



REQUEST FOR PROPOSAL **AIR CARRIER PARTNER**

1. Introduction

The Singapore Rugby Union (SRU) seeks proposals from the Aerospace and travel industry for a multi-year Air Carrier partnership contract.

The annual estimated spending on outbound air travel is approximately SGD100,000 to SGD200,000 in a year. The estimated inbound travel would be similar. More details can be found in point 5 - Requirements of the Singapore Rugby Union.

This contract will be from 2023/24 onwards. The Singapore Rugby Union in the past has had various Airline partners and Travel Partners.

The SRU is a National Sports Association (NSA) operating under the auspices of Sport Singapore (Sport SG) the governing body for all sports in Singapore.

The Singapore Rugby Union is recognised by World Rugby (WR) – the World governing body for the sport of Rugby Union which includes 5s, 7s, 10s, 12s, 15s, Beach Rugby, Touch Rugby, Tag Rugby, Mini Rugby and Wheelchair Rugby.

1.1 Singapore Rugby Union Core Teams

The SRU has 7 core teams which are of International and regional representation:

- Men's 15s
- Women's 15s
- Men's 7s
- Women's 7s
- U20 Men's 7s
- U20 Women's 7s
- U19 Men's 15s

These teams play in Regional (Asia Rugby) and Global (World Rugby) competitions which include but not limited to:

- Asia Rugby 15s (Div 1) (1 tournament a year)
- Asia Rugby Sevens Series (3 tournaments a year)
- South East Asian Games (1 tournament in 2 years)
- Asian Games (1 tournament in 4 years)
- Olympic Qualifiers (1 tournament in 4 years)



2. Partnership Model

- Proposers will need to submit business/ Partnership model and include Sponsorship.
- Proposers will need to propose the estimated minimum annual spend for SRU based on SRU requirements (point 5)
- Proposers will need to propose a SRU members code if possible as a potential revenue stream to SRU. This would include mode of sale (online or onsite), revenue share, logistics etc
- Referral fees to SRU from any Singapore orders placed through SRU recommendations

3. Duration of Contract

2+2 years

4. Return on Investment

The successful appointed partner will have the potential sales opportunities:

- Onsite Sales for the Singapore Rugby Union
- Online sales for the Singapore Rugby Union
- Avenues for ROI
- Rights to sell throughout the year
- Onsite at events
- Bundling with ticket sales
- Bundling with Community Rugby Programmes, TAG programmes balls, bibs, cones, Branding assets.
- Introduction to schools and clubs
- E-commerce sales site
- Appropriate branding with the Singapore Rugby Union on various media platforms



5. Potential requirements of the Singapore Rugby Union

Period	Country	Pax	In/Out	Comments	Team	Competition
Jan to March						
	Dubai	3	Outbound			
	Borneo	40	Outbound	2 teams x 20 pax		Borneo 7s
	Chinese Taipei	20	Outbound	1 team x 25 pax		
April to June						
	Malaysia	20	Inbound		Men's	SEA 7s
	Thailand	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Philippines	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Indonesia	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Laos	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Cambodia	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Vietnam	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Brunei	20	Inbound	1team x 15pax + 5MC	Men's	SEA 7s
	Malaysia	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Thailand	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Philippines	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Indonesia	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Laos	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Cambodia	20	Inbound	1team x 15pax + 5MC	Women's	SEA 7s
	Philippines	30	Outbound	1 team x 25 pax + 5MC	Mens	15s
	India	30	Outbound	1 team x 25 pax + 5MC	Women's	15s
July Aug	NZ/SA/OZ	18	Outbound	1team x 18pax	Men's 7s Team	Training
	NZ/SA/OZ	18	Outbound	1team x 18pax	Women's 7s Team	Training
	Perth/SA/Japan	2	Inbound	2pax		consultants
Sept- Dec						
	HangZhou	18	Outbound	Men's 7s Team		Asian Games
	HangZhou	18	Outbound	Women's 7s Team		Asian Games
	Thailand	15	Outbound	Men		ARSS
	Korea	15	Outbound	Men		ARSS
	Dubai	15	Outbound	Men		ARSS
	Thailand	15	Outbound	Women		ARSS
	Korea	15	Outbound	Women		ARSS
	Dubai	15	Outbound	Women		ARSS
	Central Asia		Outbound	Men u20		
	Asia		Outbound	Men U18		
	Central Asia	15	Outbound	Women U20		
	Asia	15	Outbound	Women U18		
	Taiwan/Thailand/HK/Korea	30	Outbound	U19		



6. Timelines

Proposers will need to include their travel routes

Singapore Rugby will provide a timeline of confirmed travel plans 3 months before travel.

7. Evaluation Criteria

Providers will be evaluated on the following criteria:

Business Model/ Sponsorship - 30%

Price – 30%

Quality of proposal (Timelines, Business model, Product Quality, Brand Image) – 30%

Track Record in Singapore – 10%

8. Submission

Proposers will need to submit their Proposal to RFP@sru.org.sg before 20th February 2023, 5pm.

9. Enquiries

Proposers may send in their enquiries to douglasdan@sru.org.sg or nationalteams@sru.org.sg