



Request for Proposal – Production Provider

1. Introduction

Touch Football Australia (TFA), New South Wales Touch Association (NSWTA) and Queensland Touch Football (QTF) are jointly inviting proposals from suitably qualified organisations to become the exclusive production partner for Touch Football in Australia.

Historically, production services for Touch Football events have been delivered on an ad-hoc and segmented basis, with different providers engaged across events and jurisdictions. To improve alignment and long-term sustainability, TFA, NSWTA and QTF have established a Broadcast Working Group, which has reviewed the sport's current production and streaming landscape, assessed the performance of previous providers, and developed a consistent framework for evaluating future partners.

The objective of this Request for Proposal (RFP) is to appoint a single, exclusive production provider to deliver a unified standard of coverage across all major national and state events. This approach aims to create consistency in production quality, generate economies of scale, and improve operational efficiencies across the sport.

TFA, NSWTA and QTF are seeking a production partner with demonstrated experience in sports production, ideally across events of varying size and scale – from community and regional tournaments through to major national and international competitions. The successful partner will possess the technical capability, creative approach and operational flexibility required to deliver high-quality coverage in a range of environments and conditions.

Through this partnership, Touch Football seeks to enhance the visibility of the game, strengthen its connection with fans and participants, and unlock new commercial and media opportunities to support the sport's continued growth nationwide.

All proposals will be reviewed against the relevant evaluation criteria and discussed within the Broadcast Working Group comprising representatives from TFA, NSWTA and QTF.

Proposals must be submitted via email to ben.zampa@touchfootball.com.au by 5:00pm (AEDT) on 5 December 2025.



2. Contract Terms & Overview

Term:

The contract will commence on 1 January 2026 and conclude on 31 December 2027, covering a two-year period of engagement.

Events Covered:

The appointed production partner will be responsible for the delivery of production services for events conducted by Touch Football Australia (TFA), New South Wales Touch Association (NSWTA), and Queensland Touch Football (QTF) during the contract term.

This may also include international events hosted in Australia within the same period.

A preliminary list of potential events for streaming in 2026 is provided in Appendix A. This list is indicative only and subject to change based on scheduling, resources, and commercial considerations.

Rights and Appointment:

The successful applicant will be appointed as the exclusive production partner for Touch Football in Australia for the duration of the contract term.

However, TFA, NSWTA, and QTF reserve the right to engage alternative providers for specific events at their sole discretion, including (but not limited to) circumstances where:

- the appointed partner does not have the capacity or infrastructure to deliver in a specific location,
- the proposed costs are not commercially viable, or
- the quality of service or production does not meet the required standards or agreed performance expectations.

3. Purpose, Objectives & Scope of Services

The purpose of this Request for Proposal (RFP) is to identify and appoint a highly capable Production Partner to deliver consistent, professional, and engaging coverage of Touch Football events across Australia.

TFA, together with QTF and NSWTA, are seeking proposals from qualified production providers to film, capture, and produce live and recorded coverage of events at national, state, and regional levels.

The successful provider will be responsible for the production of Touch Football content - including camera operation, vision switching, commentary, commercial integration, graphics, replays, and highlight creation - and for delivering broadcast-ready output feeds to Touch Football's selected streaming partner.

While this RFP focuses specifically on production services, we also welcome submissions from organisations that can provide both production and streaming (broadcast) services through an integrated solution. Such proposals should clearly outline the delivery model, technical compatibility, and pricing structure for both elements.

Please note that a separate RFP for streaming services will be released concurrently, allowing specialist streaming providers to submit standalone proposals for consideration.



The intent is to appoint a preferred production provider for the period 1 January 2026 to 31 December 2027. This arrangement will be exclusive, however TFA, NSWTA and QTF retain the right to engage alternate providers for specific events if deemed appropriate.

Objectives of the partnership

The partnership aims to:

- Elevate production standards across all levels of Touch Football, ensuring consistent, high-quality presentation of the sport.
- Enhance visibility by producing creative, story-driven coverage that reflects the inclusive and fast-paced nature of Touch Football.
- Enable commercial growth through effective integration of sponsor content, advertising, and branded broadcast elements.
- Streamline production efficiency by aligning broadcast delivery across jurisdictions, achieving economies of scale and operational consistency.
- Support the sport's long-term sustainability by establishing scalable, repeatable production models adaptable to diverse event environments and budgets.

Scope of Services

At a high level, services are expected to include:

- **Event Coverage:** Multi-camera capture of live gameplay, finals, presentations, and event atmosphere, tailored to suit event scale - from single-field grassroots competitions to multi-field national events. Our goal for larger events is to enable multi-field broadcasting, with one field set up as the main production field and additional fields streamed using affordable means, such as AI-assisted camera technology. Providers should outline their capacity to simultaneously produce up to 20 fields at once, detailing the technical and capacity workflows required to achieve this reliably.
- **Live Production:** Professional production delivery including camera switching, audio mixing, commentary integration, live replays, and graphics integration to create a polished viewing experience consistent with industry standards.
- **Commercial Integration:** Incorporation of sponsor branding, advertising, and other commercial assets into the broadcast in alignment with TFA, NSWTA, and QTF's commercial objectives.
- **Content Management:** Delivery of all live and post-event assets including raw footage, highlights, and post-produced packages. Secure archiving and accessibility of all content for future use by TFA, NSWTA, and QTF.
- **Technical & Operational Delivery:** Management of on-site logistics including crew, equipment setup, risk management, and contingency planning to ensure uninterrupted, high-quality production under varied event conditions.
- **Collaboration & Communication:** Working closely with event operations, marketing, and commercial teams to ensure consistent production standards, clear communication, and alignment with the sport's strategic goals.

The selected provider will be expected to demonstrate flexibility and scalability, delivering production solutions that align with event size, budget, and venue capability while maintaining a consistent level of quality across all broadcasts. This may include AI technology to cover smaller or more remote events.



4. RFP Format & Submission Requirements

To ensure consistency and enable fair assessment, proposals must be structured under the following headings. Each section should clearly address the requirements outlined below and reference any supporting appendices or materials as appropriate. You are encouraged to include additional information that you feel is relevant to the proposal.

Appendix B provides additional detail on each assessment criterion, outlining the expectations and standards under which proposals will be evaluated. Providers are encouraged to review Appendix B carefully when preparing their submissions to ensure all relevant areas are addressed.

4.1. Company Overview

Provide a concise overview of your organisation, including:

- Legal entity, ownership structure, and ABN/ACN
- Key personnel and their roles within the production delivery team
- Summary of relevant experience in live sports production or comparable event production

4.2. Technical Proposal

Provide a detailed outline of your proposed production setup, including:

- Camera configurations, switching systems, replay technology, and graphics capability — including the availability of AI-assisted/automated solutions for additional field coverage at low cost
- Audio systems and commentary integration
- Streaming compatibility and file delivery formats (e.g., RTMP, SRT, HLS)
- Contingency and redundancy measures for power, recording, and connectivity
- Technical scalability for smaller and/or remote events
- Any unique or value-added technical capabilities you can provide

4.3. Commercial Opportunities

Outline how your organisation will support and enhance Touch Football's commercial objectives through broadcast production.

Your proposal should demonstrate capability to:

- Integrate sponsor and commercial content seamlessly within broadcasts, including television commercials (TVCs), logo placements, branded graphics, and lower thirds.
- Deliver all required commercial components of production, including the placement and management of advertising inventory provided by TFA, NSWTA, and QTF.
- Propose new and innovative methods for commercial activation - such as branded segments, digital overlays, interactive features, or sponsor-aligned highlight packages that enhance value for partners and the viewing audience.
- Collaborate with the sport's commercial teams to design and execute sponsorship integrations that are engaging, on-brand, and measurable.
- Support the creation of post-event assets (e.g., highlights, social clips, branded recaps) to extend sponsor visibility and commercial impact beyond the live broadcast.
- Provide a summary of any measurement tools or reporting mechanisms available to quantify brand exposure, viewer engagement, or advertising reach.



4.4. Budget Breakdown & Pricing Model

Provide a clear, scalable, and modular pricing structure that can be applied across events of varying size and scope.

It's important that this pricing can be easily applied across different event sizes and formats, from small regional tournaments to major national championships - ensuring consistency, transparency, and value for money.

Pricing should be presented using the table template provided in Appendix C. Not all items listed may be applicable to your proposal, and there may be additional items that you believe add value to the sport. Applicants are encouraged to include any other relevant cost items, services, or innovations that enhance the overall production and streaming delivery of Touch Football events

Given that Touch Football events differ in duration, number of fields, and complexity, your pricing model should:

- Include per-camera and per-day rates, with flexibility to scale up or down as required
- Outline optional add-ons, such as drone footage, replay systems, commentary integration, and post-production services
- Clearly identify travel, accommodation, equipment hire, and post-production costs, with transparent assumptions
- Offer package pricing options for multi-event or seasonal delivery
- Quote all pricing exclusive of GST and explain how your structure ensures value for money

Applicants will also be asked to provide an indicative quote for three common event sizes within the Touch Football ecosystem. The details of these event sizes and their associated production and streaming requirements are outlined in Appendix D.

4.5. Content Management & Post-Production

Detail your organisation's ability to manage, deliver, and archive content across events to ensure consistent access, quality, and value.

Your proposal should include:

- Confirmation that all camera ISOs, program feeds, and audio files will be provided post-event in accessible digital formats.
- Capacity to produce rapid-turnaround highlight packages and short-form clips for digital platforms, social media, and sponsor use.
- A system for secure storage, indexing, and retrieval of all broadcast and raw content for future use by TFA, NSWTA, and QTF.
- Capability to deliver polished event recaps or promotional features that align with Touch Football's brand and storytelling objectives.
- Capability to provide TFA, NSWTA and QTF timely access to raw and edited footage during and immediately following events.
- Processes for tagging and categorising content (e.g., match, division, date, or sponsor) to support ease of future access and reuse.

4.6. Logistics & Staffing Plan

Outline your proposed operational model, including:

- Standard crew composition and responsibilities
- Event setup and pack-down timeframes
- Travel readiness and resource deployment for regional and interstate locations



- Risk management, work health and safety protocols, and contingency staffing

4.7. Risk & Contingency Plans

Describe your approach to risk management and event continuity, including:

- Backup systems for power, recording, and connectivity
- Procedures for maintaining broadcast quality during technical disruption
- Weather and environmental contingency strategies
- Safety measures for staff and event participants

4.8. Relevant Case Studies

Submit a minimum of two recent examples of comparable work. Each example should outline:

- Event name, date, and scale
- Client organisation
- Description of production scope and outcomes
- Key technologies or innovations used
- Links to viewable footage or portfolio examples

4.9. References

Provide contact details for at least two clients for whom you have delivered comparable live or broadcast production services within the past three years.

The appointed provider will be responsible for the end-to-end delivery of production services, ensuring the highest possible quality of coverage across all nominated events.

5. Submission Date

Proposals must be submitted via email to ben.zampa@touchfootball.com.au by 5:00pm (AEDT) on Friday 5 December 2025.

6. Clarifications and Questions

Any questions or requests for clarification regarding this Request for Proposal (RFP) should be directed in writing to Ben Zampa, Commercial Partnership Manager at TFA via ben.zampa@touchfootball.com.au.

All questions must be submitted via email. Responses or clarifications may, at the discretion of Touch Football Australia (TFA), be shared with all prospective respondents to ensure fairness and transparency in the process.

Appendix A

Possible Streamed Events in 2026:	Approximate duration of stream	Estimated Viewership
Asia Pacific Open Touch Cup (International)	4 days (30 hours)	90,000
The Championships (National)	4 days (30 hours)	66,000
National Youth Championships (National)	3 days (30 hours)	55,000
WA State Champs (State)	3 days (30 hours)	15,000
WA Junior State Champs (State)	3 days (30 hours)	No Data available
NT Titles (State)	3 days (30 hours)	No Data available
VIC Junior State Cup (State)	2 days (20 hours)	No Data available
VIC Victoria Touch League (State)	4 rounds + Finals (10 hours)	No Data available
ACT Territory Cup (State)	3 days (30 hours)	No Data available
ACT Super Series (State)	4 rounds + Finals (10 hours)	No Data available
National Indigenous Touch Football Knockout (National)	1 Day (10 Hours)	No Data available
NSW State Cup (State)	3 days (30 hours)	125,000
Vawdon Cup (State)	9 rounds + 3 finals (20 hours)	55,000
NSW JSC South (State)	3 days (30 hours)	28,000
NSW Junior State Cup North (State)	3 days (30 hours)	25,000
NSW Junior State Cup Finals (State)	1 day (10 hours)	10,000
QLD State Cup (State)	3 days (30 hours)	40,000
QLD Junior State Cup (State)	3 days (30 hours)	40,000
BMTA Metro Cup (Regional)	10 rounds + finals (35 hours)	55,000

Appendix B

Criteria	Assessment Areas
Technical Capabilities	Multi-Camera Coverage: Propose an appropriate multi-camera setup to capture Touch Football effectively. This should consider the value of central and supporting angles (e.g., wide, sideline, or aerial), and provide reasoning for camera placement and use. Providers should also demonstrate the capacity to deliver a main production field while simultaneously producing additional fields using low-cost options such as AI-assisted or automated camera solutions, ensuring consistent coverage across multiple fields where required.
	Production Quality: Footage must be captured in Full HD (1080p) at minimum, with 4K capability preferred. Providers should detail their approach to achieving broadcast-standard image quality – including colour grading, lighting management, white balance, and exposure control in outdoor environments.
	Live Production Capabilities: Demonstrate capacity for professional live switching, graphics overlay, replays, and audio mixing. Proposals should describe how the on-site team manages pre-planned graphics concepts, lower-thirds, team lists, and sponsor logos to ensure consistent delivery across events.
	Streaming Compatibility: Must be able to deliver output feeds in recognised formats (e.g., RTMP, SRT, HLS) compatible with major streaming platforms. Providers should outline encoding standards, bitrates, and redundancy methods to ensure uninterrupted delivery.
	Contingency & Reliability: Proposals should include details of backup power, recording, and connectivity systems to protect content integrity and avoid disruption during live production.
Commentary & Audio Integration	Commentary Equipment & Integration: Provide high-quality commentary infrastructure (microphones, headsets, mixing units) with integration into the broadcast feed.
	Audio Mixing: Demonstrate ability to deliver balanced and clear sound between commentary, crowd ambience, and on-field microphones.
	Remote Commentary: Outline capability for remote commentary contribution and any associated systems or software used.
	Talent Coordination: Indicate how your organisation can support, coordinate, or advise on commentator engagement and management for events across jurisdictions.
	Referee Audio Feed: Options for capturing referee microphones for use in analysis referee performance and judicial incidents.
Commercial Integration	Advertising & Sponsorship Integration: Describe your ability to incorporate television commercials (TVCs), sponsor content, and branded elements during broadcasts. Proposals should demonstrate a proactive approach to managing sponsor assets, placement timing, and value creation.
	Graphics & Branding:



	Provide examples or templates of branded broadcast elements such as scoreboard graphics, lower-thirds, logos, and event-specific overlays. Proposals should include how these elements can be tailored to different events while maintaining brand consistency. Replays & Other Commercial Opportunities: Outline your approach to integrating replays and other value-added features. Explain how these tools will engage the viewer while maintaining coverage continuity.
Content Management & Post-Production	Raw Footage Delivery: Confirm that all camera ISOs, program feeds, and audio files will be provided post-event in accessible digital formats.
	Highlight & Clip Production: Describe your ability to produce rapid-turnaround highlights and key moment clips for digital or commercial use.
	Archiving & Access: Propose a system for secure storage, indexing, and retrieval of raw and produced content for future use.
	Post-Produced Packages: Outline your capability to produce short-form or feature recap packages aligned with Touch Football's branding and storytelling approach.
Operational, Logistical & Contractual Requirements	Pricing Transparency Given that Touch Football events vary significantly in scale, duration, and complexity - ranging from local and regional competitions through to major national and international tournaments - providers must propose a clear, scalable, and modular pricing model that can be consistently applied across all event types. Pricing should: • Accommodate different event sizes and budgets, allowing TFA, NSWTA, and QTF to select production elements appropriate to each event. • Include per-camera and per-day rates, as well as the cost of optional services such as drones, replays, highlight packages, additional crew, or commentary integration. • Clearly identify travel, accommodation, equipment hire, and post-production costs, with transparent assumptions around minimum call-out times, regional loadings, or other logistical considerations. • Provide options for bundled or package pricing, where efficiencies can be achieved through multi-event or seasonal engagement. • Ensure all rates are quoted exclusive of GST, with clear notation of any variable components or potential surcharges (e.g., for remote locations or high-bandwidth connectivity). • Include a brief explanation of how your pricing structure ensures value for money and supports long-term sustainability for the sport. Proposals should present pricing in a structured format to allow direct comparison across providers.
	Infrastructure & Staffing: Demonstrate capacity to operate in varied conditions, including outdoor, regional, and multi-field environments. Outline your standard crew composition, contingency plans, and experience working with sporting organisations.
	Insurance & Liability:



Confirm relevant insurance coverage for personnel, equipment, and event liability.
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IP Ownership & Access:

All content produced under this agreement will remain the property of TFA, NSWTA, and QTF. Providers may request written permission to use excerpts for their professional portfolios.
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Performance Standards & SLAs:
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Include indicative timelines for deliverables, quality assurance processes, and issue resolution protocols.

Appendix C

Section	Item	Unit	Quantity	Unit Rate (\$)	Notes / Assumptions
1. On-site Production	Number of cameras (each camera + operator)	camera/day			Specify inclusions (operator, assistant, media cards, etc)
	Day rate for crew (e.g. camera operators, sound, lighting etc.)	day			Outline which crew included at base rate
	Director/Producer	day			Optional if separate role
2. Equipment Hire	Standard camera kit (per camera)	camera/day			Include base kit specification (camera, lens, tripod, card)
	Additional cameras / slow motion / specialty lenses	camera/day			Specify upgrade cost
	Drone / aerial footage (pilot, insurance)	day or flight			Optional add-on
	Power Distribution / Generators	day			Provide details on generator capacity and setup
	Replay / live-cut / graphics system (on-site)	day			Optional add-on
	Audio / comms / IFB kits	day			Specify items included
	Scaffolding / Camera Towers	structure/day			Specify height, certification, and setup/pack-down costs



3. Optional Add-Ons	Commentary integration (host + mixing)	day			Include comms, commentary desk, etc
	Live streaming encoder + platform	day/event			Specify streaming platform
	Graphics Design & Templates	per project			Includes branded graphics, lower thirds, and overlays
	On-site graphics / scoreboard overlay	day/event			
	Live Scoring Integration	per match			Integration of scoring data into broadcast graphics
	Sponsor integration / branded graphics	per element			Optional commercial feature
	Talent Management (Commentators / Presenters)	per day			Include sourcing, coordination, and delivery
4. Post-Production	Editing (per hour or per finished minute)	hour/min			Include rounds of revisions
	Colour grading / correction	hour			
	Sound mixing / sweetening	hour			
	Motion graphics / titles / animations	hour/unit			
	Deliverables (master, social/web versions)	per project			Specify file formats
	Archive / backup of footage	per project			Include storage duration
5. Travel & Accommodation	Crew travel (air, car hire, etc.)	trip / person			Specify assumptions: origin, number of



					crew
	Accommodation (crew, nights)	night / person			Specify star level, city
	Per diem / meals – crew	day / person			Outline meal policy
6. Miscellaneous / Overheads	Equipment transport & insurance	project / day			
	Permits, venue access fees	project			If applicable
	Contingency	%			May include contingency allowance



Appendix D

To ensure pricing can be applied consistently across events of varying scale, applicants are asked to provide indicative quotes for three common event sizes within the Touch Football ecosystem. These examples reflect the diversity of events delivered and should be used as reference scenarios when completing the pricing template in Appendix C.

Applicants should note that these examples are indicative only and actual requirements may vary depending on event location, season, and available infrastructure.

1. Large National / State Event

These events represent the highest level of competition and audience reach within the Touch Football calendar.

Indicative Scale and Requirements:

- Approximately 130+ teams
- 1 main stadium field with full production setup
- 19 additional fields utilising cost-effective broadcast solutions (e.g., AI-assisted or automated cameras)
- 4-day event duration
- Approximately 10 hours of gameplay per day (circa 16 game slots daily)
- Full suite of graphics, live scoring integration, commercial overlays, and side-line interviews required

Example events: National Championships, NSW State Cup, QLD State Cup

2. Medium Regional Event

These events feature strong participation and audience engagement at a regional or state level.

Indicative Scale and Requirements:

- Approximately 75 teams
- 1 main stadium field with full production setup
- 6 additional fields utilising cost-effective broadcast solutions (e.g., AI-assisted or automated cameras)
- 2-day event duration
- Approximately 7 hours of gameplay per day (circa 10 game slots daily)
- Full suite of graphics, live scoring integration, and commercial overlays required

Example events: Regional Championships, Junior State Cups, or major affiliate tournaments

3. Small Community Event

These events represent local or community-level tournaments with limited broadcast scope.

Indicative Scale and Requirements:

- 1 field utilising a cost-effective broadcast solution (e.g., AI-assisted or automated camera)



- 1-day event duration
- Approximately 5 hours of gameplay (circa 8 game slots)
- Live scoring integration required

Example events: Local affiliate competitions, invitational tournaments, or community festivals