



REQUEST FOR PROPOSAL
Food & Beverage (Alcohol/ Beer) Partner

1. Introduction

The Singapore Rugby Union (SRU) seeks proposals for a Food & Beverage Partner (Alcohol/Beer) for a multi-year partnership contract.

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

The Singapore Rugby Union hosts multiple matches, tournaments and events throughout the year.

Your support will enable SINGAPORE RUGBY UNION to develop & implement our various programs and initiatives, such as:

- Participation & Pathway Development programs
- Coach development to raise the expertise and professionalism of coaches; capability & capacity-building programs
- Provision of Sport Science and Medicine services
- Enhancing the Training Environment for our athletes locally or overseas
- Data Analytics & Information to facilitate informed decision-making, improve sporting performance and enhance the efficiency of the sport
- Management capability to better develop and implement our sport plans and programs
- Competition opportunities, including regional and international competitions as well as Major Games (e.g. SEA Games, Asian Games, etc.)

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
- Proposers will need to provide pricing of products
- Proposers will need to provide Sponsorship and commissions model

3. Duration of Contract

2+2 years. There will also be a termination clause included.

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 at Singapore Rugby Union events
- Onsite at events
- Bundling with Singapore Rugby Union products and Singapore Rugby Union Partner products
- Singapore Rugby Union Dinner and Golf Day
- Sales via Singapore Rugby Union partner outlets
- E-commerce sales site
- Appropriate branding with the Singapore Rugby Union on various media platforms



5. Potential requirements of the Singapore Rugby Union based on historical usage

1000 Fixtures in a year

Singapore Rugby Union League finals (1000-2000pax)

Singapore Rugby Union 7s League Weekends x 2 (500-1000pax)

International Events (20,000-30,000pax)

6. Timelines

Proposers will need to include their production & delivery timelines

Proposers will need to submit product range

Proposers will need to work with Singapore Rugby Union in obtaining appropriate licenses

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

Singapore Rugby Union will provide an event annual event calendar

7. Quality

Proposers will need to provide products which have a track record of consumption within the rugby community.

8. 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%

9. Submission

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

10. Enquiries

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