
TENDER INVITATION

Expression of Interest: Australian Ultra and Trail Running Association Australian Team Uniform Manufacturing and Sponsorship

Australian Ultra and Trail Runners' Association (AUTRA)

Date: 1st June 2026

Reference: AUTRA-TEAM-UNIFORM-2026

INVITATION TO TENDER

The Australian Ultra and Trail Runners' Association (AUTRA) invites expressions of interest from experienced athletic wear manufacturers and brand sponsors to partner in the creation of official national team uniforms for ultra and trail running competitions. The project includes design, production, and supply of competition and community apparel, aligned with international sport regulations. This tender also presents a high-visibility sponsorship opportunity, allowing branding integration into team uniforms worn on the world stage.

PROJECT OVERVIEW

AUTRA is seeking to establish a long-term partnership with a manufacturer and sponsor to deliver a comprehensive uniform program for the Australian national ultra and trail running team. The tender covers both the supply of performance athletic wear and the integration of sponsor branding, in accordance with World Athletics, IAU, and Australian Olympic Committee guidelines.

The successful tenderer will be required to:

- Design, produce, and supply competition and community apparel
- Ensure compliance with international governing body uniform regulations
- Provide high-quality, technically advanced athletic wear suitable for ultra and trail running
- Integrate sponsor branding in accordance with applicable rules

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- Supply uniforms for multiple team sizes and categories

COMPLIANCE REQUIREMENTS

Any tenderer must demonstrate compliance with the following:

- World Athletics Technical Rules
- IAU (International Association of Ultrarunners) uniform regulations
- Australian Olympic Committee branding guidelines
- Australian Consumer Law and fair trading standards
- Workplace health and safety legislation
- Ethical manufacturing and labour standards

UNIFORM SPECIFICATIONS

The required uniform range includes:

- Competition singlets (men's and women's)
- Competition shorts (men's and women's)
- Warm-up and cool-down apparel
- Training and community wear
- Team jackets and rain protection
- Team caps and accessories

All apparel must meet the following criteria:

- High-performance, moisture-wicking materials
- Lightweight and breathable construction
- Durable stitching and finishes
- Suitable for long-distance running in varied climates
- Available in a full range of adult sizes

TECHNICAL SPECIFICATIONS

Tenderers must provide detailed technical specifications including:

- Fabric composition and weight (gsm)
- Seam construction type and stitch density
- Colourfastness and wash performance ratings
- UV protection factor (UPF) ratings
- Size charts for all garments
- Care and maintenance instructions
- Minimum order quantities and lead times

SPONSORSHIP

AUTRA offers a significant sponsorship opportunity as part of this tender. The successful sponsor will receive:

- Branding on team competition uniforms (subject to World Athletics and IAU regulations)
- Logo placement on team apparel, warm-up gear, and team travel gear
- Mention in all AUTRA media releases and team announcements
- Social media promotion across AUTRA channels
- On-ground branding at AUTRA-sanctioned events
- Exclusive category rights within the ultra and trail running sector

Branding integration must comply with:

- World Athletics logo placement rules
- IAU competition regulations
- Australian Olympic Committee sponsorship guidelines

SUBMISSION REQUIREMENTS

Interested parties must submit the following:

- Company profile and relevant experience
- Portfolio of previous team or athletic wear projects
- Detailed pricing schedule (per item and in total)
- Sample garments or swatches

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- Sponsorship proposal and branding mock-ups
 - Production and delivery timelines
 - Quality assurance processes
 - References from previous clients

ETHICS AND INTEGRITY

AUTRA requires that all tenderers commit to:

- Ethical manufacturing processes and fair labour practices
- Environmental sustainability in production
- Transparent supply chain management
- Compliance with anti-doping regulations
- Respect for intellectual property rights
- Adherence to AUTRA's code of conduct

INTELLECTUAL PROPERTY

- Designs created under this tender shall be the property of AUTRA upon final payment
- Tenderers retain rights to any pre-existing designs or technology used
- Sponsor branding remains the property of the respective sponsors
- AUTRA reserves the right to reuse designs for future team uniforms

EVALUATION CRITERIA

Submissions will be evaluated against the following criteria:

- Quality and technical capability of proposed products
- Pricing competitiveness and value for money
- Ability to meet timelines and delivery requirements
- Design quality and brand alignment
- Sponsorship value and branding integration
- Previous relevant experience and references
- Compliance with all regulatory requirements

AUTRA reserves the right to select one or more tenderers and is not bound to accept the lowest priced submission.

DIVERSITY AND INCLUSION

AUTRA is committed to diversity and inclusion. Tenderers are encouraged to demonstrate:

- Inclusive sizing across all garments
- Gender-neutral design options where appropriate
- Sensitivity to cultural considerations
- Environmental and ethical sustainability

QUESTIONS AND CLARIFICATIONS

- Questions must be submitted in writing to secretary@autra.asn.au
- The deadline for questions is 25th June 2026
- Responses to all questions will be circulated to all registered tenderers
- No response to a question shall constitute an amendment to the tender

SUBMISSION DETAILS

- Submissions must be made in writing to secretary@autra.asn.au
- Subject line: "Submission - AUTRA Team Uniform Tender 2026"
- Deadline: 5:00 PM AEST, 6th July 2026
- Late submissions will not be accepted
- Submissions must be in PDF format or printed hard copy

KEY DATES AND TIMELINE

- Tender release: 1st June 2026
- Questions close: 4th July 2026

- Tender close: 6th July 2026, 5:00 PM AEST
- Contract award: 1st August 2026
- First delivery required: September 2026

ADDITIONAL INFORMATION

- AUTRA reserves the right to amend or cancel this tender process at any time
- Tenderers are responsible for all costs associated with preparing a submission
- Tenderers will be deemed to have fully familiarised themselves with all tender requirements
- This process does not create any contractual obligation until a formal agreement is signed

ENQUIRIES

Dan Symonds
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