



**Official Kit Supplier**  
**Invitation to Tender**  
**August 2025**

Dear Supplier,

Invitation To Tender for Official Kit Supplier of Bowls Scotland

Thank you for your initial interest in submitting a tender to provide clothing to Bowls Scotland.

By participating in this tender, you are indicating your acceptance to be bound by the guidelines set out in this letter. We provide below the key details of Bowls Scotland's requirements, which you should consider in your response. If you have been sent this letter directly, we have already accepted your intention to tender and hope you will find enclosed all the information required. If you are responding to an open advert, please indicate your intention to tender via email as soon as possible.

To simplify exchange of information regarding this process please nominate a Main Contact for us to communicate with and provide us with a relevant contact telephone number and email address.

Please direct any questions regarding the process to the Bowls Scotland representatives named below. You should not contact other Bowls Scotland personnel unless directed to do so by the stated Bowls Scotland representative. Bowls Scotland reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing by email to the named representative.

Only communications made by your named contact to our named representative, Ash Cousins, Marketing Officer, Bowls Scotland – or Malcolm Dingwall-Smith, CEO – will be considered during the pre-contract tender period.

I look forward to receiving your response.

Yours sincerely,

Ash Cousins

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## 1. Introduction to Bowls Scotland

Bowls Scotland is the national governing body for lawn bowls in Scotland. With 800 clubs and almost 50,000 playing members, we are one of the largest sport governing bodies in the country. This year our National Championships attracted over 19,000 entrants, with more than 1,300 competing in the finals in Ayr.

### 1.1 Background to Bowls Scotland's Performance:

Bowls Scotland boasts a truly illustrious history in international competitions, particularly at the Commonwealth Games, where Scottish bowlers have won medals at every Commonwealth Games to date showcasing remarkable consistency over decades and making us the most successful Scottish Commonwealth sport.

While there isn't a single "country ranking" list, based on individual player rankings and historical performance in major international competitions, Scotland is undeniably one of the top-ranked nations in world bowls. Our strong individual players are renown ambassadors recognised across the world and coupled with their history of success in prestigious events, solidifies our position as a leading force in the sport.

## 2. Bowls Scotland Strategy

The strategic direction for our **Official Kit Supplier**, must align to our own vision and values:

- **Our Vision:** Bowls – At the heart of your community
- **Our Values:** Teamwork, Inclusion, Integrity, Clarity and Ambition

### Principles for a successful partnership:

- The partner must align to our values and mission, helping us ensure bowls is at the heart of your community.
- Promoting a modern image of our sport – providing clothing that represents a modern, progressive and successful sport
- Supporting players to achieve their full potential – enabling our teams to play their best in the kit they wear for Scotland
- Removing barriers that restrict participation – ensuring kit is inclusive, comfortable and appropriate for all ages and abilities

The provider will need to supply aligned National kit for all our international teams which include senior men, women and para, U25 and U18 junior teams. For the following events over the contract duration the provider would need to supply bespoke playing kit. Please note, Commonwealth Games teamwear is provided centrally by Team Scotland and only playing kit is part of this contract tender.

Year	Team	Tournament	Details - Date
2026	Men, Women and Para	Glasgow Commonwealth Games	July 2026
2027	Men, Women and Para	World Championships	July 2027
2029	Men, Women and Para	World Cup	TBC

In addition to providing kit for Scotland's International teams, there is a need to provide kit for all other areas of Bowls Scotland including Volunteers, Staff, Coaches and more.

This brief outlines the aims and objectives of this project including the anticipated services, outcomes, and expectation of tendering companies. For more information, please contact Ash Cousins, Marketing Officer for Bowls Scotland on [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com)

### **3. Current kit situation**

Bowls Scotland's current kit provider contract runs to January 2026, and as such, we wish to secure a supplier to provide ongoing quality product and high calibre service. Kit will be required for all staff, coaches and volunteers for the beginning of the bowls season in March 2026, with most player kit being distributed from May onwards.

We wish to work with an organisation to continue to elevate the Bowls Scotland brand and the profile of bowls in Scotland. As one of only ten sports participating in next year's condensed Commonwealth Games, we hope the chosen partner sees this contract as a unique opportunity to promote both their brand on the global stage and help support the growth of one of Scotland's most successful Commonwealth sports.

**We wish to invite tenders for this partnership. The term of the partnership would be four years.**

### **4. Partnership objectives:**

- To supply quality kit to Bowls Scotland
- To add value back to the wider Scottish bowling community
- Maximising commercial return
- To obtain environmentally friendly kit that meets the standard of Bowls Scotland's sustainability goals

### **5. Value of a Partnership with Bowls Scotland**

A partnership agreement with Bowls Scotland includes:

- Endorsement from the National Governing Body of Lawn Bowls in Scotland
- The right to have the partner's logo featured on Bowls Scotland's website including a link to the supplier's site
- Association with our national teams, commonwealth athletes and role models within the sport
- Brand awareness through any media coverage of the national teams
- Brand awareness at Bowls Scotland National Championships
- Direct-to-customer sales opportunities at events
- Opportunity to create engaging activation campaigns to shape the perception of your brand
- Access to Bowls Scotland's membership through our established communication channels

### **6. The Services Required**

Through this tender process, Bowls Scotland needs to be instilled with the confidence to enter a partnership with the chosen supplier. The following core areas will be investigated:

- Value for money (including any gift of kit)
- Your ability to provide the required products (as detailed in Appendix 2) and high customer service
- The quality and suitability of your product range
- The calibre of your organisation, including any commitment to sustainability
- Your ambition to promote the partnership and raise the profile of both brands

**This partnership would need to cover the following:**

- Kit supply to Scotland's High-Performance Teams - Men's, Women's, Para squads and Scotland's Junior International squads
- Scotland Replica kit and branded products for sale through retail
- Supply of bespoke design kit for Championship Winners, Bowls Scotland Staff and Volunteers (detailed breakdown in Appendix 2)

- New playing kit designs to be supplied for major tournaments including Commonwealth Games, World Cup and World Championships

## **7. Law**

The contract will be governed and interpreted in accordance with the law of Scotland.

## **8. Tender Format and Content**

The tender document should appropriately cover the areas outlined below.

### **8.1 A brief introduction to your company**

Synopsis of organisations relevant experience, to include your company history, core business activities, client list and contact details for the individual(s) dealing with the tender process. Please also outline your arrangements for managing the contract (e.g. designated point of contact).

### **8.2 Information related to your product range which would satisfy the needs detailed in Appendix 2**

- Quality of the garment (samples to be provided at interview)
- Any specific technical properties
- Cost structure
- Origin of garment including sustainability adherence to environmental standards and sourcing
- Breadth of kit range – women's and unisex
- Size range – historically we have required items from unisex XXS up to a 5XL
- Lead times on first order
- Top up lead times

### **8.3 Details of how you would activate the partnership to grow the awareness of the Bowls Scotland brand, players and its major events:**

- Your key marketing channels
- Your reach through those marketing channels
- Any ideas to generate growth in sales of Bowls Scotland products

### **8.4 Outline of Service Provided and Design Capabilities**

It is important for us to understand the time from design confirmation to delivery of kit when considering a new supplier, please provide a clear indication of lead times for all items. The bowling season begins in April, so the majority of our items are required for delivery in March each year. Items such as playing kit have to be ordered throughout the year following squad and team selections – playing kit may need to be bespoke with player names printed and also have a short turnaround time depending on the squad selection and event dates. Please clearly outline considerations such as minimum order quantities, additional costs for personalisation, payment processes and stock handling which may be relevant to the successful operation of this kit supplier partnership.

To achieve our strategic objective of *A Modern and Progressive Sport* Bowls Scotland playing kit in recent years has been bold in design, with full-sublimation and vibrant colours. We aim to continue utilising on-the-green kit which challenges the negative and out-dated perceptions often associated with our sport and would prioritise full-sublimation and bespoke design for playing kit items in particular (see tables 2.1 and 2.3 in Appendix 2). Due to tight turnaround times between squad selections and events, on occasion there may be need for kit to be shipped direct to a tournament venue, in which case the ability to ship globally would be a necessity. Items worn day to day by staff or volunteers can be chosen from a stock design if there is not scope to design bespoke Bowls Scotland items for all orders. We are interested in obtaining 'smart' softshell jackets for our staff team which ideally would require embroidery rather than print, if this service is available.

## 9. E-Commerce

It is hoped that our chosen kit supplier will develop and operate an e-Commerce site, allowing Bowls Scotland's members to purchase a range of clothing and replica teamwear. This site should not add any burden to Bowls Scotland and would be hosted by the supplier, with sign-off on design and price by Bowls Scotland.

## 10. Declaration of Interest

Please declare any relationship with any Bowls Scotland employees and board members, including details of work carried out by your company on their behalf.

## 11. Assessment Criteria

The main criteria on which the tenders will be assessed are as follows:

- Item price and gift of kit 50%
- Service and Design 25%
- Quality of product 20%
- Sustainability 5%

Any tender that is deemed to fall below Bowls Scotland's minimum acceptable standards in any of these criteria will be excluded.

## 12. Benefits of being Bowls Scotland's Official Kit Supplier

Each year the successful brand would benefit from a series of marketing benefits through its relationship with Bowls Scotland. These would include:

- Designation as the Bowls Scotland Official Kit Supplier
- Click-through link to suppliers' website from [www.bowlsscotland.com](http://www.bowlsscotland.com)
- Access to Bowls Scotland squad photos and athletes for photo-shoot to drive sales of relevant product
- Exclusive rights to produce and distribute Bowls Scotland Performance and Replica Kit products
- Use of Bowls Scotland logos and images
- Advertising and retail opportunities at Bowls Scotland events

## 13. Timeline

Completed tender documents should be returned to Bowls Scotland by no later than 5pm on Friday 29<sup>th</sup> August 2025. Short-listed supplier's will be contacted week commencing 8 September 2025 with presentations taking place at The National Centre for Bowling, Ayr or via MS Teams week commencing 15<sup>th</sup> September. Follow up conversations (if required) will take place week commencing 29<sup>th</sup> September with a final decision in October 2025.

Date	Task
Friday 29 <sup>th</sup> August	Deadline to return tender documents
w/c 8 <sup>th</sup> September	Short-listed suppliers contacted
w/c 15 <sup>th</sup> September	Presentations
w/c 29 <sup>th</sup> September	Follow-up conversations
October	Final decision communicated by Bowls Scotland

This timeline is subject to change at Bowls Scotland's discretion.

#### **I 4. Expression of interest and Submission of Tenders**

If you have not already done so, please contact [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com) expressing your interest in being part of the tender process.

A copy of the completed tender should be sent via email clearly marked “**Bowls Scotland Official Kit Supplier**” to: **Ash Cousins** at [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com)

Tenders should arrive no later than **5.00 pm on Friday 29<sup>th</sup> August 2025**.

Bowls Scotland will not consider any tender which is received after this time, or which does not meet any of the other requirements set out in this invitation to tender.

If you wish to submit questions for any clarifying points regarding the tender, please contact [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com) or [ceo@bowlsscotland.com](mailto:ceo@bowlsscotland.com). Please note, all additional information relating to the tender will also be shared with those parties who have expressed an interest.



## Appendix I

Please see below Bowls Scotland's Brand Palette. Logos and full brand guideline documents can be provided on request, please contact [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com) . Feel free to provide examples of kit bearing our logo and brand colours within your proposal if you wish.

Midnight Blue			RGB R0 G52 B120	HEX #003478
			CMYK C100 M65 Y7 K30	Pantone PMS 294
Citron Green			RGB R122 G184 B0	HEX #82B224
			CMYK C59 M0 Y100 K0	Pantone PMS 376
Purple			RGB R146 G0 B117	HEX #8A166F
			CMYK C40 M100 Y0 K7	Pantone PMS 2415
Grey	RGB R153 G153 B153	HEX #999999	Cool Grey	
	CMYK C38 M29 Y30 K8	Pantone 421 C		
			RGB R201 G202 B200	HEX #CDCECE
			CMYK CB M5 Y6 K16	Pantone Cool Grey 3

## Appendix 2

**2.1** Please see below the number of athletes / staff per international squad within the requirements of the tender

Team	Players	Number	Design information
<b>HIGH PERFORMANCE TEAMS</b>			
Scotland Squad	Men, Women and Para	70	“Scotland” Playing Polo design
2026 Commonwealth Games	Men, Women and Para	14	Bespoke design
World Championships	Men, Women and Para	20	Bespoke design
World Cup	Men, Women and Para	8	Bespoke design
<b>JUNIOR TEAMS AND STAFF</b>			
Junior International Squads	Men & Women	42	“Scotland” Playing Polo design
Championship Winners	Men & Women	36	Different Playing Polo design
Coaching staff	All	34	Different design to players
Bowls Scotland Staff	All	5	Different design to players
<b>TOTAL</b>		<b>221</b>	

**2.2** Please see below the detailed kit requirements for the High Performance teams

Department	Requirements	Detail
Scotland's High Performance women's, men's and para squads	<ul style="list-style-type: none"> <li>Playing kit</li> <li>Training kit</li> <li>Leisurewear – travel etc</li> </ul>	Playing Polo Top, Training T-shirt, Gilet, Softshell or Tracksuit jacket, Fleece or Hoody, Shorts, Tracksuit Bottoms, Waterproof Jacket, Rucksack or Bowls Bag, Cap.
Glasgow 2026 Commonwealth Games	<ul style="list-style-type: none"> <li>Playing kit</li> </ul>	Playing Polo Top, Shorts, Tracksuit Bottoms
2027 World Championships	<ul style="list-style-type: none"> <li>Playing kit</li> </ul>	Playing Polo Top
2029 World Cup	<ul style="list-style-type: none"> <li>Playing kit</li> </ul>	Playing Polo Top
Junior Internationalists	<ul style="list-style-type: none"> <li>Playing kit</li> <li>Training kit</li> </ul>	Playing Polo Top, Training T-shirt, Softshell or Tracksuit jacket, Fleece or Hoody, Shorts, Tracksuit Bottoms, Waterproof Jacket
Championship Winners	<ul style="list-style-type: none"> <li>Playing kit</li> </ul>	Playing Polo Top, Training T-shirt, Waterproof Jacket

**2.3** Please see below the number of people requiring staff and volunteer kit within Year One of this tender

Team	Number	Design information
<b>STAFF</b>		
Office based staff	3	Stock design with logo or brand colours
Customer facing staff	10	Stock design with logo or brand colours
On the green staff	5	Sublimated design
<b>VOLUNTEERS</b>		
Board Members	6	Stock design with logo or brand colours
District Co-ordinators	101	Stock design with logo or brand colours
Coaching Tutors	10	Stock design with logo or brand colours or sublimated design (cost dependent)
Try Bowls Activators	12	
Presidential Team	3	Stock design with logo or brand colours
Competitions Volunteers	12	Stock design with logo or brand colours
<b>TOTAL</b>	<b>162</b>	

**2.4** Below are outlined the detailed kit requirements for the staff and other volunteers of the organisation

Department	Requirements	Detail
Bowls Scotland Staff	• Office based staff	Smart Polo Top, Smart Outer Layer, Backpack
	• Customer facing staff	Smart Polo Top, Hoody, Smart Outer Layer, Waterproof Jacket, Backpack
	• On the green staff	Smart Polo Top, Modern Polo Top, Hoody, Smart Outer Layer, Shorts or Trousers, Waterproof Jacket, Backpack
	• Board Members	Smart Polo Top, Smart Outer Layer
Volunteers	• District Co-ordinators	Volunteer Polo, Softshell Jacket or Waterproof Jacket
	• Coaching Tutors	Volunteer Polo, Tracksuit Zipper
	• Try Bowls Activators	Volunteer Polo, Waterproof Jacket, Backpack
	• Presidential Team	Volunteer Polo
	• Competitions Volunteer Groups	Volunteer Polo, Waterproof Jacket, Tracksuit Zipper

**2.5** Anticipated total items of kit for this tender:

Reason for kit	Items of kit											TOTAL ITEMS
	Polo Top	Hoody / Fleece	Waterproof	Travel Tee	Playing Polo	Softshell / Tracksuit	Shorts	Bowling Trousers	Gilet	Baseball Cap	Backpack / Bag	
YEAR 1	363	127	273.5	580	386	343.5	265	265	95	195	125	3018
YEAR 2	51	38	94.5	245	192	129.5	66	66	24	124	34	1064
YEAR 3	49	40	104.5	209	160	85.5	68	68	24	124	34	966
YEAR 4	49	40	104.5	209	160	85.5	68	68	24	124	34	966
<b>4YR TOTAL</b>	<b>512</b>	<b>245</b>	<b>577</b>	<b>1243</b>	<b>898</b>	<b>644</b>	<b>467</b>	<b>467</b>	<b>167</b>	<b>567</b>	<b>227</b>	<b>6014</b>