

**WORLD RUGBY**  
**DIGITAL COLLECTIBLES**  
**Request for Information**

World Rugby Limited

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# 1. Introduction

## 1.1 Statement of purpose

World Rugby (“**WR**”) is the world governing body and law-making federation for the sport of Rugby Union and is the most-followed rugby property across the globe. The organisation strives to innovate and inspire through participation, engagement, education and regulation - harnessing the sport’s character-building values to excite, engage and inform new audiences in existing and new rugby markets. Digital and social media plays an increasingly important role in WR’s approach to communicating with fans, driving interest in the sport and building a strong reputation globally. It is an area where WR is determined to innovate and lead the wider sports industry.

The purpose of this Request for Information (“**RFI**”) is to invite prospective suppliers to submit a response (a “**Response**”) to co-develop a Non Fungible Token (“**NFT**”) programme with WR, including the creation and maintenance of the required technical platform, the co-production of marketing output to drive usage, and the distribution of tokens to fans. It is intended that via responses to this RFI, prospective suppliers (the “**Respondents**”) will have a platform to demonstrate their level of capability & competence, to share further information on their organisation, and to outline how they propose to deliver the required services for WR specifically.

# 2. General Information

## 2.1 Original RFI Document

WR shall retain the RFI, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the Respondent’s submission, is grounds for immediate disqualification.

## 2.2 The Organisation

### 2.2.1 Background

World Rugby is an international federation and a global movement comprising more than 500 million fans and 10 million players within 128 national member federations affiliated through six regional associations. World Rugby’s purpose is to grow rugby by making it more relevant and accessible, with a vision of building **a global sport for all, true to its values.**

The driving force behind the sport’s significant recent growth has been World Rugby’s portfolio of major events, from the flagship men’s and women’s Rugby World Cups and U20 Championship, which celebrates the future stars of the sport, to the excitement of the men’s and women’s Rugby World Cup Sevens and HSBC World Rugby Sevens Series which are instrumental in attracting new fans.

World Rugby is looking to transform its commercial models - with more emphasis than ever before on the role of digital products and services, and a greater strategic imperative around commercial performance to support the game’s biggest stakeholders, while building an authentic global community with best-in-class fan experiences. NFTs are recognised as one

potentially significant space within which World Rugby could develop a new initiative that aligns with these imperatives.

## 2.2.2 Fan Base (social media followers/subscribers)

### Facebook

facebook.com/worldrugby	807k
facebook.com/rugbyworldcup	4.57m
facebook.com/rugbyworldcupjp	102k
facebook.com/rugbyworldcupfr	470k
facebook.com/rugbyworldcupes	538k
facebook.com/worldrugby7s	870k

### Twitter

twitter.com/worldrugby	479k
twitter.com/worldrugby_JP	35k
twitter.com/worldrugby_FR	9k
twitter.com/worldrugby_ES	20k
twitter.com/worldrugby7s	285k
twitter.com/rugbyworldcup	1m
twitter.com/rugbyworldcupes	24k
twitter.com/rugbyworldcupfr	20k
twitter.com/rugbyworldcupjp	225k

### Instagram

Instagram.com/worldrugby	1.4m
Instagram.com/worldrugby_es	59k
Instagram.com/worldrugbyfr	2k
Instagram.com/worldrugbyjapan	15k
Instagram.com/worldrugby7s	190k
Instagram.com/rugbyworldcup	752k
Instagram.com/rugbyworldcupjp	136k
Instagram.com/rugbyworldcupfr	12k
Instagram.com/rugbyworldcupes	28k

### YouTube

YouTube.com/worldrugby	992k subscribers
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### TikTok

TikTok - @worldrugby 937k followers

TikTok - @rugbyworldcup\_jp 80k followers

#### Giphy

giphy.com/worldrugby 2.2b views

#### Snapchat

Snapchat - World Rugby 229k subscribers

## 3. Response Submission

Response must be submitted in either Word or PDF format, and with submissions being in English. Respondents are asked to supply their responses via email only.

Via email please submit to the following:

[joe.pecchia@worldrugby.org](mailto:joe.pecchia@worldrugby.org)

[nick.morris@worldrugby.org](mailto:nick.morris@worldrugby.org)

Responses must be received on or prior to **6pm (GMT) on 24th December 2021**. Any responses received after this date shall be at risk of not being considered.

### 3.2 Selection and Notification

Shortlisted Respondents will progress to the discussion and interview phase of the RFI process. Written notification will be sent to the Respondents via email.

## 4. Objectives & Request

Through an NFT programme running from 2022 onwards, World Rugby is looking to focus on four key areas for the use of blockchain technology which should form the focus of your response:

1. World Rugby Archive
2. Trading cards
3. Fan Tokens
4. Digital Collectibles

The above will be expected to achieve a balance of four primary objectives:

1. **Profitable revenue growth** - to support the continued growth of the game at a critical point in rugby's history.

2. **Digital audience growth** - to engage and ultimately capture first party data around a larger share of rugby's global audience, in support of World Rugby's increasingly data driven commercial programmes.
3. **Positive impact on the game** - to maximise the value unlocked for the game as a whole by retaining the optionality to scale an NFT proposition across other rugby properties.
4. **Community** - to build and foster a sense of community through high-quality and authentic fan engagement.

## 5. Approach & Experience

5.1 Please detail your product and the technology behind it, including your development methodology, be this Agile, Lean, Waterfall or other?

5.2 Please show your experience or case studies working within the world of sport, including any rugby experience where applicable.

5.3. Please share your commercial terms for this proposal e.g. Revenue split, ownership structures, pricing models, IP usage etc

5.4 World Rugby has experienced great success with developing a large following on social networks. Describe what you may be able to do to service this audience and integrate the social experience with first party products and services.

5.5 Sharing digital assets with Unions and other Rugby properties, how in an automated fashion WR may be able to share data and / or revenue it generates with the appropriate third parties? As well as showing sufficient data protection and compliance.

## 6. Scope

### 6.1 The Product

Respondents should explain their approach to sports video based and wider sports NFT products, in particular taking into account:

- The current state of the NFT marketplace
- Rugby's global position in the sports marketplace
- Potential evolution(s) for the product over time
- How other sports properties have packaged and monetized their video archive through the use of NFT and Blockchain technology

Additionally, respondents should discuss their approach to delivering a diverse product range beyond just video, including some physical outputs for a more tangible fan experience and to generate wider value.

It is important that Respondents demonstrate creative flair as well as expert market understanding of available opportunities and routes, including but not exclusively:

- Art work

- 3D models
- Incentivised participation or loyalty programmes e.g Fan tokens
- Other NFT fan-based products as appropriate

## 6.2 Technology

Respondents should explain in detail how they plan to deliver their intended product / service from a technical perspective, including:

- Underlying infrastructure
- Blockchain technologies being utilised
- Third party technologies being leveraged to deliver the products
- Security processes and workflows
- Payment gateways and systems
- Marketing technologies such as CRM and customer data platforms
- Approach to data protection and GDPR compliance

## 6.3 Marketing and Distribution

Respondents should provide topline information on how they envisage marketing the proposition to fans, in particular:

- The target audience(s) - considering demographic (and in particular affluence) profile by territory.
- Brand and positioning for the product (at a conceptual level only).
- Expectations of / anticipated reliance on WR's own digital audiences and channel marketing capabilities.

## 6.4 Commercial Model

Respondents should provide clear and detailed information around their commercial proposal, spanning:

- Nature of the commercial construct - e.g. license, joint venture etc
- Royalty fee models between WR, Vendor, Players etc
- Transaction fees
- Setup fees
- Marketing and promotional costs
- Ongoing management maintenance fees

## 6.5 Customer Service

Respondents should supply a full breakdown of their customer service approach across the following situations;

- General product / service enquiries
- Technical support
- Payment related issues