



RUGBY LEAGUE WORLD CUP 2017

PROSPECTIVE LICENSEE APPLICATION

Thank you for your interest in becoming a licensee of the Rugby League World Cup 2017 (RLWC 2017).

Please be advised that the RLWC 2017 is a centrally managed licensing program across the RLWC 2017 Tournament and the 14 teams competing and VBM has the exclusive rights to license for commercial purposes including but not limited to the manufacture, distribution and sales of products bearing the marks of RLWC 2017 intellectual property and all participating nations IP. For the avoidance of doubt, intellectual property refers to but not limited to team names, primary logos, secondary logos, wordmarks, design symbols and uniforms, in addition to any special event programs such as Finals/ Championship marks as well as the name, image and likeness of any RLWC 2017 players (when applied in collective form, as per terms of respective Players Association agreement).

Only officially licensed merchandise may carry the logos and marks of the RLWC 2017 Tournament vigorously protects the ownership of its intellectual property and will, as appropriate, take legal action against any unauthorised use of these symbols or any unauthorised attempt to associate any company, product or service with the RLWC 2017 or any related marks or logos.

You should be aware that all product license agreements issued by RLWC 2017 will require, at a minimum, the following:

- a) A minimum guarantee commitment for the tournament year
- b) Royalty payment on the net sale of each licensed product sold, with sales remitted on a quarterly basis.
- c) Annual advertising and marketing fund commitment
- d) Evidence of public and product liability insurance of a minimum of \$10 million (AUD)

Furthermore, a condition to RLWC 2017 issuing a product license agreement, the applicant must have an established distribution and salesforce in the territories license is being sought to actively promote the sale of the licensed range with evidence of this distribution and salesforce shown throughout this document.

VBM and RLWC 2017 receives numerous product licensing applications and requests with many of the ideas presented to the RLWC 2017 by prospective licensees and otherwise are similar or identical in nature. Please note that by lodging this application form you agree to release and discharge the RLWC 2017 and each of its related bodies corporate and the directors, servants and agents of each of them (**related parties**) severally from any claim, action, demand, suit or proceeding for damages, debt, restitution, equitable compensation, account, injunction, specific performance or any other remedy that you or the entity on behalf of which this application is submitted,



may have against the RLWC 2017 or any of its related parties in respect of any of the ideas or material contained in or connected with this application.

Nothing in this application form shall give rise to any legal or professional relationship between the applicant and the RLWC 2017. Please also note that completion and submission of this application does not grant the applicant any rights or license to use any intellectual property of the RLWC 2017 or its related bodies corporate.

VBM (for and on behalf of RLWC 2017) will review and evaluate prospective licensee submissions and may or may not choose to contact applicants to discuss their application and the products disclosed therein. Please note that RLWC 2017 does not have any obligation to grant you a license by providing you with this application and/or any supporting materials relating to this application.

Please allow a minimum of six (6) weeks from receipt of application for RLWC 2017 review.

If you wish to apply for a license, please complete the information requested within the Perspective Licensee Application on the following pages and return it (along with any supporting materials) to the address below. Please note that only fully completed applications will be reviewed.

**Rugby League World Cup 2017
C/O VBM
Att: Elisabeth Vitale
Level 3, 245 Liverpool Street
East Sydney NSW 2021**

Thank for you for your interest in the RLWC 2017 and we look forward to receiving your completed application.

RLWC 2017 use only
Prospective licensee name:
Date application received:



Frequently Asked Questions

Q: What are minimum guarantees?

A: *A minimum guarantee is the agreed minimum financial payment that must be paid by the licensee to the RLWC 2017.*

The RLWC 2017 may require all or part of the minimum guarantee to be paid up front upon signing of a new licensee agreement and/or a bank guarantee for the total value of the minimum guarantee, less any upfront payment.

The minimum guarantee is off-set by royalties paid on wholesale sales and annual payments mutually exclusive for the tournament year

Q: How are minimum guarantees amounts determined

A: *Minimum Guarantee amounts vary depending on the category and product being licensed, however the base minimum guarantee for RLWC 2017 will commence at \$10,000 (unless otherwise determined, on a case by case basis by RLWC 2017*

In determining minimum guarantees, the RLWC 2017 considers many factors including but not limited to: wholesale pricing, projected sales / distribution channels information submitted by prospective licensees.

Q: What is the base royalty rate?

A: *The base royalty rate for all RLWC 2017 licensed merchandise will commence at fifteen percent (15%) of wholesale selling price for retail distribution.*

Higher royalty rates will apply for use of player imagery & direct to retail rates may also apply.

Q: What is the advertising and marketing fund commitment?

A: *The advertising and marketing fund is a mandatory annual contribution from licensees (in addition to minimum guarantee payments) which is used by RLWC 2017 in consultation with the licensee to conduct an integrated advertising, marketing and/or PR plan for the licensing program.*

Q: Will RLWC 2017 sign a confidentiality agreement?

A: *No, you should not include any information or material with your license application that you want to keep confidential.*

Q: I do not have an established retail distribution, will it affect my chances of getting a license?

A: *Yes, if you cannot provide sales projections based on retail expectations and/or you do not have established distribution channels (either in-house sales force or appointed distribution agent) that will be used to promote the sale of the licensed products in the territory being sought, we recommend waiting to apply until you can do so.*

Q: How long will the entire application process take?

A: *Allow a minimum of six weeks for the review and response to your application.*



PROSPECTIVE LICENSEE APPLICATION FORM

Please complete all sections below and return signed application to RLWC 2017 as per details outlined on page 18 of this application form. If an item does not apply to your organisation, please indicate the response with 'N/A' with a brief summary of why requested information is not applicable. Please ensure that submission is signed prior to being submitted for review.

1. General Information

Name of Business:	
ABN:	
Year Established:	
Street Address:	
Postal Address (if differs from above):	
Telephone Number:	Fax Number:
Name and Title of main licensing contact:	
Company Website:	
Previous name(s) and address(es) for this business and/or businesses operated by any principal of this company within the last 5 years:	



a) Legal form of organization: (please tick)	
<input type="checkbox"/>	Corporation
<input type="checkbox"/>	Partnership
<input type="checkbox"/>	Limited partnership
<input type="checkbox"/>	Sole proprietorship
<input type="checkbox"/>	Trust
<input type="checkbox"/>	Other (please specify) _____
i)	If corporation or partnership, please advise state/ territory of formation
ii)	Please provide a brief summary of the organisation's core business:
iii)	If privately held, provide name, address and ownership interest of each owner/ general partner:
b) Please detail any other licenses (particularly entertainment, sport and lifestyle brand licenses) held by your company:	



2. Personnel information

a) Provide the name, title & email address of CEO, CFO, COO and Licensing Manager who will liaise with the RLWC 2017
CEO:
CFO:
COO:
Licensing Manager:
b) Provide describe any existing relationship between any person listed above and any employee of RLWC 2017:



3. Financial Information

a) Bank References

Bank Name:

Branch:

Bank Contact;

Name:

Telephone:

Email:

b) Trade References (suppliers or licensors who you currently deal with on a regular basis)

Reference Company Name:

Brief description of trade relationship:

Reference contact (including email):

Reference Company Name:

Brief description of trade relationship:

Reference contact (including email):



4. Product Information

a) Please list the category for which a license is being sought:

Category:

b) Detailed description of products for which an NRL license is sought:

Product 1:

Estimated wholesale selling price (per unit):

Product 2:

Estimated wholesale selling price (per unit):

Product 3:

Estimated wholesale selling price (per unit):

Product 4:

Estimated wholesale selling price (per unit):



**c) Does your company currently sell the product you are seeking to license?
Please tick appropriate**

- ☐ Yes
☐ No

d) What other products are currently manufactured/ sold by your company?

**e) Please list any other trade or brand names of products currently
manufactured and/or sold by your company:**



5. Manufacturing Information

a) Where will the RLWC 2017 product be produced? – please tick appropriate

- ☐ Domestic / Local production
- ☐ Off-shore production – list countries below
- ☐ Combination of local and off-shore

Off-Shore manufacturing counties: Please list

b) Please provide further details of the location of the manufacturer/s

Manufactures Name:

Address:

Telephone:

Name and Title of main contact:

Confirmation that factory is compliant to ISO International Standards & Labor Organization (ILO) Convention 138 guidelines – certification will be required

- ☐ Yes
- ☐ No

Manufactures Name:

Address:

Telephone:

Name and Title of main contact:



Confirmation that factory is compliant to ISO International Standards & Labour Organization (ILO) Convention 138 guidelines – certification will be required

- ☐ Yes
☐ No

Manufactures Name:

Address:

Telephone:

Name and Title of main contact:

Confirmation that factory is compliant to ISO International Standards & Labor Organization (ILO) Convention 138 guidelines – certification will be required

- ☐ Yes
☐ No

Manufactures Name:

Address:

Telephone:

Name and Title of main contact:

Confirmation that factory is compliant to ISO International Standards & Labour Organization (ILO) Convention 138 guidelines – certification will be required

- ☐ Yes
☐ No



- c) Please outline your company's quality control program (including compliance with any third-party regulations or testing standards, including ISO standards)**



6. Sales and Distribution Information

a) Does your company currently have distribution throughout Australia - please tick

- ☐ Yes
☐ No

b) Does your company currently have distribution throughout New Zealand – please tick

- ☐ Yes
☐ No

c) Does your company currently have its own sales team

- ☐ Yes
☐ No – if No, please provide details below of your 3rd party distribution agency who will be responsible for the sale of RLWC 2017 licensed products

Distributors Name:

Address:

Telephone:

Name and Title of main contact:

d) Distribution - Please provide details of your top retail accounts by category through which your company currently (or via appointed 3rd party distributor listed above) distributes:

Mass market retailers:

Department stores:



Gift & Specialty:

Sport Specialty:

Independent Sports:

Duty Free, Souvenir and Tourist:

Newsagents / Grocery & Route Trade:

Online:

Other (please specify):



Forecast Sales & Distribution

- a) Please use the table below as a template to present your forecasted sales for each proposed licensed product and to show through which distribution channels you intend to sell the products.

For the avoidance on doubt, please note the financial reporting period for RLWC 2017 is

Q1 – Jan – Feb – Mar
Q2 – April – May – June
Q3 – July – August – Sept
Q4 – Oct – Nov – Dec

Proposed Product range (List All)	Proposed Distribution Channel	2017	
		Volume (Units)	Wholesale Value \$
Product 1			
Product 2			
Product 3			
Product 4			

PRODUCT SALES (Year 2017)	\$		DISTRIBUTION	\$	%
Product A			Channel 1		
Product B			Channel 2		
Product C			Channel 3		
Total			Channel 4		
Royalty			TOTAL		100%



b) Please outline the timeframe for which you propose to produce, present, sell in and ship the products you intend to license

Product Development and Manufacture Lead Time:

Product Presentation to Buyers:

Shipping and Delivery Timeline:

Primary Selling Season:



7. Marketing, Advertising and Design

a) Please provide details of any marketing or promotional activity your company has completed or is currently undertaking

b) Please provide details of publications in which your company currently advertises

c) Please provide details of the intended advertising, marketing and promotion your company would undertake for proposed RLWC 2017 licensed products

d) Does your company have its own graphic design team?

- ☐ Yes
- ☐ No – if No, please provide details below of how your company currently completes graphic design requirements



8. Other Information

a) Have there been any voluntary or involuntary liquidation or administration of the companies listed in section 1?

- ☐ Yes – If Yes, please attached a separate document providing all details including disposition.
- ☐ No

b) Have any claims been filed against the companies listed in section1 for trademark, copyright or patent infringements or for product liability?

- ☐ Yes – If Yes, please attached a separate document providing all details including disposition.
- ☐ No

c) Have any of the companies listed in section 1 been subject to proceedings by the trade practises commission or similar entity?

- ☐ Yes – If Yes, please attached a separate document providing all details including disposition.
- ☐ No

9. Supplementary items

a) Please include the following items in your submission where appropriate;

- Most recent annual report or audited financial statement
- Sales catalogue(s)
- Additional pages to supplement any answer above
- Any additional information you wish the RLWC 2017 to consider
- Digital images and/or samples/prototypes of each proposed product.

Please note we are unable to retain all samples received. If you wish to have your samples returned to you please indicate it in your submission and what arrangements will be made for their collection. The RLWC 2017 will not return these samples to you due to the overwhelming number of proposals that are received. They may be stored indefinitely in a secure location or destroyed in due course.



10.Applicant Acknowledgement

I acknowledge and agree that all information provided within the above Prospective Licensee Application is a) true and correct, b) does not contain any confidential information c) submission of this application does not provide any obligation to RLWC 2017 to grant a license d) submission of this application does not grant my organisation any rights or license to use any intellectual property unless otherwise stated in writing by RLWC 2017.

Applicant signature:

Applicant name (please print):

Applicant Title:

Submission Date:

Please return your completed Prospective Licensee Application to:

Rugby League World Cup 2017
C/o VBM
Level 3, 245 Liverpool Street
East Sydney NSW 2021
Att: Elisabeth Vitale
E: evitale@vbmglobal.com