



# REQUEST FOR PROPOSAL

BRAND ACTIVATION AND SERVICES PARTNER

15 February 2019

## PURPOSE OF RFP

SA Rugby requires the services of a suitably qualified and experienced service provider to manage:

1. The branding design, production, storage, logistics and operational activations across its multifaceted tournaments, competitions and events held in South Africa.

## BACKGROUND AND SCOPE

SA Rugby requires the successful applicant to deliver a holistic branding solution for all competitions and events in its entirety.

**This function would include responsibility for:**

1. Developing and managing the overall branding services project plan in alignment with SA Rugby's 'Tournament Plan';
2. The design and production of all branding collateral as required for SA Rugby's tournaments, competitions and events.
3. Developing and providing a branding activations plan for all SA Rugby tournaments, competitions and events within set and approved budgets.
4. Providing a safe, secure and spacious warehouse environment.
5. Ensure a detailed log of all SA Rugby branding is maintained detailing status (i.e. in-store, at event, etc.)
6. Ensuring the excellent upkeep of all branding collateral.
7. Appointing suitably qualified and professional personnel, including a brand activations manager for each tournament, competition and/or event, to manage and implement the operational activities related to the requested services.
8. Communicating and managing branding services with hosting unions as directed by SA Rugby for delivering an exceptional tournament, competition and event experience.
9. Ensuring that all relevant branding personnel conform to the accreditation requirements of SA Rugby.
10. Ensuring all relevant insurance is in place specific to all branding collateral and assets as owned by SA Rugby. The insurance must cover at minimum: stock loss, damage and theft.

## PROPOSAL INFORMATION REQUIRED

Proposals should be straightforward, clear, well-organised, easy to understand and concise; and should include the following:

1. Covering letter
2. Executive Summary
3. Declaration of interest (if any)
4. Company information B-BBEE status
5. Company background
6. Overview of services and capabilities (proven track record of handling major events)
7. Contact information
8. Proposed rates and/or fees and/or operating model

## PROPOSAL TIMELINE (SUBJECT TO CHANGE)

BRIEF ISSUED TO POTENTIAL RESPONDEES	15 February 2019
SUBMISSION DEADLINE	28 February 2019
SHORTLISTED CANDIDATES ADVISED	1 March 2019
PRESENTATIONS BY CANDIDATES	6 March 2019
DECISION COMMUNICATED TO PROPOSERS	25 March 2019
CONTRACT COMMENCES	On signing of contract



### PROPOSAL EVALUATION

SA Rugby will evaluate each proposal received on how well it meets or exceeds our brief and requirements. SA Rugby in its sole discretion will determine which proposal is best considering the following evaluation factors:

1. The experience and ability of the proposer to provide services to a high standard
2. The completeness and quality of the proposal and how well it meets SA Rugby's needs.
3. The proposed rates/fees or operating model proposed.
4. The B-BBEE status of the proposer
5. Any other matters that SA Rugby's panel considers relevant

### NOTES

SA Rugby will create a shortlist of proposers with whom we will enter into discussion around the submitted proposal.

SA Rugby may cancel this brief, or may reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous.

### COMMUNICATIONS

It is the interested company's responsibility to inquire about and clarify any requirement of the brief that is not clearly understood. All questions must be in writing and submitted by 16h00 no later than five (5) working days prior to the proposal due date.

All inquiries should be submitted to [finman@sarugby.co.za](mailto:finman@sarugby.co.za).

### FURTHER INFORMATION

The requirements specified in this brief reflect those presently known. SA Rugby accepts no liability (including in contract, tort, including negligence or otherwise) to anyone in the event of an error in, or alleged misinterpretation of, any statements made or information provided during the briefing process. SA Rugby reserves the right to vary, in detail, the final requirements. Proposals will be valid for at least three months, and may not be withdrawn or changed without SA Rugby's prior consent in writing. SA Rugby may treat your proposal as your best proposal without and despite any further enquiry. Proposals are submitted in reliance on the proposer's own knowledge, skill and independent advice and not in reliance on any information provided, or representation made by SA Rugby. No contact is to be made with any of the SA Rugby's management or personnel in connection with this brief without the express authorization. All queries must be made via email unless of an urgent nature in which case they should be telephoned and confirmed via email. SA Rugby reserves the right to distribute any questions with SA Rugby's reply to all proposers without indicating the source of the inquiry, if it deems appropriate. SA Rugby does not guarantee all questions and responses. You must not directly or indirectly provide any form of inducement or reward to any employee of SA Rugby in relation to this process.

### PROPOSAL PACKAGING AND SUBMISSION

In order to be considered for selection, interested companies must submit a complete response to this brief to [procurement@sarugby.co.za](mailto:procurement@sarugby.co.za)