



<https://www.fijirugby.com/job/eoi-for-international-venue-and-event-partnerships/>

## Expression of Interest (EOI) for International Venue and Event Partnerships

### Description

Fiji Rakavi Football Union Ltd (FRFU Ltd), the governing body for rugby in Fiji, invites expressions of interest from professional venue operators, event promoters, and strategic sports partners nationally, regionally and internationally to support the staging of international rugby matches featuring Fiji's national team. These matches will be held during the official July and November international test windows.

### BACKGROUND

Fiji Rugby is entering a new era of commercial and strategic growth, with opportunities to participate in top-tier international fixtures against the strongest national teams in the Northern and Southern hemisphere. These matches are designed to enhance global exposure, develop highperformance competition experience for our players, and maximize commercial return through targeted international partnerships. As part of this strategic initiative, FRFU Ltd is seeking suitable partners to collaborate on the successful planning, hosting, and commercialization of Fiji Rugby test matches at overseas venues. These will be played against Tier 1 Rugby nations, within an international competition framework sanctioned by global stakeholders.

### SCOPE OF PARTNERSHIP

FRFU Ltd is looking for experienced partners to support the following:

#### 1. VENUE PROVISION

Identify and secure suitable stadiums in Europe with a minimum seated capacity of 25,000, compliant with World Rugby's match and broadcast requirements. Ensure facilities meet international standards for team logistics, match officials, broadcasting, medical care, and security.

#### 2. EVENT MANAGEMENT AND MATCH OPERATIONS

Coordinate event-day operations, ticketing, crowd management, hospitality, and fan engagement. Support team logistics including transport, accommodation, and training venues.

#### 3. COMMERCIALIZATION AND ROI GENERATION

Maximize revenue opportunities through local sponsorships, media rights partnerships (where permitted), and merchandising. Explore revenue-sharing models that ensure strong ROI for FRFU Ltd..

#### 4. MARKETING AND PROMOTION

Develop the most appropriate marketing mix, including brand value enhancement to

### Hiring organization

Fiji Rugby

### Employment Type

Contractor

### Job Location

35 Gordan Street, Suva, Central, Fiji

### Valid through

13.06.2025

strengthen Fiji Rugby's brand and unique value proposition. Develop tailored marketing campaigns to promote Fiji Rugby's presence and engage diaspora and local fans. Create community outreach impact programs and grassroots legacy programs around the fixtures.

## **PARTNER PROFILE**

Ideal partners should demonstrate:

- Proven experience in hosting Tier 1 or Tier 2 international rugby or major sporting events.
- Access to top-tier facilities and commercial networks within their host country.
- Strong alignment with the values and vision of Fiji Rugby.
- Financial capacity and expertise to co-invest and share in match revenues.

## **BENEFITS TO PARTNERS**

- Association with one of the most exciting rugby brands globally.
- Opportunity to host high-profile international rugby events.
- Access to Fiji Rugby's commercial and broadcast assets (subject to rights availability).
- Shared revenue and brand exposure opportunities in the Pacific and the global rugby markets.

## **SUBMISSION GUIDELINES**

- Interested parties should submit:
- A brief proposal outlining their venue(s), experience, and value proposition.
- Financial and commercial terms for consideration.
- Any additional services or strategic benefits offered.

All submissions are to be emailed to [louisa@fijirugby.net](mailto:louisa@fijirugby.net) with the subject line 'Expression of Interest – Fiji Rugby Overseas Matches 2026–2028.'

**Expressions will close 13th June 2025 at 3.00pm.**

## **CONFIDENTIALITY**

All information shared with FRFU Ltd will be treated in strict confidence and used solely for the purposes of evaluating potential partnership.