



PROSPECTIVE LICENSEE APPLICATION FORM – STAGE 1

Thank you for your interest in applying for the opportunity to become an AFL Licensee.

Please note that the application process consists of two stages. An extensive review process is undertaken at each stage; therefore the response time can vary. At a minimum, please allow 10 working days.

Stage 1 consists of general company information as well as an introduction into the product category you are applying for. If successful in moving on to stage 2, you will be required to address key evaluation criteria including a business plan, category analysis, marketing plan, further design, manufacturing & production information as well as sales & distribution capabilities. Stage 2 will also include a separate financial assessment. Whilst some information might cross over the two stages, it is important that the application requirements be following in both Stage 1, and if successful, in Stage 2.

Introduction/ Background Information

The AFL strives to deliver the most exciting, accessible and successful licensed product experience in Australia.

The AFL owns all intellectual property relating to the AFL brand and all 18 AFL Clubs. As a Licensor, the AFL manages the commercialisation of AFL Club IP through a centralised licensing program.

Revenue from the AFL Consumer Products business, along with other income streams is equalised and returned to Clubs as a distribution and is therefore a crucial component in the marketing of the competition, and ultimately contributes significantly to the long term financial integrity of the AFL and the AFL Competition.

Product Categories

Applicants are invited to submit proposals for individual or multiple sub categories as below:

- Accessories
- Food & Beverage
- Gift & Novelties
- Footwear
- Entertainment & Interactive
- Homewares
- Manchester
- Membership Premiums
- Memorabilia & Collectibles
- Publishing
- Sales Promotions
- Sporting Goods
- Stationery & Paper
- Supporter Apparel
- Toys & Games

**Not including official or replica football guernseys & uniforms*

**Not including official match footballs*



Additional Information

Standard Deal Terms

The standard term for an AFL licensing agreement is 2 years, in line with the AFL football and financial year which runs 1 November – 31 October.

Royalty Rate Structure

The base royalty rates for all Official AFL licensed product will commence at:

- 15% of wholesale sales price for generic product at retail
- 18% of wholesale sales price for all product featuring player imagery

Retail Distribution Channels

Retail distribution is category specific however key distribution channels for the AFL licensed product range include but are not limited to the following:

- AFL Club Stores operating traditional shop fronts and online
- AFL Stores
- Sports Specialty Stores
- Mass Market retailers
- Grocery
- Specialty third party retailers including category specific
- Newsagents
- Independents

Conditions of Application

By submitting a proposal, the applicant acknowledges that:

- (a) the AFL at its absolute discretion reserves the right to accept or reject any proposal;
- (b) any costs incurred by the applicant in any way associated with the preparation and submission of a proposal, will be entirely borne by the applicant;
- (c) no legal or other obligations will arise between an applicant and the AFL unless or until formal documentation has been signed.
- (d) the success of an application is not solely related to the proposed financial commitment. Instead applicants acknowledge that their proposal will be assessed on successfully meeting the Evaluation Criteria as listed within each application stage with specific focus on industry experience, corporate and financial positioning, retail relationships and capabilities, quality and reliability of the product offering.

Contact & Submission details

All submissions must be submitted in either electronic and/or hard copy to:

Prospective Licensee Application
AFL Consumer Products Department
GPO Box 1449
Melbourne Victoria 3001
LicensingEOI@afl.com.au



New License Application Form – STAGE 1

1. COMPANY INFORMATION

Legal name _____

ACN _____

ABN _____

Year company established _____

Previous names for this business and businesses operated by any principal of this company within the last 5 years

Street Address _____

Postal Address _____

Telephone _____ Fax _____

Website _____

Social Media _____

Primary Contact _____

Primary finance contact _____

Title _____

Email _____



2. DESCRIPTION OF COMPANY

Legal form of organisation (please tick)

Corporation _____

Partnership _____

Limited partnership _____

Sole proprietorship _____

Trust _____

Other (please specify) _____

Identify all principal operating officers of your organisation

Managing director _____

Directors _____

Sales director _____

Marketing / advertising director _____

Chief financial officer _____

Other owners and / or partners _____

3. PRODUCT INFORMATION

Please detail the product and category you are seeking a license for.

Category _____

Product _____

Estimated wholesale sales price (per unit)

PRODUCT	WHOLESALE SALES PRICE

Estimated forecast per financial year across two financial years

PRODUCT	FORECAST YEAR 1	FORECAST YEAR 2



Does your company currently produce / sell the product?

What other products does your company produce / sell? (Please list)

What other brands does your company work with? (Please list)

Does your company currently work with any other sporting brands? (Please list)

4. SALES & RETAIL DISTRIBUTION

Current distribution (please list)

Company sales for most recent fiscal year (all products) _____

Sales volume for previous year _____

Fiscal year starts _____

Does your company distribute nationally? _____



Does your company distribute internationally? _____

Does your company have its own sales team? _____

Does your company outsource its sales? _____

Please further detail any items above if relevant

5. MANUFACTURING

Does your company manufacture locally? _____

Does your company manufacture offshore? _____

Does your company undertake its own quality control? _____

6. MARKETING, ADVERTISING & DESIGN

Does your company have its own graphic design team? _____

Where does your company currently advertise? _____

Does your company currently undertake marketing & promotion activity, and if so, please detail two recent promotions.

7. OTHER INFORMATION

- A. Have there been any voluntary or involuntary liquidation or administration of the companies listed in section 1?

If so, attach a separate sheet providing all details including disposition.

- B. Have any claims been filed against the companies listed in section 1 for trademark, copyright or patent infringements or for product liability?

If so, attach a separate sheet providing all details including disposition.



- C. Have any of the companies listed in section 1 been subject to proceedings by the trade practises commission?

If so, attach a separate sheet providing all details including disposition.

Please review this form to be sure that all questions have been answered. If an item does not apply, please write "NA".

Name _____

Title _____

Signature _____ Date _____