

Request for Quote (RFQ) for Communications and PR Agency Shooting League of India (SLI)

No: SLI/3/2024

Date of Issue: 14 November 2024

1. Introduction

The National Rifle Association of India (NRAI) seeks a Communications and PR agency to support the Shooting League of India (SLI), an upcoming franchise-based professional league dedicated to promoting shooting sports across India. We request quotes from qualified agencies with experience in sports communications, public relations, and audience engagement for this national initiative, ideally with hands on experience of an Indian sporting League.

2. Scope of Work

The selected agency will be responsible for:

- **Public Relations (PR):** Drafting and distributing press releases, managing media outreach, and securing media coverage across national and regional outlets.
- **Media Management:** Coordinating interviews, handling event publicity, and ensuring positive representation of the SLI and NRAI in media.
- **Content Support:** Creating content for press kits, media advisories, and briefing notes.
- **Crisis Communication:** Developing a strategy for crisis management to handle any potential media issues during the league.

3. Deliverables

- Comprehensive media plan and PR strategy for the SLI.
- Daily, weekly, monthly and event-specific press releases.
- Media engagement metrics, including coverage reports and post-event summaries.
- Regular updates on the communication strategy's effectiveness and any required adjustments.
- Daily media monitoring and reporting
- Tournament media monitoring and reporting

4. Submission Requirements

- **Company Profile:** Overview of the agency's experience in sports communications.
- **Relevant Experience:** Case studies or examples of past campaigns, particularly for sports leagues or national events.
- **Fee Structure:** Detailed breakdown of fees, including fixed and variable costs associated with the services.

5. Evaluation Criteria

- Relevant experience and proven track record in sports communications.
- Clarity and competitiveness of fee structure.
- Quality of proposed approach and strategies for PR and media engagement.

6. Submission Deadline

Please submit your quote and supporting documents by 24th November 2024 to shootingleagueofindia@gmail.com.