided with the ITT and supplier(s) will be invited to present their proposals and participate in a technical interview. LOCOG may require a multi-round interview process in order to fully evaluate and test supplier(s) proposals.

Successful supplier(s) will be notified.

About the buyer:

The London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG) is inviting expressions of interest from organisations interested in providing Look and Signage products and services to London 2012 and the Olympic venues.

LOCOG is committed to demonstrating leadership in sustainable development and ensuring that the Games and its operations are managed in a way that is environmentally sound, economically viable, and socially responsible.

Bidders should note that it is planned to use electronic procurement for this opportunity.

Delivery point East London, Greater London, South East England and other major cities in the UK

One record found.

Document	File name	File Size	Date Uploaded	Download
	games waste & resource management strategy.pdf	193 Kb	07/01/2010 01:55:56	Download

- Business Categories
1. Sign makers' equipment and materials
 2. Flags, banners, poles and masts
 3. Sign writers
 4. Sign erectors
 5. Exhibition services
 6. Signs and nameplates

CompeteFor response deadline 27/08/2010 15:00

Estimated tender close date 30/09/2010

Estimated contract award date 01/11/2010

Estimated contract start date 01/12/2010

In addition to responding to these questions on CompeteFor, applicants should be prepared to provide evidence to their responses, in the event of being short / bidder listed.

Additional information for bidders Include any special notes for bidders

CompeteFor is an web-brokerage tool. LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity partially or completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.