



REQUEST FOR PROPOSAL (RFP)

Digital Experience Partner for SA Rugby

1. Overview

The South African Rugby Union ("SARU") is seeking proposals from qualified digital experience agencies to redesign and redevelop the organisation's website - www.springboks.rugby. The new website will deliver a best-in-class fan-focused website, centred on engagement and content, whilst delivering incremental revenue via commerce and membership channels. While an app is not in scope for this phase, we welcome vendors who bring forward ideas for long-term platform evolution and innovation.

This RFP is issued to select a vendor who can deliver **both** the technical build and the strategic partnership required to manage the ongoing growth, performance, and monetisation of the website.

We are currently working with two existing agency partners across the broader digital and commercial transformation:

- Wasserman - responsible for project management of this RFP
- InCrowd - delivering SSO and Cortex Data Warehouse

CRM will be managed through DotDigital. Therefore, the successful vendor integration into this ecosystem is essential.

Local development presence in South Africa is not mandatory, but will be viewed favourably due to local market familiarity and pricing.



2. Key Dates

- RFP Release: w/c 14th July 2025
- Questions Deadline: 23rd July 2025
- Final Submission Deadline: 1st August 2025 (5pm SAT)
- Shortlist Notifications: 8th August 2025
- Vendor Presentations: TBC
- Project Kick-Off: Late-August 2025

3. Project Scope

3.1 Website and CMS

- Accessibility compliance (WCAG 2.1 AA minimum)
- Hosting and deployment preferences, including CI/CD pipelines, cloud platform, and environment strategy
- Fully responsive, mobile-first website design and development
- CMS implementation (must be scalable and modular)
- English language version only
- Options for a low-data version for users with limited connectivity
- Matchday functionality (dynamic site changes before/during/after matches)

3.2 Membership Platform

- Creation and delivery of domestic and international membership
- Gated content and premium content access
- Integrated offers and partner discounts
- Payment gateway integration to support domestic and international transactions for membership sign-up and renewals
- Integration with fulfilment partner for physical membership packs (optional proposal)



3.3 eCommerce Integration

- Integration with Springbok Retail (official SA Rugby merchandise provider)
- Ticketing integration with Ticketmaster
- Integration with SA Rugby Travel offers
- Shoppable content and video functionality (if feasible)

3.4 Partner Integration

SARU has a number of commercial and strategic partners - as part of the RFP response we are interested to understand how the vendor could create opportunities for integration of the key partners product/service offering. Below are some areas for consideration:

- Banking: Payments, branded card concept, and financial education section
- Telecoms: Airtime payments (please outline any direct network integrations with mobile networks)
- Gaming: Gamification zone and fan engagement mechanics

3.5 Content Strategy & Operations

- Editorial workflow capabilities, including role-based permissions, approval chains, and version control
- Integration with analytics and performance dashboards to track engagement, traffic, and conversions
- Player profiles, including current squad information and individual stats
- Full historical player stats and milestones (back to 1891)
- Regular news and editorial publishing capability - welcome ideas on content feeds and aggregation
- Real-time match centre and multi-platform distribution
- Governance content (e.g. BokSmart programme)
- Ability for quick implementation and delivery of ad-hoc landing pages required by SARU



3.6 Future-Proofing and Innovation

- Vendors must outline their approach to data protection, including compliance with POPIA, GDPR, and other relevant legislation
- Security protocols for hosting, storage, and user data access must be clearly defined
- Governance measures around consent management, data minimisation, and retention policies should be detailed
- Clear position on the use of AI, including where it can enhance fan engagement, automate operational tasks, personalise experiences, or power predictive insights
- Conceptual ideas such as virtual mascots or avatars, voice-activated experiences, AI-generated match reports, or smart highlight reels
- Integration with generative AI tools for content support (e.g. training recaps, post-match commentary, newsletters)
- Propose roadmap ideas and future website innovation

4. Commercial Model

We are open to a range of commercial models, including fixed fee, hybrid, or alternative funding structures. Vendors should propose a financial model that is both transparent and sustainable, and aligns with the objectives of this platform.

All financial submissions must be shared in a separate, password-protected Excel file. Passwords should be sent in a separate communication to the submission email.

5. Submission Requirements

Each proposal should also include:

- Disaster recovery and uptime commitments (e.g. 99.9% minimum availability)
- Approach to accessibility and inclusive design
- Outline of analytics and reporting functionality
- Exit and transition plan, including knowledge transfer and documentation



- Preferred development frameworks, platforms, and coding standards proposed for the project
- Approach to intellectual property ownership or licensing: please clarify whether the client will retain full ownership of code and assets, or if licensing models apply
- Approach to delivery, including timeline and phases
- Technical architecture overview
- Details of CMS, hosting, and scalability
- Membership platform features and fulfilment approach
- Content operations and editorial support
- Examples of similar projects delivered (with references)
- Innovation roadmap ideas
- Commercial model(s) proposed
- Project team and point of contact

Proposals should be submitted in presentation format (e.g. PDF deck) and be visually structured and easy to review.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Technical solution and roadmap (25%)
- Commercial model sustainability (20%)
- Relevance and depth of experience (20%)
- Creative and UX/UI approach (15%)
- Partner integration experience (10%)
- Governance, support, and delivery model (10%)



7. Submission Instructions

All proposals must be submitted in PDF format to henry.marks@teamwass.com and dean.drury@teamwass.com no later than Friday 1st August 2025, 17:00 SAT. Financials must be submitted in a separate, password-protected Excel file.

8. Contact

For further information please email:

Henry Marks - henry.marks@teamwass.com

Dean Drury - dean.drury@teamwass.com

We look forward to reviewing your proposal and thank you in advance for your time and effort in responding.