

# Request for Quote (RFQ) for Digital and Social Media Agent Shooting League of India (SLI)

No: SLI/5/2024

Date of Issue: 14 November 2024

## 1. Introduction

The National Rifle Association of India (NRAI) seeks a Digital and Social Media 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 expertise in digital marketing, social media engagement, and audience growth, ideally with experience in managing digital campaigns for Indian sports leagues.

## 2. Scope of Work

The selected agency will be responsible for:

- **Social Media Management:** Creating, scheduling, and posting content on social media channels to engage and grow the SLI audience.
- **Content Creation:** Developing graphics, videos, and other digital assets to promote league activities, events, and brand awareness.
- **Digital Advertising:** Planning and executing paid campaigns across social media platforms, Google Ads, and other relevant digital channels.
- **Influencer Partnerships:** Identifying and collaborating with influencers and digital creators to promote SLI.
- **Analytics and Reporting:** Providing weekly and monthly reports on engagement, reach, follower growth, and ad performance metrics.
- **Real-Time Engagement and Monitoring:** Monitoring league-related mentions and trends, managing responses, and engaging with followers during live events.

## 3. Deliverables

- Comprehensive digital and social media strategy for the SLI.
- Daily, weekly, monthly, and event-specific content calendars.
- Performance reports, including metrics on engagement, reach, and audience growth.
- Campaign summaries and insights for future planning.

## 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 24<sup>th</sup> November 2024 to [shootingleagueofindia@gmail.com](mailto:shootingleagueofindia@gmail.com).