

Application for a FIFA Official License Product

Basic information:

Legally registered name: _____

Address: _____

Website: _____

Foundation date: _____

Main activity: _____

Annual turnover (USD): _____

Number of employees: _____

Contact Person

Last Name/ First Name: _____

Title: _____

Direct Phone: _____

Mobile Phone: _____

Email address: _____

Principal Management:

Please state full names, titles and business address:

- Name: _____ Surname: _____
- Titles : _____
- Direct phone : _____
- Mobile phone : _____

Contact for all official communication regarding the license:

- Name: _____ Surname: _____
- Titles : _____
- Direct phone : _____
- Mobile phone : _____

Marketing information:

For which FIFA competition would you like to apply for a license?

- FIFA Confederations Cup Russia 2017 2018 FIFA World Cup Russia™
 Other FIFA Event – Please specify:

Product Category:		Product Description:	
Product exists:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes, current product information:			
What is annual production (Qty)?			
In which territory is it distributed:			
Through which channel(s)?			
What is the wholesale volume for the last 3 year?			
Is there any restriction for a specific group?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, which one?			
Is the product produced by 3rd parties:		<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, which company?			

Product to be licensed:

Price:

Estimated wholesale price/unit:		Estimated retail price list:	
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Sales and distribution:

Estimate of annual wholesale volume of the product(s) you wish to manufacture/sell under this license:

2017		2018		2019		2020	
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Territory & Distribution Channels:

Please provide list of countries you wish to activate this license for:

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Please provide list of distribution channels to you intend to use and estimated percentage of sales volume

Channel	% Sales Volume

Communication:

What type of Communication (advertising/promotion) do you plan to conduct to support the item you wish to manufacture under licence and budget available?

When would you start communicating (marketing date)? _____

Licensing information:

Did you have any collaboration with a licensor during the last 3 years?

<input type="checkbox"/>	Please specify:	<input type="checkbox"/> No
Yes		

What is your key motivation to join FIFA’s licensing programme?

Are you collaborating with any sustainability – and/or social movement organisations (i.e Fair Trade/ECCO Certificate etc.)?

<input type="checkbox"/>	Please specify:	<input type="checkbox"/> No
Yes		

Thank you for returning this form to Retail & Licensing department to fifaretail@fifa.org

Yours faithfully

Retail & Licensing Department.