



**South African Rugby Union (SARU)**

**Smartphone Application**

**– Request for Proposal –**

**Date of issue:** 20 February 2012

**Issuing Company:** South African Rugby Union (SARU)

**Contact Person:** De Jongh Borchardt

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### **1. REQUEST FOR PROPOSAL (RFP) PROCESS AND ADMINISTRATION**

#### **1.1. Schedule of the RFP process**

The following steps will be used to complete this process:

- |   |                        |
|---|------------------------|
| a) RFP issued to potential respondents  | February 17, 2012      |
| b) Submission deadline                  | February 29, 2012      |
| c) Evaluation complete                  | March 23, 2012         |
| d) Decision communicated to respondents | March 30, 2012         |
| e) Contract commences                   | Immediately thereafter |

This schedule is subject to change and active proposers will be notified of changes.

## 1.2. Proposal packaging and submission

In order to be considered for selection, interested companies must submit a complete response to this RFP. Every proposal must include the name of the person to whom SARU may address any questions relating to the proposal. Proposers must provide an electronic copy that requires only products within the range the Microsoft Office range to read it. Proposals must be submitted before 12:00 on February 29, 2012 to:

De Jongh Borchardt  
Digital and Publications Manager  
SARU  
5th Floor  
Sports Science Institute  
Boundary Road  
Newlands  
7700

All sealed proposals submitted for consideration shall be clearly marked on the outside of all envelopes, boxes or packages:

Name of Contact Person  
Name of Company  
Street or PO Box Number  
City  
Postal Code  
RFP 2012-0001

Companies must indicate their acceptance of the RFP by completing the Acknowledgement of Receipt Form (Annexure A), and sign the Confidentiality Non-Disclosure Agreement (Annexure B). Both these forms must be faxed to De Jongh Borchardt at +27 (0) 21 685 5875.

Proposals may also be sent via email (in PDF-format) along with Annexure A and B to [dejonghb@sarugby.co.za](mailto:dejonghb@sarugby.co.za).

## 2. PROPOSAL EVALUATION

SARU will evaluate each proposal received on how well it meets or exceeds the requirements of the RFP. SARU will determine in its sole discretion which proposal presents the most optimal solution based upon the following evaluation factors:

- The ability of the proposer to develop an affordable smartphone application of the highest quality;
- The ability of the proposer to provide a comprehensive distribution strategy and the capability to execute the strategy;
- The completeness and quality of the proposal and how well it meets SARU's requirements;
- The ability and competence of the proposer to meet SARU's digital communications requirements;
- The overall benefits offered to SARU by the proposal;
- And any other matters that SARU staff consider relevant.

SARU may make multiple awards, or may cancel this Request for Proposals, 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.

## 3. COMMUNICATIONS REGARDING THIS RFP

It is the interested company's responsibility to inquire about and clarify any requirement of the RFP that is not clearly understood. All questions must be in writing and submitted by 12:00 (noon) no later than five (5) working days prior to the proposal due date. All inquiries should be submitted by email to:

De Jongh Borchardt  
Digital and Publications Manager  
E-mail: [dejonghb@sarugby.co.za](mailto:dejonghb@sarugby.co.za)

## 4. PURPOSE

SARU is soliciting proposals to establish a comprehensive contract with one or more companies to develop the smartphone application and other digital media solutions.

## 5. BACKGROUND

With the ever changing digital communications landscape, SARU have decided to develop a smartphone application in conjunction with the chosen service provider. Between the various mobile networks, it is estimated that in South Africa between 6.5 and 10 million smartphone handsets are in operation.

Even though the growth amongst Android and iPhones have been massive, the latest Vodacom network statistics reveal that BlackBerry still dominates the smartphone market with more than 1.9 million active devices on the network, followed by Android and Apple iOS (both almost 300,000).

From SARU's perspective, we've seen a massive increase in users across our digital communication platforms and it is something we need to broaden. On 13 February 2012, the Springboks' Facebook page had 465,000 fans, on Twitter (@bokrugby) we had

43,000 followers and our weekly electronic newsletter went to almost 60,000 subscribers.

## **6. SCOPE**

Develop smartphone application for SARU across three platforms (BlackBerry, Android and Apple iOS) at no cost to the user with emphasis on our four national teams and core tournaments. Build and skin app to SARU specs.

**SARU will consider any further development proposals not covered by this RFP.**

The scope of activity includes all aspects from initial design and concept, sourcing and creation of content, development and final roll out.

### **Basic functionality:**

- News feed
- Fixtures
- Results
- Logs
- Player Profiles
- Live match scoring (when available)
- (all the above can be pulled from [www.sarugby.co.za](http://www.sarugby.co.za))

### **Extras:**

- Functionality to pull in videos and photos from various sources
- Stadium information
- Build publishing hub from where content can be pushed out to app, website, Facebook, Twitter
- Twitter feed from prominent rugby personalities
- Develop and deliver content strategy across all platforms
- Proper reporting tool to track numbers of downloads, users and hits

### **Content:**

Please provide details of content – text, photographic and video.

### **Advertising:**

Any advertising on the smartphone app will have to be in line with SARU's current sponsors and will be determined by the Commercial and Marketing Department.

### **Distribution:**

Provide details of strategies and channels to be used both domestically and internationally, as well as the implementation plan including time frames for this.

### **Obligations:**

- Note that all content is subject to SARU approval.
- SARU retains the right of placement for all SARU sponsors advertising.

### **Expertise:**

Please provide examples of expertise in similar development work for the purposes of this project only.

## 7. PROPOSAL OUTLINE

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

- 7.1. Covering letter
- 7.2. Executive Summary
- 7.3. Company information
  - a) Legal status and registration details
  - b) Company background and history
  - c) Quick overview of services and capabilities
  - d) Management or key personnel biographies
  - e) Contact information
  - f) Ownership, including the names and percentages of major shareholders
- 7.4. The proposed solution
  - a) Basic summary of the solution
  - b) Solution methodology/process
  - c) Original ideas – strategy, creative, etc.
  - d) Features and functionality
  - e) Options and add-ons
- 7.5. Specifically identify one-off and on-going costs where applicable.
- 7.6. Please provide explicit risk mitigation strategies to ensure continuity of supply where sub-contractors are going to be utilised.
- 7.7. Please make clear whether financial amounts are VAT inclusive or exclusive.
- 7.8. Please provide detail of your relevant insurance coverage.

## 8. FURTHER INFORMATION

The requirements specified in this RFP reflect those presently known. SARU 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 RFP process. SARU 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 SARU's prior consent in writing. SARU may treat your proposal as your best proposal without and despite any further enquiry.

RFP 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 SARU.

No contact is to be made with any of the SARU's management or personnel in connection with this RFP without the express authorisation of the Digital and Publications Manager. All queries must be made via email unless of an urgent nature in which case they should be telephoned and confirmed via email. SARU reserves the right to distribute any questions with SARU's reply to all proposers without indicating the source of the inquiry, if it deems appropriate. SARU does not guarantee all questions and responses.

You must not directly or indirectly provide any form of inducement or reward to any employee of SARU in relation to this process.

This proposal and any subsequent arrangement are independent of any other arrangements with SARU.

## **9. ACCEPTANCE**

The most financially attractive proposal will not necessarily be accepted. The preparation and submission of the proposal shall be made without obligation by SARU to acquire any items included in the proposal, to discuss the reason why the proposal has been accepted or rejected, or provide any SARU documentation regarding any accepted or rejected proposals. No proposal shall be deemed to have been accepted or rejected until SARU has notified the fact of such acceptance or rejection in writing to the proposer.

The right is reserved to select individual items from a particular proposal unless the proposer has specifically identified that the items must be taken collectively. Preference will be given to proposals that meet all the conditions of the RFP. However, consideration will be given to proposals answering part of the RFP.

All submitted proposals become the property of SARU and will not be returned to the proposers. SARU will have every proprietary right (e.g. copyright) in information provided during this RFP process so that it can freely use that information at any time.

All proposers are required to acknowledge in their proposals that they agree to the conditions set forth in this section. SARU may reject proposals that fail to give such acknowledgement.

By submitting a proposal, you accept that the rules contained within this document apply, and that you agree to be bound by these rules.

Contract negotiations will be entered into with the successful respondent, if any, for the provision of services as outlined in the response.

**10. ANNEXURES**

**10.1 Annexure A**

**ACKNOWLEDGEMENT OF RECEIPT FORM**

**REQUEST FOR PROPOSAL – SA Rugby Union RFP 2012-0001**

**This document should be faxed or emailed to De Jongh Borchardt  
SARU +27 (0) 21 685 5875 / [dejonghb@sarugby.co.za](mailto:dejonghb@sarugby.co.za)**

In acknowledgement of receipt of this Request for Proposal the undersigned agrees that he/she has received a complete copy, beginning with the title page and table of contents, and ending with "Annexure B" – the confidentiality and non-disclosure agreement.

The acknowledgement of receipt should be signed and returned to De Jongh Borchardt at SARU no later than 12:00 (noon) on February 29 2012. Only companies that elect to return this form completed with the indicated intention of submitting a proposal will receive SARU's written responses to questions as well as RFP amendments, if any are issued.

ORGANISATION: \_\_\_\_\_

REPRESENTED BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE NO.: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

FAX NO.: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

This name and address will be used for all correspondence related to the Request for Proposal.

**10.2 Annexure B**

**CONFIDENTIALITY AND NONDISCLOSURE AGREEMENT**

**REQUEST FOR PROPOSAL – SA Rugby Union RFP 2012-0001**

**This document should be faxed or emailed to De Jongh Borchardt  
SARU +27 (0) 21 685 5875 / [dejonghb@sarugby.co.za](mailto:dejonghb@sarugby.co.za)**

WHEREAS, SARU agrees to furnish \_\_\_\_\_ certain confidential information relating to the development of a smartphone application to investigate the possibility of entering into a business relationship;

WHEREAS, \_\_\_\_\_ agrees to review, examine, inspect or obtain such confidential information only for the purposes described above, and to otherwise hold such information confidential pursuant to the terms of this Agreement.

BE IT KNOWN, that SARU has or shall furnish to \_\_\_\_\_ certain confidential information and may further allow \_\_\_\_\_ the right to discuss or interview representatives of SARU on the following conditions:

1. \_\_\_\_\_ agrees to hold confidential or proprietary information or trade secrets ("confidential information") in trust and confidence and agrees that it shall be used only for the contemplated purposes, shall not be used for any other purpose, or disclosed to any third party.
2. No copies will be made or retained of any written information supplied without the permission of SARU.
3. At the conclusion of any discussions, or upon demand by SARU, all confidential information, including written notes, contracts, letters, memoranda or notes taken shall be returned to SARU.
4. Confidential information shall not be disclosed to any employee, consultant or third party unless they agree to execute and be bound by the terms of this Agreement, and have been approved by SARU.
5. This Agreement and its validity, construction and effect shall be governed by the laws of the Republic of South Africa.

AGREED AND ACCEPTED BY:

ORGANISATION: \_\_\_\_\_ DATE: \_\_\_\_\_

REPRESENTED BY: \_\_\_\_\_

PHONE NO.: \_\_\_\_\_ E MAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_