REQUEST FOR PROPOSAL: Double Decker Arts Festival 2027 Official Festival Merchandiser

Double Decker Arts Festival (DDAF) seeks qualified merchandisers to produce, sell, distribute, promote and staff festival merchandise during the 2027 Double Decker Arts Festival. DDAF requires a 40/60 split of gross sales (40% to DDAF and 60% to merchant) and the approval of all merchandise sold.

Scope of Work:

- Merchandiser is responsible for purchasing, producing and storing t-shirts (and other merchandise) referenced in the attached lists including hats, posters and any other merchandise the merchandiser chooses and DDAF approves.
- All merchandise sold must be licensed and approved by Double Decker Arts Festival.
- The Double Decker Arts Festival retains the first right of refusal for all designs created by the merchandiser to be included in the festival's merchandise lineup.
- For any Double Decker merchandise created by the merchandiser that is not included in the festival lineup, Double Decker Arts Festival will receive 10% of gross sales of those items.
- Merchandiser will staff the merchandise tent during the 2027 Double Decker Arts Festival
- (April 23 & 24, 2027)
- Facilitate and fulfill online sales at least **forty-five (45)** days prior to the festival dates and until supplies are exhausted
- Market and promote merchandise on social media and through mailing lists already owned by the merchandiser
- Merchandiser will send payment to Double Decker Arts Festival by the 15th of the following month with detailed sales summary until supplies are exhausted

Double Decker will need the following merchandise **at cost** for festival workers:

- Artwork t-shirts: Quantity not to exceed 200; sizes S – 5XL; exact sizes and quantities to be
- determined during contract negotiations
- Generic festival t-shirts: Quantity not to exceed 60; sizes S – 3XL; exact sizes and quantities to be determined during contract negotiations
- Visit Oxford Staff t-shirts: Quantity not to exceed 60; sizes S – 2XL; exact sizes and quantities to be determined during contract negotiations
- Official Festival Poster: Quantity of 100 18x24 posters prior to the festival and the ability to purchase remaining unsold posters at cost after the festival
- Additional merchandise: Quantities and sizes to be determined during contract negotiations (e.g. sweatshirts, hats, koozies, cups, pins etc.)

Complete Official Merchandise proposal should include:

- Sales execution plan outlining requirements listed above and percentage split offered to Double Decker Arts Festival of gross sales
- Intended sales price of all merchandise pieces
- Income grid to show expected sales if all merchandise is sold and projected revenue due to Double Decker Arts Festival

Proposals are due by noon on Friday, December 18, 2026 and emailed to:
kinney@visitoxfordms.com and leeann@visitoxfordms.com.

2027 Double Decker Arts Festival T-Shirt Merchandise:
(Must be able to print using 8-10 colors with watercolor base)

Comfort Color (white) T-shirt with official 2027 Double Decker Artwork – full color process
25 – YOUTH SMALL
50 – YOUTH MEDIUM
25 – YOUTH LARGE
50 – ADULT SMALL
110 – ADULT MEDIUM
300 – ADULT LARGE
200 – ADULT XL
75 – ADULT XXL
30 – ADULT 3XL
5 – ADULT 4XL
5 – ADULT 5XL
TOTAL = 875

American Apparel (or comparable) Kids Crew Neck (Color TBD) Double Decker Artwork – full color process: Artwork on back/Double Decker Arts Festival writing on front
75 – size 2
75 – size 4
75 – size 6
75 – size 8
25 – size 10
25 – size 12
TOTAL = 350

Canvas Back Tri-Blend (or comparable) Crew Neck (Color TBD) Double Decker Arts Festival “generic” shirts – one/two color ink
20 – ADULT SMALL
50 – ADULT MEDIUM
50 – ADULT LARGE
75 – ADULT XL
50 – ADULT XXL
25 – ADULT 3XL
TOTAL = 270

Canvas Back Tri-Blend (or comparable) V-Neck Double Decker Arts Festival “generic” shirts – one/two color ink
20 – ADULT SMALL
50 – ADULT MEDIUM
50 – ADULT LARGE
75 – ADULT XL
50 – ADULT XXL
25 – ADULT 3XL
TOTAL = 270
**all “generic” shirts (comfort color and canvas) will have the same artwork