MANITOBA JUNIOR HOCKEY LEAGUE (MJHL)
REQUEST FOR PROPOSAL

Team Jerseys / Socks

The Manitoba Junior Hockey League invites established firms or individuals with a record of success in the hockey jersey business to submit a proposal for the following:

- Team Game Jerseys / Socks
- League Special Event Jerseys / Socks
- Team Practice Jerseys / Socks

The Manitoba Junior Hockey League (MJHL)

The Manitoba Junior Hockey League is the oldest running Junior A hockey league in Canada dating back to 1919. Presently, it is a thirteen (13) member League of Junior A hockey teams all located within the province of Manitoba. The MJHL teams are situated in the following communities:

• Dauphin Kings	Dauphin, MB
• Neepawa Titans	Neepawa, MB
• Niverville Nighthawks	Niverville, MB
• Northern Manitoba Blizzard	The Pas, MB
• Portage Terriers	Portage la Prairie, MB
• Selkirk Steelers	Selkirk, MB
• Steinbach Pistons	Steinbach, MB
• Swan Valley Stampeders	Swan River, MB
• Virden Oil Capitals	Virden, MB
• Waywayseecappo Wolverines	Waywayseecappo, MB (Russell, MB)
• Winkler Flyers	Winkler, MB
• Winnipeg Blues	Winnipeg, MB
• Winnipeg Monarchs	Winnipeg, MB

Annually, MJHL teams challenge for the League Championship (Turnbull Cup), as well as national championships (Centennial Cup). During the most recent season (2024-2025) fan attendance at MJHL games was approximately 235,000 which included 330 regular season games, 40 playoff games and 34 pre-season games. Average attendance league wide was approx. 600 fans per game. Member teams play a 58-game regular season schedule. Fan interest and attendance ratchets up during the playoffs with attendance averaging over 1,000 per game during that period of the season.

The MJHL enjoys a great relationship with several league management platforms used to help the league operate more efficiently. The flagship platform is FloHockey which provides every MJHL game to fans and supporters via their world class web-streaming service. In 2024-25, 138,546 viewers watched MJHL games, consuming 10,257,992 total minutes watched. All league games are available in HD quality video (1080p) with play-by-play which provides a very good viewing experience.

The MJHL website (www.mjhlhockey.ca) provides excellent exposure to the teams, their players and the various events that occur throughout the season with over 2.2 million website visitors annually. The league is also very active on all major social media platforms which include many high-def photo sharing initiatives along with the production of HD videos / reels, etc. Across all social platforms, the MJHL boasts over 40,000 followers with 30 million impressions experienced last season. The supplier equipment brands would be able to generate significant brand visibility through these social media activities. Daily and weekly news features are highlighted and statistical updates, as well as player performances, also provide great exposure for the players. The League statistical system and the League website are fully integrated to bring even more focus to the players in the League.

The MJHL exists to provide hockey development opportunities for players in the age range of 16 to 20. The teams recruit players who aspire of advancement to higher levels of hockey. At the same time, there is an equivalent focus on the educational aspirations of the player as well. Over the past five years, the focus of the MJHL has been on several areas as follows:

- To build more advancement opportunities to the players who are in the league with a focus on NCAA, WHL, U Sports and Professional opportunities
- To enhance the image, brand and profile of the League
- To grow business partnerships within the corporate community

A major challenge of the League is to establish a strong operational base for each member club while controlling expenses. Every budget line item is scrutinized closely to see if efficiencies can be gained. This is no less the case for equipment, jerseys and sticks used by the players, the team's major asset. The opportunity for a successful firm is to find ways to stretch the dollar of the member clubs operating within the League. We are open to new or innovative partnerships to achieve the broad goals mentioned in this paragraph.

In a nutshell, the opportunity exists for the successful supplier to receive exclusive purchases by the member teams in the product category outlined (Team Jerseys / Socks). The proposal should illustrate what the supplier will provide to the League and/or its member teams in exchange for the exclusive component.

The Task (Request):

The Manitoba Junior Hockey League is currently seeking an agreement with a supplier for the acquisition of Team Jerseys / Socks throughout each season of the agreement by all member clubs. The MJHL is interested in the following categories:

- Team Game Jerseys / Socks
- League Special Event Jerseys / Socks
- Team Practice Jerseys / Socks

The MJHL reserves the right to select the proposal for one product category solely from any one respondent and may not necessarily select the proposal that is the lowest priced.

The proposal must contain the appropriate information according to each of the terms described in the attached guidelines. Proposals must be received at the MJHL Office no later than December 1st, 2025.

Proposal and inquiries should be directed to:

Kevin Saurette - Commissioner
Manitoba Junior Hockey League
145 Pacific Ave
Winnipeg, MB
R3B 2Z6
ksaurette@mjhlhockey.ca

**The MJHL reserves the right to alter the terms of the RFP (including cancellation) at any time in its sole discretion.

Proposal Response Time Frame and Key Dates:

Milestone	Deadline Date
MJHL releases RFP to Companies	October 23, 2025
Letter of Intent to bid received by - Companies submit questions / requests for clarification	November 7, 2025
Companies submit proposals to MJHL	December 1, 2025
MJHL intends to notify selected Company	December 15, 2025

MJHL Team Jersey Guidelines:

- For each year of the agreement the respondent will provide the actual price that the MJHL teams will pay for jerseys / socks. The prices provided will be specific for each model offered by product category.

- For each year of the agreement the respondent must specify the warranties that are being offered for each product and the process by which teams must apply for warranty refunds.

- For each year of the agreement the respondent must specify the process by which teams are required to order their product each year and throughout the year.

- For each year of the agreement the proposal must specify the advertising items and promotional items that the respondent will provide to the MJHL and its teams.

- The proposal must specify the delivery times expected for the receipt of product for each product category and what recourse the teams have if delivery times are missed.

- The proposal must specify whether exclusivity of product is required and what the penalty would be for non-compliance by a League member.

- The proposal must specify the process by which MJHL teams should communicate concerns they have regarding the quality and delivery times of any product.

- The respondent must identify the length of term for which the agreement will be in place.

- The respondent must indicate whether the team pays for freight on orders or whether freight is paid by the supplier and if so, under what conditions.