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## Indian Rugby Football Union (IRFU)

### Request for Proposal (RFP) for Appointment of Social Media Agency

**RFP Reference No.:** IRFU/SMA/2026-01

**Date of Issue:** 6<sup>th</sup> February 2026

**Response Deadline:** 19<sup>th</sup> February 2026

**Mode of Submission:** Email

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#### 1. Introduction

The Indian Rugby Football Union (IRFU) invites proposals from experienced, qualified, and innovative Social Media Agencies for **strategic management, content creation, promotion, and overall enhancement of IRFU's social media presence** across platforms including but not limited to **Facebook, Instagram, X (Twitter), YouTube, LinkedIn and emerging channels**.

The objective of this RFP is to identify and appoint an agency that can provide strategic and execution excellence to grow engagement, expand audience reach, elevate the sport's digital footprint, and support IRFU's objectives for community growth, fan engagement, and visibility of Indian Rugby domestically and internationally.

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#### 2. Background

Indian Rugby Football Union (IRFU) is the governing body for rugby union in India, responsible for the development, promotion, and regulation of rugby at all levels. IRFU seeks to position Indian Rugby as a dynamic, engaging sport with active communities, enhanced brand value, and a strong digital presence that resonates with diverse target audiences.

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#### 3. Scope of Work

The appointed agency will be responsible for, but not limited to:

##### 3.1 Strategic Social Media Planning

- Develop annual and campaign-specific social media strategies aligned with IRFU goals.
- Audience analysis and platform strategy.

##### 3.2 Content Creation & Management

- Conceptualise, create, and publish engaging, original content (graphics, video shorts, reels, stories).
- Align content with key rugby events, tournaments, training updates, player spotlights and grassroots initiatives.

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### 3.3 Community Management

- Monitor platforms in real-time for audience engagement.
- Respond to comments, messages, and interactions in a timely manner.

### 3.4 Analytics & Reporting

- Monthly performance reports with metrics (reach, engagement, growth, conversions).
- Suggest data-driven improvements to strategy.

### 3.5 Crisis & Reputation Management

- Real-time social listening.
- Support IRFU during sensitive moments or negative engagements.

A summary of quantum of work is provided at Annexure 2.

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## 4. Eligibility & Qualification Criteria

Prospective agencies must fulfil the following:

- Registered agency with valid GST and legal documentation.
- Minimum **3 years of experience** in social media management.
- Demonstrated success with at least **3 national sports-related accounts**.
- Capability to deliver end-to-end services including content and campaign analytics.
- Dedicated team with specialist roles (strategy, creative, analytics).

(You may attach supporting documents such as client testimonials, case studies and certifications.)

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## 5. Submission Requirements

Agencies should submit the following:

### 1. Technical Proposal

- Agency profile and ownership details.
- Understanding of scope and proposed approach.
- Proposed social media strategy outline for 2026-27 taking into account tentative calendar provided at Annexure 1.
- Team structure & key personnel resumes.
- Work Methodology
- Case studies of similar work.

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## 2. Financial Proposal

- Monthly Retainer for content creation, campaign execution and reporting.
- Applicable taxes.

## 3. Compliance Documents

- Company registration, GST, PAN.
- Any mandatory statutory documents as per government procurement norms.

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## 6. Evaluation Criteria

Proposals will be assessed based on the following:

Criterion	Weightage
Strategy & Creativity	30%
Relevant Experience & Capability	20%
Team Expertise	10%
Commercials	40%

**Live event execution** capability and responsiveness will be a key consideration under Strategy & Creativity. The overall evaluation will be a **Best Value Selection**, balancing quality and cost effectiveness.

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## 7. Submission Guidelines

- Proposals must be submitted in **English** via email to [info@rugbyindia.in](mailto:info@rugbyindia.in)
- Proposals shall be addressed to the **CEO, IRFU**.
- Submission format: PDF (Technical & Financial separate).
- All proposals must be received by **19<sup>th</sup> February 2026 by 1700 HRS**

Late submissions will not be entertained.

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## 8. Contract Duration & Terms

- Initial contract period: April 2026 to March 2027 with annual extension subject to performance and mutual agreement on terms of engagement.
- Performance reviews quarterly.
- Deliverables and milestones to be agreed post-appointment.

IRFU reserves the right to modify scope, timelines or cancel the RFP process at its discretion.



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## 9. RFP Timeline

The tentative schedule for the RFP process shall be as follows:

<b>Activity</b>	<b>Date</b>
<b>Publication of RFP</b>	<b>6 February 2026</b>
Last date for submission of proposals	<b>19 February 2026 (by 17:00 hrs IST)</b>
Evaluation of proposals	20 February - 28 February 2026
<b>Appointment / Award of Contract to Selected Agency</b>	<b>1 March 2026</b>
<b>Start of services</b>	<b>1 April 2026</b>

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## ANNEXURE 1

### TENTATIVE EVENT CALENDAR FOR 2026-27

(FY 2026-27 | April 2026 - March 2027)

**Note:** Dates and venues are indicative and subject to change. Final confirmation will be communicated closer to each event.

#### Core Domestic & League Events (Primary Coverage)

Category	Competition	Tentative Dates	Remarks
Senior Men	13th Senior Nationals Rugby 7s Championship 2026	15-16 April 2026	National championship
Senior Women	13th Senior Nationals Rugby 7s Championship 2026	19-20 April 2026	National championship
U18 Girls	11th Junior Nationals Rugby 7s Championship 2026	9-10 June 2026	National championship
U18 Boys	11th Junior Nationals Rugby 7s Championship 2026	13-14 June 2026	National championship
U15 Girls	11th Sub-Junior National Rugby 7s Championship 2026	5-6 Dec 2026	National championship
U15 Boys	11th Sub-Junior National Rugby 7s Championship 2026	9-10 Dec 2026	National championship
Senior Men & Women	National Rugby 15s Championship - Division 1	Jan 2026 (TBC)	National championship

#### Development, Women's & Multi-Sport Events (Moderate / Selective Coverage)

Category	Competition	Tentative Period	Remarks
U15 / U18 / Senior Women	ASMITA Rugby League - Zonal Rounds	TBC	Multi-zone format
U15 / U18 / Senior Women	National ASMITA Women's Rugby League	TBC	Final national phase
U18 Boys & Girls	Khelo India Youth Games	TBC	Selective coverage
Senior Men & Women	Khelo India University Games	TBC	Selective coverage
Senior Men & Women	All India University Games	TBC	Event-specific coverage

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The aforementioned tournaments, while not directly organised by IRFU, will require considerable communication and digital coverage. These events will be conducted under the Ministry of Youth Affairs & Sports, Sports Authority of India and relevant Khelo India bodies, and the agency will be expected to support coverage requirements as directed by IRFU.

**TENTATIVE INTERNATIONAL COMPETITION CALENDAR (FY 2026-27)**

<b>Competition</b>	<b>Dates</b>	<b>Category</b>
Central Asia 7s Championship - Uzbekistan	16-17 May 2026	Senior Men & Women
Asia Rugby Sevens Series - Leg 1 (China)	15-16 Aug 2026	Senior Men & Women
Asia Rugby U18 Sevens Championship - China	12-13 Sept 2026	U-18 Girls & Boys
Asian Games 2026	1-3 Oct 2026	Senior Men & Women
Asia Rugby Sevens Series - Leg 2 (Sri Lanka)	17-18 Oct 2026	Senior Men & Women
Asia Rugby U20 Sevens Championship - India	14-15 Nov 2026	U-20 Men & Women
Asia Rugby Emirates Men's Division 1	9-12 Dec 2026	Senior Men
Asia Rugby Emirates Women's Division 1	TBC	Senior Women

**International Camps**

- Pre-tournament national camps will be held ahead of international competitions.
- Coverage may include squad announcements, camp visuals, departures / arrivals, and milestones.



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## ANNEXURE 2

### EXECUTION EXPECTATIONS & LIVE EVENT DELIVERY FRAMEWORK

#### 1. Turnaround Time & Responsiveness

For IRFU events, the following turnaround expectations will apply:

Activity	Expected Turnaround
Match result graphics	Within 10 minutes
Fixtures / next-round updates	Within 60 minutes
Short video highlights	Same day
Quote cards / leadership messaging	Same day

#### 2. Minimum Content Output Expectations

During national tournaments, agencies should be prepared to deliver:

- 12-20 posts per matchday (excluding stories)
- Real-time stories and updates
- End-of-day highlight reels or photo dumps

This is indicative and may scale depending on event size.

#### 3. CONTENT VOLUME & POSTING EXPECTATIONS

- Monthly Content (Non-Event Periods)
- The appointed agency will be expected to publish approximately 25-35 posts per month, excluding live event coverage.

**This may include (illustrative, not exhaustive):**

- Festival greetings (e.g. Independence Day, Republic Day, Diwali)
- Official statements and announcements
- Awareness days (e.g. International Women's Day, International Yoga Day)
- Player milestones and federation updates
- Evergreen rugby explainers and throwbacks

**Content formats may include:** Static graphics, Photographs, Carousels, Short videos, Reels

No fixed format-wise break-up is prescribed. Content mix will be guided by ideation, relevance and calendar needs.

#### 4. Team Structure & Availability

- A dedicated account & content manager must be available during event days.
- During Tournaments, creative and publishing resources will be required to work beyond the regular working hours.

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