

Request for Proposal (RFP) for Marketing and Digital Communication Services

Issued by: Mumbai Cricket Association (MCA)

Date of Issue: 11th March 2025

Proposal Submission Deadline: 18th March 2025

1. Introduction

Mumbai Cricket Association (MCA) invites proposals from qualified marketing agencies for comprehensive marketing and digital communication services. The selected agency will be responsible for executing a 360-degree marketing strategy that enhances MCA's brand presence, engages stakeholders, and drives awareness for its various programs, leagues, tournaments, and initiatives.

2. Objectives

The primary objectives of this engagement are:

- To enhance MCA's digital and social media presence.
- To create engaging and high-quality content across multiple formats.
- To implement innovative marketing strategies that boost fan engagement and sponsorship value.
- To maintain a consistent brand identity across all communication channels.
- To maximize the reach and impact of MCA's events, announcements, and initiatives.
- To integrate data analytics, AI, and CRM solutions for better audience engagement and marketing automation.

3. Scope of Work

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

3.1 Digital & Social Media Management

- Strategy development for MCA's digital presence.
- Managing and growing MCA's social media accounts (Instagram, Twitter, Facebook, LinkedIn, YouTube).
- Content calendar planning and execution.
- Engagement tracking and reporting.
- Community management, including responding to comments and messages.

3.2 Content Creation & Management

- High-quality graphics, illustrations, and social media creatives.
- Short-form and long-form video production (match highlights, interviews, player features, event promotions, behind-the-scenes, etc.).
- Blog articles and thought-leadership pieces related to cricket, MCA's role, and industry trends.
- Monthly newsletters for stakeholders, members, and fans.
- Copywriting for press releases, event announcements, and sponsorship communications.
- SEO-optimized content for website updates and blog posts.

3.3 Event Marketing & Promotion

- Marketing campaigns for MCA-hosted events, tournaments, and special matches.
- Digital and offline promotional materials.
- Coordination with media partners and influencers for event coverage.

- Paid advertising strategy (Google Ads, Facebook Ads, YouTube promotions, etc.).

3.4 Branding & Design

- Consistent visual identity across all communication materials.
- Logo, merchandise, and promotional material design.
- Collaterals for sponsors and partners.
- Stadium branding, banners, and on-ground activation creatives.

3.5 Sponsorship & Revenue Enhancement Strategy

- Sponsorship activation strategies to maximize value for partners.
- Conceptualizing branded content for MCA's partners.
- Creating pitch decks and marketing proposals for potential sponsors.
- Campaign execution for sponsor engagement.

3.6 Data, Performance Analytics, and AI-Driven Insights

- Monthly performance reports across all digital platforms.
- Website traffic analysis and insights.
- Fan engagement metrics and recommendations.
- ROI analysis for campaigns and paid media efforts.
- AI-driven insights for predicting audience engagement trends and optimizing content strategies.
- Automated reporting and marketing performance dashboards.

3.7 CRM Integration and Marketing Automation

- Implementation and management of a CRM system to streamline fan engagement and stakeholder communication.
- Email marketing automation and audience segmentation for personalized communication.
- AI-powered chatbots and automated responses for fan engagement.
- Data-driven decision-making through CRM analytics.

3.8 Expected Deliverables

The agency will be expected to provide deliverables across multiple channels, including:

- **Social Media Content:** Regular posts, stories, reels, and engagement activities across Instagram, Twitter, Facebook, LinkedIn, and YouTube.
- **Video Production:** Editing Match highlights, interviews, promotional videos, and event coverage based on files provided.
- **Blog & Newsletter Content:** Periodic blog articles and newsletters targeting MCA's audience.
- **Event Marketing & Branding:** End-to-end campaign execution for MCA-hosted events, including both digital and offline promotional materials.
- **Sponsorship & Revenue Activation:** Branded content and campaigns for sponsors and partners.
- **Data & Analytics Reports:** Monthly performance reports and AI-driven insights.
- **CRM & Marketing Automation:** Audience segmentation, engagement tracking, and automated responses.

- **Dedicated On-Site Representative:** A designated team member from the agency will be stationed at MCA regularly to oversee operations, coordinate activities, and ensure smooth execution of marketing strategies.

4. Proposal Submission Requirements

Interested agencies must submit proposals to MCA Office, 3rd floor, Cricket Centre Building, Wankhede Stadium, D Road, Churchgate, Mumbai 400 020 containing the following:

1. **Company Overview:** Background, experience, key clients, and case studies.
2. **Understanding of MCA's Objectives:** A brief on how the agency aligns with MCA's goals.
3. **Proposed Strategy & Approach:** How the agency will execute the scope of work effectively.
4. **Team Composition:** Profiles of key team members and their relevant experience.
5. **Budget Breakdown:** Detailed costing for each scope element, including any retainer fees and additional charges.
6. **Previous Work Portfolio:** Relevant samples of past work.
7. **Implementation Timeline:** Estimated timelines for deliverables.
8. **Terms & Conditions:** Any additional legal or contractual considerations.

5. Timeline

- **RFP Issuance:** 11th March 2025
- **Proposal Submission Deadline:** 18th March 2025

6. Contract Duration

The contract awarded under this RFP will be valid for a period of **two (2) years**, subject to periodic performance reviews. MCA reserves the right to extend or terminate the contract based on performance and business needs.

7. Contact Information

For any queries regarding the RFP, please contact:

Email: tenders@mumbaicricket.com

Phone: 022 22795500

8. Confidentiality & Rights

All information provided in this RFP is confidential and is to be used solely for the purpose of preparing a proposal. 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.

10. Terms & Conditions

- The contract will be awarded for an initial period of **two (2) years**, subject to performance reviews.
- 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.

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.