



REQUEST FOR PROPOSAL **APPAREL PARTNER**

1. Introduction

The Singapore Rugby Union (SRU) seeks proposals from a qualified Rugby apparel manufacturer for a multi-year apparel partnership contract.

This contract will be from 2023/24 onwards. The Singapore Rugby Union is currently in contract with an incumbent apparel partner.

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 propose structure and commercial model and include any sponsorships
- Proposers will need to propose the estimated minimum annual spend for SRU based on SRU requirements (point 5)
- Proposers will need to propose a possible SRU supporters' merchandise sale mechanism 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 (historical customers, if any, will not be included)
- During this time only chosen apparel partner will be recognised as official partner.

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

	15s	7s	3 x 15s Teams	4 x 7s Teams	Staff	Total	Remarks
Home Jersey (w GPS pocket)	35	18	105	72	NA	177	-7 designs -To be restocked every 2 years
Away Jersey (w GPS pocket)	35	18	105	72	NA	177	-7 designs -To be restocked every 2 years
Playing Short	35	20	105	80	NA	185	-1 design -To be restocked every 2 years
Socks	35	18	105	72	NA	177	-1 design -To be restocked every 2 years
Training Shorts	35	30	105	120	60	285	-1 design -To be restocked annually
Casual Shorts	35	30	105	120	60	285	-1 designs -Staff -Players -To be restocked annually
Polo Shirts	35	30	105	120	60	285	-1 designs -Staff -Committee -Players -To be restocked annually
Training Shirt	35	30	105	120	60	285	-1 design -To be restocked annually
Singlet	35	30	105	120	60	285	-1 design -To be restocked annually
Backpack	35	30	105	120	60	285	-1 design -To be restocked annually

6. Timelines

Bidders will need to include their production timelines

Bidders will need to submit design timelines

Bidders will need to submit delivery timelines

Singapore Rugby will provide a timeline of when items need to be delivered to Singapore

7. Quality

Proposers will need to submit samples which meet the standard of Singapore Rugby and the Singapore Sevens.



8. Design

All designs will need to be free of copyright and approved by Singapore Rugby. Upon request, items not bearing vendor trademarks may need to be manufactured

9. 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%

10. Submission

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

11. Enquiries

Proposers may contact douglasdan@sru.org or nationalteams@sru.org.sg for further information