

MUMBAI CRICKET ASSOCIATION



**REQUEST FOR PROPOSAL (RFP)
FOR DIGITAL MANAGEMENT & SOCIAL MEDIA SERVICES OF
T20 MUMBAI LEAGUE**

Issued by: Mumbai Cricket Association (MCA)

Event Name: T20 Mumbai League.

Event Dates: 26th May, 2025 to 8th June, 2025

Teams: 8

Matches: 24 (20 league matches + Qualifier 1 + Eliminator + Qualifier 2 & Final)

Match timings: 3 pm and 7 pm

Location: Wankhede Stadium, Mumbai

STATUS OF THIS RFP:

This RFP is no more than a Request to submit the proposals and does not, and is not intended to, constitute a contract or a binding offer capable of acceptance by MCA. Such contract shall be entered into by MCA only upon signature by MCA of an Agreement in pursuance of this RFP Process. Nothing in this RFP is a representation upon which a firm/organization or any other person is entitled to rely at any point in time in order to bring a claim, action or proceedings against MCA (whether for misrepresentation or otherwise).

OBJECTIVES:

The **Mumbai Cricket Association (MCA)** invites proposals from qualified and experienced digital agencies for the end-to-end management of its digital properties - namely, the official **website, mobile applications, player auction tool and social media platforms** for the prestigious **T20 Mumbai League**.

In addition to digital asset management, the selected agency will be responsible for devising and implementing a comprehensive **social media strategy** that enhances the T20 Mumbai League's brand visibility, engages stakeholders, and promotes awareness of its tournaments, programs, and initiatives.

SCOPE OF WORK:

The selected agency will be responsible for the following key areas:

Website Development & Management

- Design, development, and maintenance.
- Integration/showcasing of live scores, player stats, and schedules.
- Managing data and content from the existing digital properties including but not limited to News, photos, Videos, stats, standings etc.
- SEO optimization and content updates.

Mobile App Development

- Cross-platform compatibility (iOS & Android).
- Features like live streaming, notifications, and fan engagement along with the common components listed in the website development.
- Regular updates and bug fixes.

Player Auction tool

- Design, development, and maintenance.
- Features
 - Dashboard for auction monitoring and control.
 - Real-time bidding

- Base price handling
- Budget cap enforcement
- Roster view
- Budget summary
- Configure auction rules and parameters
- Monitor performance and address any live issues
- Regular updates and bug fixes.

Social Media Management

- Strategy for engagement across platforms (Instagram, Twitter, Facebook, etc.).
- Content creation (graphics, videos, posts).
- Targeted growth for each of our social media platforms.
- Leading the social platforms towards a monetization strategy.
- Paid promotions and influencer collaborations.

Marketing & Promotion

- Digital advertising campaigns.
- Partnerships with brands and sponsors.
- Fan engagement strategies.
- Ensuring all digital and social media communication is consistent with the T20 Mumbai League's branding and tone
- Aligning all digital outputs with the league's promotional campaigns and partnerships.

PROPOSAL SUBMISSION REQUIREMENTS:

Interested agencies must submit proposals to *MCA Office, 3rd floor, Cricket Centre Building, Wankhede Stadium, D Road, Churchgate, Mumbai 400020* containing the following:

Company Overview: Background, experience, key clients, and case studies.

Understanding of MCA's Objectives: A brief on how the agency aligns with MCA's goals.

Proposed Strategy & Approach: How the agency will execute the scope of work effectively.

Team Composition: Profiles of key team members and their relevant experience.

Budget Breakdown: Detailed costing for each scope element, including any retainer fees and additional charges.

Previous Work Portfolio: Relevant samples of past work.

Implementation Timeline: Estimated timelines for deliverables.

Terms & Conditions: Any additional legal or contractual considerations.

TERMS & CONDITIONS:

- Payment terms and milestone deliverables will be discussed upon selection.
- MCA retains ownership of all content produced under this engagement.
- The selected agency must comply with all applicable laws and regulations.

CONTACT INFORMATION:

For any queries regarding the RFP, please contact:

Email: tenders@mumbaicricket.com

Phone: 022 22795500

CONFIDENTIALITY & RIGHTS:

By the receipt of this RFP, the firm/organization shall agree to and acknowledge that all information provided by the firm/organization in connection with this RFP (including the RFP itself) constitutes confidential information and therefore shall be prevented from disclosure without the approval of MCA. MCA reserves the right to accept or reject any proposal without assigning any reason and to negotiate terms further with the shortlisted agency before final selection.

BID REJECTION:

Any proposals submitted by an Applicant, which fails to satisfy the requirements (eligibility or otherwise) set out in this RFP, may be accepted or rejected by MCA in its absolute discretion. MCA shall not pre-judge or advise an Applicant whether he is qualified or not. The Applicant must submit its Proposal in accordance with the process specified in this RFP and enable MCA to then evaluate the Proposal.

Potential Applicants should also be aware that any Proposal submitted by an entity which has been in default of, any contractual obligation or undertaking owed to MCA or in any dispute with MCA (including, without limitation, any payment obligation) may be rejected by MCA in its absolute discretion, notwithstanding that such entity otherwise fulfil the eligibility criteria set out in this RFP.

MCA reserves the right to cancel any multiple proposals which, it has reasons to believe, were submitted by Applicants connected to one another.

MCA in its sole discretion shall have the unfettered right to accept any proposal, reject any proposal, reject all proposals or award rights to whomever MCA in its sole discretion deems most beneficial and in the best interest of MCA.

INTELLECTUAL PROPERTY:

Proposals and other supporting papers that may be furnished shall become the property of MCA upon their delivery and MCA will not be obliged to return them. Irrespective of whether any Proposal is successful or not, MCA shall be entitled to use (free from any payment or restriction) all ideas, concepts, recommendations or other materials (save for trademarks and copyrighted materials) contained in such Proposal or otherwise communicated to MCA during the RFP process. The Interested Party waives and shall not make any claim against MCA in respect of any use made by MCA of any Intellectual Property or other similar rights relating to the ideas, concepts or any other materials (save for any trademarks or copyrighted materials of the Interested Party) contained in its Proposal.

The Interested Party acknowledges that all Intellectual Property rights and all commercial rights in relation to the cricket matches/ tournaments organized/ conducted by MCA including but not limited to its names, logos and trophies, remain the exclusive property of MCA.

GOVERNING LAW AND DISPUTE RESOLUTION:

This RFP shall be governed by and construed in accordance with Indian law and the Courts at Mumbai, India shall have exclusive jurisdiction in relation to all matters arising out of or connected with this RFP.

If any dispute arises under this RFP which cannot otherwise be amicably resolved between the parties, such dispute shall be submitted to arbitration under The Arbitration and Conciliation Act 1996 or any statutory modification or re-enactment/replacement thereof then in effect and conclusively resolved by a sole arbitrator appointed by mutual consent of parties or failing which by such process as is laid down in said Act.

LIABILITY:

MCA shall not be liable to any Bidder for any indirect or consequential loss (which shall include loss of revenue, business, contracts, anticipated savings, profits or wasted expenditure) arising out of or in connection with this RFP or any Bid, even if it was advised in advance of the possibility of such loss or damage.

GENERAL:

No warranty or representation (express or implied) as to the reliability, completeness or accuracy of the information in this document or any other information at any time made available to the Interested Party in connection with this RFP or the RFP process is given by MCA or any other person. Accordingly, each Interested Party and recipient of this RFP shall be responsible for verifying the accuracy of all information contained in this RFP and for making all necessary enquiries prior to the submission of its Proposal. Neither MCA nor any of its associates, agents, employees, officers, officials or representatives will be liable for any claims, losses or damages suffered by any Interested Party, prospective Interested Party or other recipient of this RFP in relation to this RFP, the RFP process, the selection and/or appointment (or rejection) of any Interested Party, as a result of any reliance on any information contained in this RFP or otherwise. The Interested Party expressly waives any right of action it may have against the MCA with regards to the RFP process

END OF DOCUMENT:

This RFP serves as an invitation for agencies to submit their best proposals. MCA looks forward to collaborating with a marketing partner that brings innovation, expertise, and a passion for sports marketing to the table.