



## Licensing and Merchandising Rugby World Cup 2011 New Zealand

### REQUEST FOR PROPOSAL

Rugby World Cup 2011 New Zealand is coming! One of the world's greatest sporting events and the pinnacle of world rugby will be coming to your shores. Rugby World Cup Ltd. will establish and manage a licensing and merchandising program for the Rugby World Cup 2011 to be held in New Zealand in September and October 2011. RWC 2011 will consist of 20 Nations and will be held at host venues across New Zealand with the Semi-Final, Bronze Final and Final matches to be held in Auckland.

Licensing in Motion (NZ) Ltd has been awarded the master Licensing rights to RWC 2011. In order to commence the licensing program, we are seeking to hear from experienced and responsible companies and individuals who are interested in becoming an Official sub-Licensee of the Rugby World Cup 2011 New Zealand.

All licensed products included in the program will have to be designed and produced in accordance with the Tournament Style Guide, which provides clear guidelines for the use and application of all RWC 2011 Event Marks and Event Logos.

Please note that only Official Licensed Merchandise may carry the Event Marks of the RWC 2011 and all products must be submitted for approval.

For a copy of the RWC 2011 licensing and merchandising Request for Proposal document, please express your interest by contacting Terry Wilson at LIM New Zealand Ltd. We look forward to hearing from you and developing a world class licensing program with you. This is your opportunity to drive product sales, create brand awareness and touch rugby fans around the world.

**Terry Wilson, LIM (NZ) Ltd, Rugby World Cup 2011 New Zealand Licensing**  
**PO Box 1710 Auckland, New Zealand**  
**E: [rfp2011@velocitybrandmanagement.com](mailto:rfp2011@velocitybrandmanagement.com)**