

Request for Quote (RFQ) for Website Development and Maintenance Shooting League of India (SLI)

No: SLI/7/2025

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1. Introduction

The National Rifle Association of India (NRAI) is seeking a qualified agency to develop and maintain a comprehensive website for the Shooting League of India (SLI), an upcoming franchise-based professional league dedicated to promoting shooting sports across India. We invite quotes from agencies with proven experience in web development, maintenance, and digital media support, particularly for sports organizations or leagues.

2. Scope of Work

The selected agency will be responsible for:

- **Website Design and Development:** Building a user-friendly and visually appealing website to represent SLI and enhance the digital experience for fans, athletes, and sponsors.
- **Content Management System (CMS):** Developing a CMS for easy updating of news, scores, events, schedules, team profiles, and other league information.
- **Integration with Social Media and PR Tools:** Enabling seamless integration with social media platforms and any tools supporting real-time updates and engagement.
- **Search Engine Optimization (SEO):** Implementing SEO best practices to enhance online visibility.
- **Ongoing Website Maintenance:** Providing technical support, updates, and performance monitoring to ensure the website remains functional, secure, and up-to-date.
- **Analytics and Reporting:** Setting up website analytics and providing regular reports on traffic, user engagement, and performance metrics.

3. Deliverables

- Fully developed and responsive SLI website with CMS capabilities.
- Documentation for managing and updating website content.
- Regular maintenance and technical support, including security updates and bug fixes.
- Monthly analytics reports, detailing website traffic and engagement metrics.
- Quarterly reviews and recommendations for website improvements.

4. Submission Requirements

- **Company Profile:** Overview of the agency's experience in web development and maintenance.

- **Relevant Experience:** Case studies or examples of similar projects, particularly for sports leagues or event-driven websites.
- **Fee Structure:** Detailed breakdown of fees for initial development and ongoing maintenance.
- **Proposed Timeline:** Estimated timeline for project completion and transition to the maintenance phase.

5. Submission Deadline

Please submit your quote and supporting documents by 21st March 2025 at shootingleagueofindia@gmail.com