



RFP – Website & Mobile App Platform (CMS & SSO)

13 – Jan - 2026



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1. Introduction, Context, and Objectives

1.1 Invitation to Tender

The Saudi Pro League (“SPL”) invites qualified vendors to submit proposals for the delivery and operation of a Website & Mobile App Platform (CMS & SSO). This procurement is a cornerstone of SPL’s digital transformation program and will establish a scalable foundation for SPL’s digital ecosystem.

SPL seeks a strategic long-term partner capable of delivering a modern platform at a national scale, operating it with matchday-grade reliability, and enabling continuous evolution through disciplined product delivery and operational excellence.

1.2 Background and Current State

SPL operates multiple digital surfaces that serve fans, stakeholders, and the broader football ecosystem. Today, SPL’s primary public-facing website and mobile applications are supported by an existing CMS and an existing fan sign-in mechanism. SPL is embarking on a transformation to establish a best-in-class, ecosystem-ready digital platform that enables:

- Modern content operations and scalable experience delivery across web and applications.
- A unified fan identity foundation to support secure authentication and fan profile continuity.
- Reliable integration of sports data feeds and ecosystem services.
- Measurable, iterative product improvement through controlled releases and strong operational governance.
- Readiness for future ecosystem expansion, including enablement models supporting clubs and partners where applicable.

This RFP focuses on the CMS and SSO foundations that will unlock the broader transformation roadmap.

1.3 Procurement Objectives

SPL’s objectives for this procurement are to secure a partner that can:

- Deliver a modern CMS platform enabling structured content, scalable page composition, and efficient editorial workflows aligned to SPL season operations.
- Deliver a robust fan identity (SSO) capability, including registration, authentication, account recovery, social login, consent-driven preferences, and fan profile foundations.
- Establish matchday-grade operational reliability through resilient architecture, monitoring, controlled releases, and a managed service operating model suitable for SPL’s visibility and scale.
- Enable May 2026 internal production testing readiness to validate live match conditions in a controlled, non-public manner.
- Provide ecosystem readiness through integration-first architecture, extensibility, and optional enablement patterns aligned to SPL’s longer-term ecosystem direction.
- Operate as a strategic partner by bringing innovation, continuous improvement practices, and a disciplined delivery model across the contract term.

1.4 Delivery Philosophy and Partner Expectations

SPL expects the selected vendor to deliver through a product-oriented approach that enables iterative delivery and measurable outcomes. The selected vendor is expected to:

- Deliver iteratively with clear quality gates, controlled rollout mechanisms, and strong governance.
- Proactively manage risk and dependencies, with transparent reporting and escalation.



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- Bring innovation beyond baseline requirements through the Innovation and Value-Add partnership.
- Demonstrate an operating model suitable for continuous improvement across Build, Optimize, and Grow phases.
- Provide evidence of relevant experience delivering and operating comparable platforms and journeys at scale.

1.5 Scope Summary

This RFP covers the end-to-end delivery and operation of SPL's Website & Mobile App Platform (CMS & SSO), including solution design, development, integrations, migration, testing, deployment, and ongoing managed operations, as detailed in subsequent sections.

1.6 Definitions and Abbreviations

For the purpose of this RFP, the following definitions apply:

Term/Abbreviation	Definition
SPL	Saudi Pro League
CMS	Content Management System
SSO	Single Sign-On (fan identity and authentication capability)
KSA	Kingdom of Saudi Arabia
GCP	Google Cloud Platform
PDPL	Saudi Personal Data Protection Law
NDMO	National Data Management Office (Saudi data governance frameworks)
NCA	National Cybersecurity Authority (Saudi cybersecurity requirements)
DR	Disaster Recovery
SLA	Service Level Agreement
UAT	User Acceptance Testing
WCAG 2.1 AA	Web Content Accessibility Guidelines version 2.1, Level AA (or equivalent)
Core Web Vitals	Web performance metrics including LCP, INP, and CLS
Feature Flags / Progressive Delivery	Mechanisms enabling controlled rollout, targeted exposure, and rollback of features

2. RFP Structure and Vendor Instructions

2.1 RFP Pack and Governing Documents

This RFP package consists of:



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1. RFP Document (this document).
 - Defining scope, requirements, delivery expectations, evaluation approach, and contractual principles; and
2. Annex.
 - Structured response artifacts to be completed and returned as part of the vendor submission.

In the event of any inconsistency, the RFP Document shall take precedence, followed by the Annex, unless explicitly stated otherwise.

2.2 Mandatory Submission Components

Vendors shall submit a complete proposal including the following components:

A) Executive Summary

- Vendor's understanding of SPL's objectives, target outcomes, and critical constraints (including delivery timeline and operational readiness expectations).
- High-level proposed approach, proposed solution architecture at a glance (cloud/hosting, integration approach, environments), and key differentiators relevant to SPL's scope.
- Top three relevant references, including: client type, vendor role/scope, delivery timeline, key capabilities delivered, and measurable outcomes achieved. Preferred order: football leagues, football clubs, other sports leagues, other sports clubs, entertainment, other relevant references.
- Examples of innovations delivered in the last 12 months that are relevant to SPL's needs, including the customer problem addressed, what changed, and the impact achieved (with supporting evidence where available).
- Vendor culture/principles and operating model, including how customer feedback is captured, how roadmap priorities are set, and how trade-offs are governed (scope/time/quality).
- Key assumptions, dependencies, and risks, including mitigation actions and any required inputs from SPL.

B) Technical Proposal

- Proposed architecture and platform approach (CMS, SSO, integrations, environments).
- Hosting and deployment model aligned to SPL's requirements and preferences.
- Security, privacy, and compliance approach.
- Operational model (monitoring, support, SLAs, incident management).
- Delivery approach, governance, and implementation plan aligned to SPL phases.
- Supporting evidence (e.g., architecture diagrams, product documentation excerpts, release notes, or reference implementations) as applicable.

C) Commercial Proposal

- Commercial model and pricing breakdown (CAPEX vs OPEX).
- Payment schedule aligned to SPL commercial requirements.
- Rate card and governance approach for change requests and incremental roadmap delivery (request intake, estimation, approval, and invoicing).
- Optional commercial models (e.g., performance/KPI-based pricing), if proposed.

D) Completed Annex

Vendors shall complete and submit the structured annex provided in the RFP pack. Vendors shall use the Comments field to state any material assumptions, dependencies, or third-party elements that impact delivery.

E) Vendor Credentials

- Relevant case studies and reference list (beyond the top three), aligned to comparable platform delivery and managed service operations.
- Key personnel profiles/CVs and proposed team structure, including roles and responsibilities.

F) Vendor Innovation and Value-Add Proposal (Optional)

In addition to meeting the defined scope and requirements, vendors may submit a dedicated Innovation and Value-Add Proposal demonstrating strategic partnership, creativity, and ecosystem thinking. Vendors shall clearly mark any proposed items as optional and shall not introduce dependencies that delay or constrain baseline delivery.



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The Innovation and Value-Add Proposal shall include:

- Opportunities Identified:
 - Vendor's assessment of high-impact opportunities to improve SPL's fan experience, content operations, matchday reliability, and ecosystem scalability beyond the baseline scope
- Proposed Innovations:
 - Up to 5 prioritized initiatives, each with:
 - Clear description and rationale.
 - Expected benefits and measurable outcomes.
 - Delivery approach and dependencies.
 - Indicative timeline (aligned to Build / Optimize / Grow).
 - Indicative commercial approach (included vs optional).
- Ecosystem Enablement:
 - Proposals describing how the solution can support SPL's broader ecosystem direction, including optional enablement models for clubs (e.g., multi-tenancy or scalable patterns), subject to SPL roadmap decisions.
- Risk and Feasibility:
 - Key risks and mitigation actions for proposed innovations.

SPL will evaluate innovation proposals as a distinct criterion. Vendors shall not substitute innovation narratives for direct responses to mandatory requirements or the annex.

2.3 Vendor Questions and Clarifications

SPL will provide a formal clarification process during the RFP window:

- Vendors may submit written questions within the specified clarification period.
- SPL will consolidate and respond to questions formally and share responses to all participating vendors, where applicable.
- Vendors shall not rely on verbal guidance or assumptions outside the official clarification responses.

2.4 Proposal Validity

Vendors shall confirm that their proposal (including pricing, proposed resourcing, and key terms) remains valid for not less than ninety (90) calendar days from the proposal submission deadline, unless extended by mutual written agreement.

2.5 Key Personnel and Resource Commitment

Vendors shall nominate key delivery and operations roles (including product manager/business analyst, delivery lead, solution architect, security lead, mobile lead, and operations/managed service lead) and confirm availability to mobilize within SPL's commencement window. Key personnel shall not be substituted without SPL's prior written approval. Any approved replacement must be of equivalent or higher qualifications and relevant experience.

2.6 Mobilization Readiness

Vendors shall confirm their ability to commence delivery immediately upon award and to mobilize the delivery team, environments, and governance cadence within the project commencement window.

2.7 Subcontractors, Joint Bids, and Third Parties

- Vendors may propose specialist third parties where appropriate.
- All subcontractors, joint bid partners, and critical third-party dependencies must be explicitly declared in the proposal, including scope allocation and governance model.
- The prime vendor shall remain accountable for end-to-end delivery outcomes and operational commitments, including service levels, regardless of the use of subcontractors or partners.



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SPL reserves the right to require prior written approval of critical subcontractors and to reject any undisclosed subcontracting arrangements. The prime vendor remains fully accountable for end-to-end delivery and service performance, including all SLA commitments, regardless of subcontracting.

2.8 Proposal Formatting Expectations

To support fair and efficient evaluation:

- Vendors shall follow the required response structure and complete the provided annex.
- Proposals shall be clear, concise, and focused on SPL's requirements.
- Marketing collateral may be included as appendices but shall not replace direct responses to requirements.

2.9 SPL Rights Reserved

SPL reserves the right to:

- Reject any or all proposals, or award in whole or in part;
- Request clarifications, additional information, and demonstrations;
- Conduct negotiations with one or more vendors prior to final award; and
- Amend the RFP timeline and process, with notice to participating vendors.

2.10 Key Dates and Process Snapshot

Key dates and process milestones are provided in Section 16 (RFP Timeline and Key Dates). Vendors are responsible for complying with submission deadlines and process requirements defined in the RFP pack and official procurement communications.

3. Project Overview, Scope, and Channels

3.1 Purpose and Scope

SPL is procuring an end-to-end Website & Mobile App Platform (CMS & SSO) capability to manage SPL digital experiences and content operations and to establish a scalable identity foundation for SPL's digital ecosystem. The selected vendor shall provide a complete solution and managed service covering design, build, integration, migration, testing, deployment, and ongoing operations in alignment with SPL's phased delivery approach.

3.2 In-Scope Components

The scope of this procurement includes, at minimum, the following components and services:

A) CMS Platform and Digital Experience Enablement

- CMS core capabilities to support SPL content models, editorial workflows, approvals, publishing, and governance.
- Modular content/page composition and reusable components/widgets to support SPL digital experiences.
- Multilingual publishing (Arabic and English) and localization readiness.
- Media management approach suitable for SPL publishing needs (including integration with media services as applicable).
- SEO and discoverability support (metadata, indexing controls, URL management, redirects).

B) Fan Identity and Single Sign-On (SSO)

- Fan registration and authentication services.
- Account recovery flows and account management.
- Social login support.
- Secure session and token management.
- Fan profile and preference data handling (including favorites).

C) Integrations and Ecosystem Readiness

- Integration capabilities to connect with sports data providers (e.g., Opta) and SPL ecosystem services.



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- API-first and integration-friendly architecture to support current and future partner integrations.
- Integration governance approach, including documentation and change management.

D) Environments, Release Management, and Operations

- Setup and management of required environments (development, testing/QA, UAT/staging, production).
- CI/CD and release management approach, including rollback mechanisms and change controls.
- Monitoring, observability, and incident response model for production services.
- Service management, support model, and operational reporting.

G) Migration and Transition

- Migration of current SPL website/app content and information architecture as applicable.
- URL and redirect strategy to preserve discoverability and continuity.
- Migration and transition approach for fan profile and account data from the legacy SSO to the new SSO, subject to SPL approval of the final migration approach and dataset.

3.3 Channels and Experience Surfaces

The vendor shall support SPL digital experiences across the following channels:

- **Build Phase (Initial Release Scope)**
 - Web (responsive, high-performance).
 - Native Mobile Applications:
 - iOS (native).
 - Android (native); distributed via Google Play and Huawei AppGallery (as applicable to SPL distribution requirements).
- **Optimize Phase (Season-Readiness Enhancements)**
 - Tablet experience (iPad/tablet-native experience).
 - Smartwatch application (native).
 - Native OS capabilities required for season readiness, including device-level experiences such as widgets and other platform-native extensions.

3.4 UX and Experience Quality Standards

All CMS-managed templates, reusable components/widgets, and app experiences shall align to SPL UX quality expectations, including consistent design standards across web and apps, accessibility requirements (WCAG 2.1 AA or equivalent), usability, matchday reliability, performance, and measurement readiness.

3.5 Out-of-Scope and RFP Boundaries

The following are explicitly excluded from the scope of this procurement unless otherwise stated in the RFP pack:

A) Fantasy Game Engine

- Development and operation of the Fantasy game engine (delivered by a separate provider).
- This RFP includes only the journey integration requirements described in Section 3.6.

B) Separate Transformation Initiatives

The following initiatives are addressed via separate procurement processes and are therefore not included in the delivery scope of this RFP:

- Customer Data Platform (CDP)
- Marketing Automation
- Gamification & Loyalty
- Analytics & Experimentation

This RFP includes requirements for ecosystem readiness (integration capabilities, extensibility, and interoperability) to enable future integration with such services, but does not require their implementation unless explicitly stated.



C) Analytics Stack within Build Phase

SPL currently operates analytics tools (including GA4 and behavioral analytics tooling). Due to transformation program sequencing considerations, vendors shall not assume that analytics stack replacement or expansion is required as part of the Build phase, unless explicitly requested in the RFP pack. Vendors may, however, propose an integration-ready approach and optional enhancements as part of the Innovation and Value-Add Proposal (Section 2.2(F)).

3.6 Fantasy Integration Boundary (In Scope)

While the Fantasy engine is out-of-scope, the vendor shall support SPL's digital journey integration with Fantasy across SPL channels in a manner consistent with SPL UX standards:

- Web:
 - Provide navigation and linking that redirects users to Fantasy in a new browser tab/window.
- Mobile/Tablet:
 - Provide an in-app section capable of hosting the Fantasy experience and supporting appropriate journey continuity and identity handoff patterns where applicable.
- Vendors shall describe the proposed integration approach, authentication/identity considerations, and UX patterns to ensure a cohesive experience.

4. Delivery Phases, Timeline, and Milestones

4.1 Delivery Phases (Build, Optimize, Grow)

SPL will execute this initiative in three phases. Vendors shall propose a delivery plan aligned to these phases and the milestone requirements stated below.

- **Phase 1: Build (08 Feb2026 – 31 May2026)**

Objective: Deliver a production-grade platform that is fully testable during May, including the core technical scope (platform, integrations, identity, environments, migration readiness, and a baseline front-end experience) to enable internal production testing during live matches (no public exposure).

- End-to-end platform build across required channels and experiences.
- CMS and SSO core implementation (registration, login, account recovery, social login, fan profile foundations).
- Environment setup, CI/CD, release governance, and monitoring readiness.
- Integrations/data feeds required for May internal production testing (including sports data feeds as applicable).
- Migration workstreams executed per the migration plan (content/media/URLs and legacy identity/profile data as applicable).
- QA/UAT readiness and release readiness gates for May internal production testing.
- Available on both Web and mobile app (iOS and Android).

- **Phase 2: Optimize (01Jun2026 – 31Jul2026)**

Objective: Season-readiness phase focused on operational preparation and follow-up releases prior to the new season, including experience refinements and native platform enhancements.

- Hardening, performance tuning, and reliability improvements based on Build learnings.
- Completion of key should-have items required for launch readiness and season operations.
- Enhancement of native OS capabilities (e.g., widgets) to ensure readiness before the season starts.
- Content operations enablement and operational readiness for season-critical publishing requirements.
- Final launch readiness gates and operational rehearsal activities.
- Additionally, available on tablets and smartwatches.

- **Phase 3: Grow (01Aug2026 – end of contract term)**

Objective: Post-launch expansion and continuous improvement, introducing additional capabilities and new journeys, and scaling the offering over time.



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- Continuous roadmap delivery and optimization.
- Expansion of journeys and modular experiences.
- Optional advanced capabilities and innovation initiatives (including value-add items proposed by the vendor).
- Ecosystem enablement enhancements subject to SPL roadmap decisions.

4.2 May 2026 “Internal Production Live Test” Scope

SPL requires internal production testing during May match windows. This testing will occur in the production environment with SPL-controlled access for internal users only, with no public traffic routing, public announcements, or external promotion.

- Production environment deployed and operational, with internal-access controls and no public exposure.
- Core identity flows available: registration, login, account recovery, social login, consent capture, and fan profile foundations (including favorites where applicable).
- Required integrations/data feeds enabled and validated under live match conditions.
- CMS publishing workflows operational for matchday operational validation.
- Monitoring, alerting, health checks, and incident response posture suitable for match windows.
- Release gating, rollback readiness, and feature flag controls to safely manage exposure and mitigate risk.
- Available on both Web and mobile app (iOS and Android).

Vendors shall plan delivery to support internal production testing

4.3 Minimum Readiness Criteria for May Internal Production Testing

Vendors shall plan and deliver the capabilities required to conduct internal production testing on the following match dates 02 May 2026, 07 May 2026, 13 May 2026, 21 May 2026, including:

A) Environments and Release Management

- Required environments established and operational (Dev, Test/QA, UAT/Staging, Production).
- CI/CD and release workflow including approvals and rollback strategy.
- Controlled rollout mechanisms (e.g., feature flags) to ensure internal-only access.

B) Data Feeds and Match Experience (Internal)

- Sports data feeds integrated (e.g., Opta) and validated in production internal testing mode.
- Core match experience rendering available via basic internal UI templates sufficient for live validation.

C) Fan Identity and SSO

- Registration, login, account recovery, and social login flows enabled.
- Secure session management and account lifecycle handling.

D) Consent and Preferences

- Consent and preference management available for internal production testing.
- Demonstrable enforcement approach across all relevant tracking and activation touchpoints within scope, ensuring that consent status governs data collection and downstream usage.

E) Fan Profile and Engagement Basics

- Fan profile capabilities available, including favorites and core preference handling.
- Contact update capabilities (e.g., email/phone updates) with appropriate verification controls.
- Notifications capability available for at least one end-to-end journey within scope.

F) CMS Capabilities for Internal Operations

- Core CMS content models, workflows, roles, and publishing controls operational for internal production testing.
- Required CMS widgets/components to support internal match and content experiences.

G) Operational Readiness

- Monitoring and observability baseline (dashboards, alerting) for production internal testing
- Incident response approach and match window readiness plan for internal testing dates

H) Behavioral Tracking & Instrumentation Readiness



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- Support capturing user interaction events across web and mobile applications, including (at minimum): page/screen views, element exposure (impressions), clicks/taps, content interactions (e.g., play, pause, share, save), form submissions, and navigation events.
- Events shall be timestamped and associated to a user identifier or pseudonymous identifier, in a manner that supports consistent cross-channel reporting.
- The event structure shall support the ability to add and extend event parameters over time (e.g., additional properties/context fields) without requiring redesign of the instrumentation approach.
- Vendors shall confirm the proposed approach for event capture to ensure consistent instrumentation across reusable components and templates.

I) Preferred (Not Mandatory) for May:

A fully refined front-end user experience (“full UI”) is preferred by the end of May; however, internal testing readiness shall not be contingent on full UI completion.

Vendor proposals must include an implementation plan and readiness checkpoints aligned to the above.

4.4 Public Launch Readiness Target (Off-Season)

Vendors shall deliver public launch readiness by mid-June. SPL will determine the final public launch date and may adjust launch timing based on SPL operational planning. The vendor shall support go-live activities and stabilization as required.

4.5 Indicative Milestones and Vendor Plan Requirements

Vendors shall provide a detailed delivery plan including phase-based milestones, dependencies, resourcing by role and phase, governance cadence, risks/mitigations, and testing/release gates aligned to May internal production testing.

Note: Detailed phase-level scope allocation and milestone dates may be refined during contract finalization and project initiation.

5. Hosting, Deployment, and Environments

5.1 Hosting Requirement

The solution shall be hosted within the Kingdom of Saudi Arabia (KSA). Vendors shall clearly declare:

- Primary hosting location (region) and hosting architecture.
- Disaster recovery (DR) location and strategy, including residency.
- Backup storage location(s) and retention approach, including residency.

5.2 Deployment Model

SPL prefers that the solution (or applicable components) be deployed under SPL’s Google Cloud Platform (GCP) account, with the vendor providing full delivery, operation, and maintenance as a managed service within SPL’s cloud tenancy.

Where the vendor proposes deployment within SPL’s GCP account, the proposal shall include:

- Target deployment architecture and required GCP services.
- Environment separation approach (Dev, Test/QA, UAT/Staging, Production).
- Identity and access management (IAM) model, including least-privilege access and operational controls.
- Logging, monitoring, and observability approach integrated with cloud-native tooling.
- Cost visibility model (e.g., consumption reporting, forecasting, and optimization approach).
- Where the vendor proposes hosting outside SPL’s GCP account, the vendor shall:
 - Confirm KSA hosting compliance (including DR/backup residency).
 - Provide an equivalent operational, security, and cost transparency approach.
 - Describe how SPL will receive operational reporting, auditability, and service performance visibility.

5.3 Environments



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Vendors shall provide and operate the required environments, at minimum:

- Development.
- Testing / QA.
- UAT / Staging / Pre-Production.
- Production.

Vendors shall propose:

- Environment provisioning and lifecycle management approach.
- Data handling approach across environments (e.g., masking/anonymization where applicable).
- Access management and segregation controls across environments.

5.3.1 Non-Production Data Handling and Masking

The vendor shall implement controls to ensure that any use of production-derived data in non-production environments is appropriately protected. The proposal shall include:

- Data classification and handling approach across environments.
- Masking/anonymization methodology for production-derived datasets (where used).
- Controls preventing unauthorized copying of production data into non-production environments.
- Test data strategy (synthetic data, seeded datasets, and/or masked extracts) suitable for CMS, SSO, and integrations.
- Auditability of data access and dataset generation activities.

5.4 Release Management

Vendors shall provide a release management approach suitable for SPL operations, including:

- CI/CD pipeline design and governance.
- Approval workflows and release gates.
- Rollback strategy and procedures.
- Controlled rollout mechanisms to support internal-only production testing and phased enablement (e.g., feature flags).
- Change management approach to minimize disruption during peak match windows.

5.4.1 Progressive Delivery and Feature Flags

The vendor shall implement progressive delivery capabilities to support internal-only production testing, phased rollout, and rapid risk mitigation, including:

- Feature flags (or equivalent) enabling controlled enable/disable by audience and environment.
- Controlled exposure strategies (internal users, whitelisted cohorts).
- Instant rollback/kill-switch capability for critical features.
- Audit logs for feature flag changes and approvals.
- Integration of feature controls into release governance and match window controls.

5.4.2 Mobile App Store Account Management

SPL will retain ownership of official distribution accounts (Apple Developer Program and Google Play Console). The vendor shall:

- Define the operating model for releases under SPL-owned accounts (RBAC, separation of duties).
- Describe build signing and certificate management controls and renewal/rotation procedures.
- Propose a release workflow covering submission, review management, phased rollout, and rollback/mitigation.
- Provide governance for store metadata and assets aligned to SPL brand and content governance.
- Provide evidence of experience managing releases under client-owned store accounts.



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- The vendor is responsible for preparing and submitting releases to app stores under SPL-owned accounts, including coordination of store review workflows.
- The vendor shall maintain and optimize store listing content (text, screenshots, previews) in coordination with SPL and obtain SPL approval prior to changes; the vendor shall propose a refresh cadence (minimum twice per season) and provide recommendations to improve conversion and quality ratings.

5.5 Performance and Availability

Vendors shall propose an architecture and operational approach that supports:

- High availability and resilience suitable for matchday demand.
- Scalability and caching strategies appropriate for sports content and live experiences.
- Performance monitoring and optimization practices.

Availability, performance targets, and operational service levels shall be proposed by the vendor and will form part of the SLA schedule.

5.5.1 Web Performance Standards, Core Web Vitals

Vendors shall design and operate the web experience to meet modern performance standards suitable for matchday peaks and continuous publishing. Vendors shall:

- Propose target thresholds aligned to Core Web Vitals (e.g., LCP, INP, CLS) and explain how targets will be measured and governed.
- Describe performance engineering approach (CDN/caching, rendering strategy, asset optimization, image/media optimization, third-party script governance).
- Provide a performance testing plan and reporting cadence, including pre-match validation during critical match windows.
- Define a process to detect, triage, and remediate performance regressions.
- Confirm performance requirements are sustained across Arabic/English experiences and key CMS templates/components.

Vendors may use industry-standard tools to measure and validate web performance (e.g., Lighthouse and Google PageSpeed Insights) provided that reporting is consistent, repeatable, and aligned to the agreed Core Web Vitals targets and SPL's release readiness gates. The focus is on outcomes and measurable thresholds, not specific tooling.

5.6 Match Window Change Controls

The vendor shall operate change and release practices that protect SPL match operations and minimize operational risk during peak match windows. Vendors shall:

- Define a match window change policy (including matchday release freezes and permitted change types).
- Ensure that high-risk production changes are not executed during match windows unless explicitly approved by SPL and supported by a documented rollback plan.
- Provide a release readiness process that includes operational verification (monitoring, alerting, runbooks) prior to match windows.
- Maintain an incident response posture during match windows, including on-call coverage and communication protocols.

Vendors shall include match window change controls in the delivery governance and operating model and reflect them in the proposed SLA/support schedule.

6. Security, Privacy, and Compliance

6.1 Security and Compliance Objectives



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The selected vendor shall provide a security and compliance approach appropriate for a national-scale digital platform, including safeguards for fan identity, content operations, integrations, and platform data. Security controls shall be embedded by design across architecture, delivery, and operations.

6.2 Regulatory and Policy Alignment

Vendors shall describe how the proposed solution, delivery approach, and operating model comply with all applicable laws, regulations, and policies relevant to SPL's scope and user base, including (as applicable):

- KSA data protection and privacy requirements, including Saudi Personal Data Protection Law (PDPL) and applicable implementing regulations and guidance.
- KSA cybersecurity compliance expectations, including alignment to relevant Saudi National Cybersecurity Authority (NCA) requirements and controls applicable to the service scope.
- KSA data governance expectations aligned to NDMO frameworks and data classification practices relevant to scope.
- Data residency obligations, including hosting, backups, and disaster recovery residency within the Kingdom of Saudi Arabia (KSA).
- International privacy requirements where applicable, including GDPR obligations for applicable scenarios (e.g., international users, data subject rights, and cross-border processing considerations).

Vendors shall provide a concise compliance mapping summary, identify any exceptions or limitations, and propose mitigations. SPL will validate and finalize compliance obligations during contract negotiations and project initiation.

6.3 Privacy, Consent, and Preference Management

Vendors shall provide a privacy and consent approach that supports SPL's multi-channel digital ecosystem. The solution shall include capabilities for:

- Capturing user consent and preferences through appropriate channel mechanisms (web and app).
- Withdrawing or updating consent and preferences.
- Maintaining an auditable history of consent and preference changes (versioning and traceability).
- Enforcing consent state across relevant data collection and activation touchpoints within scope, including tracking and communications flows.
- Ensure interaction events can be captured across web and app (e.g., page views, exposures, clicks, content interactions, form submissions), timestamped, and associated with a user or pseudonymous ID.
- Ensure captured events can be filtered/audited based on consent status to support privacy compliance and reporting.

Vendors shall describe the proposed consent and preference management design, including how consent state is stored, exposed through APIs (where applicable), and integrated with identity and fan profile capabilities.

6.4 Identity Security

The vendor shall ensure security controls for fan identity and SSO, including:

- Secure authentication and account lifecycle controls (registration, recovery, social login).
- Session and token security (storage, rotation, expiration, revocation).
- Protection against common identity threats (e.g., brute force, credential stuffing, session hijacking).
- Secure handling of personally identifiable information (PII) and access controls.

6.5 Data Protection

Vendors shall propose controls for:

- Encryption in transit and at rest.
- Key management approach appropriate to the proposed hosting model.
- Access logging for administrative and operational actions.



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- Data retention and deletion approach aligned to contract and regulatory expectations.

6.6 Audit Logging and Forensic Readiness

Vendors shall provide an audit logging approach suitable for operational assurance and forensic investigation, including:

- Logging of privileged/administrative actions across CMS, identity, integrations, and hosting operations.
- Security-relevant events for authentication, authorization, consent changes, profile changes, and configuration changes.
- Tamper-resistant logging with defined retention.
- Ability to export logs and provide evidence required for audits and incident investigations.
- Monitoring and alerting for suspicious activity and critical security events.

6.7 Vulnerability Management and Security Testing

Vendors shall describe:

- Secure development practices and SDLC controls.
- Vulnerability scanning and patch management process.
- Penetration testing approach and cadence (including responsibilities and coordination).
- Security incident management process, including notification approach and post-incident review (RCA).

6.8 Subprocessors and Third Parties

Vendors shall disclose all subprocessors and third parties involved in delivery and operations, including:

- Role and scope of each third party.
- Data access and residency implications.
- Security governance and oversight model.

The prime vendor remains accountable for end-to-end security posture and compliance for in-scope services.

7. Fan Identity, SSO, and Consent-Driven Profile

7.1 Overview

SPL requires a secure, scalable fan identity capability to enable authentication and a unified fan profile across SPL digital surfaces. The SSO capability is foundational and shall be designed for interoperability, extensibility, and future ecosystem enablement.

7.2 Core SSO Capabilities

Vendors shall provide an SSO solution that includes, at minimum:

A) Registration and Onboarding

- New fan registration with appropriate verification controls.
- Support for progressive profiling where applicable.
- Mechanisms to capture and persist profile attributes required for SPL digital services.

B) Authentication and Login

- Secure login experience across SPL channels.
- Session management suitable for web and native apps.

C) Account Recovery and Lifecycle Management

- Account recovery flows (e.g., OTP/email-based recovery, reset flows as applicable).
- Account update and lifecycle controls (including change of key contact details).

D) Social Login



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- Support for common social login methods, aligned to SPL's channels and fan experience goals.

E) Security Controls

- Fraud and abuse protections appropriate for consumer identity (e.g., rate limiting, lockouts, bot mitigation patterns).
- Secure token/session lifecycle controls and revocation.
- Administrative controls suitable for managed service operation and troubleshooting.
- Administrative controls to temporarily suspend/lock accounts and to delete accounts in accordance with policy and applicable regulations.

F) Partner and Ecosystem Access (including Fantasy)

- Provide secure SSO integration patterns enabling SPL users to access the Fantasy experience after authentication, including account linking/handoff as required by the Fantasy provider.
- Ensure the login state can be used to restore the user's Fantasy access (e.g., teams) where applicable.

7.3 Preferred Identity Provider Approach

SPL has a strong preference for leveraging Google identity capabilities for fan authentication, where feasible and aligned to SPL's operating model. Vendors shall:

- Describe the proposed identity provider approach,
- How it supports SPL-owned deployment/controls, and
- Any constraints or alternative approaches required to meet objectives.

7.4 Fan Profile, Preferences, and Favorites

The solution shall support fan profile management and core preference handling, including:

- Fan profile attributes required for SPL services.
- Favorites and preference constructs relevant to SPL experiences (e.g., favorite club/player)
- Exposure of profile and preference state to SPL digital channels through appropriate APIs or service interfaces.
- Integration approach for consent and preference state management as defined in Section 6.
- The solution shall support tagging and logging of user interactions with content, favorites, and fan profile elements, including creation/updates and key engagement actions.
- Platform components and CMS modules shall be instrumented to capture interactions consistently across web and mobile applications, including reusable templates and widgets.

7.5 Consent and Preference Management

Consent management is a cross-cutting requirement and shall not be limited to identity flows.

- The vendor shall provide capabilities to capture, update/withdraw, audit consent changes, and enforce consent state across applicable touchpoints within scope.
- Tracked events shall be auditable and filterable by consent status to support privacy compliance, reporting, and governance requirements.

Vendors may propose a consent management component/module (e.g., CMP capability) provided it meets requirements and integration expectations.

7.6 Notification and Communication Readiness

Where notifications/communications are within scope, vendors shall describe how identity and consent foundations support permission capture, preference controls, auditability, and integration readiness with future marketing automation capabilities (outside this RFP scope).

7.7 Ecosystem Enablement



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Vendors shall describe how the identity solution can support SPL's broader ecosystem direction over time, including:

- Secure integration patterns for SPL ecosystem services and partners.
- Extensibility approach to enable future federation or ecosystem enablement models (e.g., supporting future integrations with external entities), subject to SPL roadmap decisions.

7.8 Non-Functional Requirements for Identity

Vendors shall propose:

- Availability and performance targets for identity services
- Monitoring and alerting approach for identity flows
- Data protection and privacy controls specific to identity and profile data

8. CMS Capabilities and Content Operations

8.1 Overview

SPL requires a modern CMS enabling efficient, controlled, and scalable content operations across SPL digital channels, while supporting integration-ready modular experiences and matchday operational reliability.

8.2 Content Modeling, Management, and Structured Content

Vendors shall support a content model suitable for SPL digital operations, including:

- Flexible content types (e.g., news, articles, match content, club/player content, media, static pages).
- Structured content fields and relationships (e.g., club ↔ player ↔ match ↔ news).
- Support for content taxonomy, tagging, and categorization.
- Drafting, versioning, and content lifecycle management.
- Multilingual support (Arabic/English).
- Content reuse across channels.

8.3 Editorial Workflows and Governance

Vendors shall support editorial operations and governance, including:

- Configurable workflows (draft, review, approval, publish, archive).
- Role-based access controls and approval rights.
- Audit trails for content edits and publishing actions.
- Support controlled content experimentation for editorial use cases (e.g., alternative headlines/hero placements), with governance and approvals aligned to SPL operating model.
- Scheduling, embargoes, and time-based publishing controls suitable for match operations.

8.4 Modular Page Building and Reusable Components

Vendors shall provide capabilities to support modular experience delivery, including:

- Reusable components/widgets that can be assembled into pages and experiences.
- Layout management suitable for SPL's content and match experiences.
- Ability to evolve experiences without excessive custom development for each change; with configuration controls available to SPL teams.
- Support for SPL's UX and performance standards across all surfaces where CMS-managed components are used
- Dynamic modules powered by external feeds/services.
- For rich experience components (e.g., video player, stories-style modules, and similar interactive components), vendors shall clearly state whether the capability is provided natively, delivered via a standard integration, or requires third-party tooling; and the vendor remains accountable for end-to-end delivery, performance, and support for any in-scope component.



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- The solution shall be out of the box with the expected football widgets, including (at minimum) Club, player, league.
- The solution shall support migrating/rebuilding existing SPL widgets as reusable components, including (at minimum) Team of the Week, Popular Players.

8.5 Media Handling

Vendors shall propose an approach for media handling suitable for SPL publishing needs, including:

- Media upload, organization, and retrieval workflows.
- Provide editorial image tools, including a built-in cropper and formatting controls, to prepare assets consistently across templates and devices.
- Media optimization and delivery approach (e.g., image resizing, formats, caching/CDN), aligned to performance needs.
- Integration approach with media services where applicable.

8.6 Localization and Multilingual Experience

The CMS shall support:

- Arabic and English publishing, including translation workflows as applicable.
- Language-specific content variants and fallback behavior.
- Localization controls suitable for SPL's audiences and content operations.

8.7 UX, Usability, and Design Quality

Vendors shall deliver experiences meeting modern UX standards suitable for a national-scale platform, including:

- Consistent design standards across web/apps.
- Usability practices embedded in delivery, matchday reliability, and accessibility.
- Propose a user testing approach (qualitative and/or quantitative) during delivery, subject to SPL alignment on scope, method, and timing.
- Vendors shall clarify design responsibilities (RACI) and confirm the platform supports efficient UI implementation aligned to SPL direction, including theming/CSS adjustment capability where applicable.

8.8 Accessibility and Inclusive Design

The solution shall be designed and delivered to meet accessibility and inclusive design expectations appropriate for a national-scale digital platform. Vendors shall:

- Design and implement SPL digital experiences and CMS-managed components to align with recognized accessibility standards (e.g., WCAG 2.1 AA or equivalent), including for responsive web and native mobile experiences.
- Ensure accessibility considerations are embedded across content templates, reusable components/widgets, navigation, forms, media handling, and identity flows.
- Provide an accessibility testing approach (automated and manual), including coverage during delivery and regression across releases.
- Vendors may propose optional accessibility enhancements (e.g., read-aloud / text-to-speech support) where feasible and aligned to platform capabilities.
- Identify any known limitations, dependencies, or content/editorial practices required to sustain accessibility compliance over time.

Vendors shall include accessibility deliverables, acceptance criteria, and testing evidence as part of the overall quality management plan.

8.9 Operational Readiness for Peak Windows



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Vendors shall describe how CMS operations will remain reliable during match peaks, including:

- Publishing reliability and controls during match windows
- Release/change management practices to minimize disruption
- Monitoring and operational support approach aligned to SPL match operations

8.10 SEO, URL Management, and Discoverability

Vendors shall support:

- Metadata management, structured data where applicable, and indexing controls.
- URL management and redirect capabilities.
- Tools and practices to preserve discoverability and continuity during migration and platform evolution.

9. Integrations, Data Feeds, and Ecosystem Readiness

9.1 Integration Principles

The solution shall be designed for integration and extensibility. Vendors shall propose an integration approach that supports:

- API-first interoperability and well-documented interfaces.
- Secure integration patterns and access controls.
- Versioning and backward compatibility practices.
- Operational monitoring and traceability for integrations.

9.2 Sports Data Feeds

Vendors shall support match center experiences that rely on sports data feeds and CMS components. Proposals shall include:

- Integration mechanism(s) and data handling approach (real-time and/or near real-time).
- Data validation, reconciliation, and error handling approach.
- Explicitly confirm support for match center content and data requirements (e.g., fixtures, live match status/events where applicable, lineups, stats, standings, player profiles).
- Approach to ensure matchday reliability and operational continuity for this surface.

9.3 Integration Inventory and Delivery Accountability

Vendors shall provide a clear view of integration scope and delivery responsibility, including:

- A list of required integrations, their purpose, and the proposed integration method.
- Dependencies on SPL or third parties (if any).
- The delivery plan and ownership model for building, testing, and operating integrations.
- Documentation approach (API documentation, runbooks, and integration change management).

9.4 Identity, Ecosystem Readiness, and Extensibility

Vendors shall describe identity patterns supporting federation and ecosystem enablement over time (subject to SPL decisions), and describe how the proposed solution enables SPL's broader ecosystem direction over time, including:

- Ability to support additional services and partners (e.g., marketing automation, CDP, analytics) through standard integration mechanisms.
- Capability to support future expansion and optional enablement models for the broader SPL ecosystem (including potential club-related enablement models), subject to SPL roadmap decisions.
- Secure exposure/consumption mechanisms (APIs, tokens/claims, consent-controlled access).
- Readiness for future ecosystem services via standard interfaces and event-driven patterns where applicable.



9.5 Multi-Tenancy and Club Enablement (Strategic Requirement)

Vendors shall describe how the solution could support SPL ecosystem enablement models for clubs (subject to SPL roadmap decisions), including:

- Multi-tenancy patterns, governance/security boundaries, and
- Indicative roadmap options (may be included in the Innovation and Value-Add Proposal).

9.6 Data Governance and Quality

Vendors shall propose a data governance and quality approach within scope, including:

- Data handling practices across environments.
- Logging and traceability for data flows and integrations.
- Processes to manage schema changes, data mapping, and integration updates.

10. Migration and Transition

10.1 Overview

The vendor shall provide a migration and transition approach that ensures continuity of SPL digital operations, preserves discoverability, and enables a controlled transition from current platforms to the new CMS and SSO capabilities.

Migration is a named workstream and shall be planned, executed, validated, and supported as part of the Build phase delivery.

10.2 CMS Content, Media, and Information Architecture Migration

Vendors shall propose and deliver a migration approach that includes, as applicable:

- Migration of current SPL website/app content (articles, news, pages, and relevant content entities).
- Ensure availability of historical sports data archives required for continuity (e.g., tables, fixtures, statistics, player profiles), including migration/continuity for the SPL Performance Index (2024/2025 season) where applicable to the new platform experiences.
- Migration of media assets required for continuity (images and other media used in content).
- Preservation of taxonomy, tags, categories, and content relationships where applicable.
- Information architecture mapping and content model mapping to the new CMS.

10.3 URL Management and Redirect Strategy

Vendors shall propose a strategy to preserve discoverability and continuity, including:

- URL mapping approach from legacy to new platform URLs.
- Redirect strategy (including handling of key legacy pages and content types).
- SEO continuity practices (metadata preservation and indexing controls as applicable).

10.4 Fan Profile and Account Data Migration

SPL will discontinue the current fan SSO. The vendor shall propose and deliver an approach to migrate fan profile and account data from the legacy identity system to the new SSO capability, subject to SPL approval of the final dataset and method.

The migration approach shall:

- Define the migration dataset and data mapping (profile attributes, preferences, favorites, and relevant account identifiers).
- Exclude credential/password migration unless explicitly approved by SPL.
- Define a secure transition approach for user authentication, account claiming, and re-authentication where applicable.



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- Provide a controlled approach to enable SPL to contact migrated users (subject to consent and compliance) to communicate the new login/transition procedure.
- Provide validation and reconciliation controls to ensure migrated data integrity.
- Provide fallback approach for unresolved accounts and exceptions, including support flows within scope.

10.5 Transition Planning, Cutover, and Rollback

Vendors shall provide a transition plan that includes:

- Phased migration and parallel-run approach as applicable.
- Cutover plan, including timing assumptions and controls.
- Rollback plan and criteria, including operational readiness to revert if required.
- Data validation approach and acceptance checkpoints.

10.6 Migration Testing and Acceptance

Vendors shall define and execute migration testing, including:

- Sample migrations and pilot data sets early in delivery.
- Data validation, reconciliation, and auditability controls.
- Acceptance approach and sign-off checkpoints prior to launch readiness.

11. Quality Assurance, UAT, and Release Readiness

11.1 Quality Management Objectives

The vendor shall implement a quality management approach that ensures functional correctness, performance, security, and operational readiness for SPL's matchday requirements and seasonal cycles.

11.2 QA Strategy and Test Coverage

Vendors shall propose and execute a QA strategy covering, at minimum:

- Functional testing for CMS, SSO, and key user journeys.
- Integration testing for data feeds and external services.
- Regression testing across releases.
- Cross-browser and device testing (including iOS, Android, and responsive web).
- Provide test execution logs/evidence to SPL, structured by platform (Web, iOS, Android, Tablet where applicable), covering scope, results, defects, and retest status.
- Accessibility testing aligned to SPL requirements.
- Performance and load testing aligned to matchday demand assumptions.
- Security testing aligned to the vendor's security approach (including vulnerability scanning and remediation).

11.3 UAT Approach

Vendors shall provide a UAT plan that includes:

- UAT environment readiness and data preparation.
- UAT test case structure and SPL participation model.
- Defect triage process and prioritization.
- UAT exit criteria and formal sign-off process.

11.4 Release Readiness Gates

Vendors shall define and operate release readiness gates, including:

- Definition of release scope and deployment plan.
- Verification of monitoring and alerting readiness.



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- Rollback and recovery readiness verification.
- Change control approvals and release scheduling, including considerations for match windows.

11.5 Production Internal Testing Controls

To support May internal production testing, the vendor shall provide:

- Controlled access mechanisms to restrict production testing to internal SPL users.
- Feature flag or equivalent mechanisms to prevent unintended public exposure.
- Auditability of access, changes, and testing activities conducted in production.

11.6 Mobile Release Readiness

For iOS/Android, vendors shall provide a controlled release process, including:

- Planning and approval gates.
- Store submission readiness.
- Controlled rollout strategy.
- Monitoring during release windows.
- Coordination for store review timelines.
- Provide release notes for each release and obtain SPL confirmation prior to store submission; publish release notes after alignment with SPL stakeholders.

11.7 Defect Management and Continuous Improvement

Vendors shall provide a defect management approach including:

- Defect logging, severity classification, and resolution SLAs during delivery and post-launch.
- Define a defect taxonomy and severity model (e.g., Sev1–Sev4) with time-bound response and resolution targets, including match-window handling expectations and season-critical periods.
- Defects introduced as part of vendor delivery shall be remediated as part of the service without additional charging for the same defect scope, subject to final agreed contract terms.
- Root cause analysis practices for critical issues.
- Continuous improvement practices to prevent recurrence across future releases.

12. Service Operations, SLAs, and Support

12.1 Managed Service Overview

The vendor shall provide an end-to-end managed service covering hosting operations, application operations, monitoring, incident management, and continuous improvement aligned to SPL phases and seasonal operations, and ongoing support throughout the contract term.

12.2 Support Model

Vendors shall propose a support model appropriate for a mission-critical digital platform, including:

- Support coverage hours and escalation model.
- Roles and responsibilities for L1/L2/L3 support.
- Communication and incident handling workflow.
- Staffing model and on-call approach during peak match windows.

12.3 Incident Management and RCA

Vendors shall provide an incident management process including:

- Incident detection, triage, escalation, and resolution workflow.
- Severity definitions and response targets.



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- Stakeholder communications approach during incidents.
- Root Cause Analysis (RCA) process and timelines for critical incidents.
- Preventative actions and tracking of remediation.

12.4 Matchday Readiness and Operational Controls

Vendors shall support matchday readiness, including:

- Monitoring posture, change controls aligned to match windows, runbooks/escalation playbooks, and operational rehearsals. SPL will share match window calendars and critical periods during **Commitment**.
- Vendors shall operationalize change freezes and support accordingly.

12.5 Service Level Agreements

Vendors shall propose SLAs appropriate for SPL operations, including (at minimum):

- Service availability targets.
- Incident response and resolution targets by severity.
- Planned maintenance windows and notification requirements.
- Performance monitoring and reporting cadence.
- SPL expects the SLA schedule to cover the full contract term and remain applicable across all phases (Build, Optimize, Grow), with specific attention to matchday operational requirements.

12.5.1 Delivery Commitments and Quality Assurance

In addition to operational SLAs, vendors shall propose a delivery assurance approach suitable for a phased program and continuous improvement model, including:

- On-time delivery governance and milestone commitment approach aligned to Build/Optimize/Grow.
- Quality KPIs and release quality measures (e.g., defect leakage, Sev1/Sev2 thresholds, regression stability).
- Delivery reporting cadence and escalation mechanisms for material risks to timeline, quality, or scope.
- Proposed contractual mechanisms (if any) to reinforce delivery performance (e.g., service credits, remedies, or performance-based components), to be finalized during commercial negotiations.

Vendors shall include the detailed proposed delivery assurance and remedies approach within the Commercial Proposal and relevant annex templates. SPL will finalize the remedies model during contract negotiations.

12.6 Monitoring, Observability, and Reporting

Vendors shall provide operational reporting, including:

- Availability and performance reporting.
- Incident and problem management reporting.
- Release and change reporting.
- Capacity and cost reporting (especially where operating in SPL's GCP account).
- Regular governance cadence (weekly operational reviews and monthly/quarterly executive reviews, as applicable).

12.7 Incident Management and Problem Management

Vendors shall provide:

- Incident workflow.
- Communications during incidents.
- Post-incident RCA and corrective actions.
- Preventive actions governance.

12.8 Service Health Checks and Synthetic Monitoring



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Vendors shall implement service health and synthetic monitoring, including:

- Liveness/readiness endpoints, synthetic monitoring for key journeys from agreed monitoring points (including KSA).
- Proactive alerting and escalation aligned to SLAs.
- Operational reporting and tooling approach integrated with incident management.

12.9 Service Transition and Knowledge Transfer

Vendors shall provide knowledge transfer and transition approach, including:

- Documentation deliverables, training/enablement as applicable.
- Transition plan for steady-state operations aligned to the contract term.

13. Delivery Approach, Governance, and Ways of Working

13.1 Delivery Principles

SPL expects a product-oriented delivery approach enabling iterative delivery, continuous improvement, and measurable outcomes. Vendors shall describe how they deliver iteratively with controlled rollout and transparency.

13.2 Delivery Methodology and Operating Model

Vendors shall propose a delivery methodology appropriate for the scope and timeline, including:

- Delivery framework (e.g., Agile/Scrum/Kanban or hybrid) and rationale.
- Sprint/release cadence and planning approach.
- Backlog management approach, including prioritization and change handling.
- Quality gates integrated into delivery (QA, security, release readiness).
- Documentation practices (technical documentation, runbooks, and knowledge transfer).

13.3 Governance Cadences and Forums

Vendors shall propose a governance model with clear decision-making and cadence, including:

- Weekly delivery governance (progress, risks, blockers, sprint/release planning).
- Weekly operational governance during critical periods (e.g., match windows and May internal production testing).
- Monthly steering committee for scope, risks, and executive decisions.
- Quarterly business reviews aligned to roadmap planning and contract governance.

Vendors shall include a RACI model covering SPL stakeholders and vendor roles.

13.4 Strategic Workshops and Onsite Engagement

Vendors shall include a workshop plan as part of the delivery approach, including:

- Discovery and requirements workshops (business, UX, and technical).
- Architecture and integration workshops.
- Migration planning workshops.
- Operational readiness and season preparation workshops.
- Vendors shall propose onsite engagement where appropriate, including HQ visits if required, and clarify assumptions.

13.5 Tools and Collaboration

Vendors shall describe the tools and collaboration model to support effective delivery and transparency, including:

- Delivery tracking and backlog tools (e.g., Jira or equivalents).



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- Documentation and knowledge management tools (e.g., Confluence or equivalents).
- Design and collaboration tools (e.g., Figma/Miro or equivalents).
- Communication channels and incident communications (e.g., Slack/Teams or equivalents).
- Tools and licenses are expected to be owned by SPL (preferred) to ensure continuity of access and knowledge retention. Vendors shall propose the required toolset and operating model; final tool selection and ownership will be confirmed at project initiation.

13.6 Change Management and Continuous Roadmap Delivery

Given the multi-year nature of this engagement, vendors shall propose a structured approach to change management and continuous roadmap delivery, including:

- Approach for handling change requests and prioritization decisions.
- Planning cadence (annual roadmap themes and quarterly prioritization).
- Commercial approach alignment (rate card, included capacity, or other proposed models).
- Controls to prevent scope drift while enabling continuous improvement.

13.7 Documentation and Knowledge Transfer

Vendors shall provide documentation throughout delivery and operations, including:

- Architecture/integration documentation, runbooks, release/rollback documentation, CMS operational guides.
- Knowledge transfer sessions aligned to operational readiness milestones.
- Mandatory CMS enablement and admin/editor training for SPL teams, including hands-on sessions aligned to operational readiness milestones.
- Training materials, recordings, and quick-reference guides shall be delivered to SPL and maintained as part of the knowledge base.

14. Commercial Model and Pricing Requirements

14.1 Contract Term

SPL expects a contract term of a minimum of three (3) years. Vendors may propose a longer term where it provides clear value and commercial efficiency, subject to SPL approval.

14.2 Bill Of Quantity

Items	Unit	Quantity	Unit Price	Total Price
CAPEX	Each	1	USD	
OPEX	Each	1	USD	

14.3 Pricing Structure

Vendors shall provide a transparent pricing breakdown that separates:

A) CAPEX

- Discovery and requirements deliverables.
- UX design and research deliverables.
- Infrastructure and solutions development.
- Migration and transition deliverables.
- Testing, cybersecurity scan, and deployment.

B) OPEX

- Solutions subscription fees (where applicable).



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- Hosting and infrastructure services (where not under SPL's GCP account).
- Monitoring/observability tooling (where applicable).
- Operation support.

Vendors shall clearly state assumptions for sizing, usage, and volume drivers that influence pricing (e.g., sessions, MAU, matchday peaks), and indicate where SPL inputs are required.

14.4 Alternative Commercial Models

Vendors may propose alternative models providing tangible value (e.g., **performance-based** components linked to business KPIs). Any alternative model must be clearly explained and must not replace the required CAPEX/OPEX breakdown.

14.5 Payment Terms

Vendors shall align proposals to the following requirements:

- Invoice model shall be on a delivery basis.
- The first payment shall be due no earlier than 60 days from the invoice date.

Vendors shall propose a payment schedule that is suitable for a multi-year engagement.

14.6 Commercial Approach for Continuous Improvement and Change Requests

Given the multi-year roadmap and continuous delivery expectations, vendors shall propose a commercial model covering:

- Baseline continuous improvement delivery across the contract term.
- Approach to pricing enhancements and change requests outside of baseline scope.
- A rate card for out-of-scope work (roles, daily rates, and terms).
- Planning model to manage ongoing work (annual planning and quarterly prioritization).

Vendors may propose alternative models (e.g., capacity-based retainer, outcome/KPI-based components) provided that they are clearly defined and commercially practical.

14.7 Uplift and Price Adjustments

SPL position is to avoid automatic uplifts where possible. Vendors shall declare any uplift assumptions and justification. The final uplift policy will be confirmed by SPL procurement during negotiations.

14.8 Currency and Tax

The currency shall be in USD. VAT/tax handling: For the avoidance of doubt, any withholding taxes required under Sadi Law shall be deducted from the fees payable to the service provider, and shall not be borne by the client. Vendors shall state tax assumptions and treatment.

15. Evaluation Approach and Selection Process

15.1 Evaluation Principles

SPL will apply a strict evaluation approach reflecting the strategic importance and complexity of the program, considering completeness, capability, technical and operational suitability, ability to deliver milestones and matchday readiness, commercial value, and partnership/innovation alignment.

15.2 Evaluation Criteria

SPL intends to evaluate proposals across the following dimensions from the RFP package (Submission Components and Annex A):



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A) Solution Fit and Capability – 25%

- CMS capabilities, content operations maturity, and modular experience delivery.
- SSO and fan identity capabilities (registration, recovery, social login, profile/favorites).
- Architecture quality, integration readiness, and extensibility.
- Support for required channels and native experience expectations.
- SPL will apply minimum compliance thresholds for both CMS and SSO mandatory requirements; material gaps in mandatory SSO capabilities may result in disqualification, regardless of CMS strength.

B) Delivery Plan, Timeline commitment, and implementation – 15%

- Delivery methodology and implementation plan aligned to Build/Optimize/Grow.
- Ability to meet May internal production testing readiness and launch readiness expectations.
- Resource plan, governance approach, and risk management.

C) Security, Privacy, and Compliance – 10%

- Compliance alignment and security controls.
- Consent and preference management design.
- Data protection and operational security maturity.

D) Operations, SLAs, and Managed Service – 15%

- Support model, incident management, and reporting approach.
- SLA proposal suitability for matchday requirements.
- Observability, release management, and operational readiness.

E) Commercial Value – 30%

- Cost (20%).
 - Pricing transparency (CAPEX/OPEX), affordability, and cash flow suitability.
 - Commercial flexibility for continuous improvement and change requests.
 - Contract term and commercial assumptions.
- The bidder's commitment to providing a clear, detailed financial proposal covering all execution costs with itemized prices (10%).

F) Strategic Partnership and Innovation – 5%

- Demonstrated understanding of SPL's ecosystem direction.
- Ability to propose innovation beyond baseline scope.
- Long-term partnership approach, including enablement and scalability considerations.

15.3 Shortlisting, Demonstrations, and Validation

SPL may conduct one or more of the following as part of the evaluation:

- Clarification sessions and written follow-up questions.
- Technical deep dives and solution demonstrations.
- Validation of key claims through evidence, references, or proof of capability.
- Commercial clarification and negotiation sessions.

15.4 Final Selection and Award

SPL intends to select one vendor for award, subject to internal approvals and contract finalization. SPL reserves the right to:

- Negotiate scope, commercials, and contract terms prior to award.
- Request best-and-final offers (BAFO) where applicable.
- Award based on overall value and risk profile, not solely lowest price.



16. RFP Timeline and Key Dates

16.1 RFP Process Milestones

The RFP process is expected to follow an accelerated schedule to support SPL's planned commencement date. The steps include:

- RFP issuance.
- Clarification window and Q&A responses.
- Proposal submission deadline.
- Evaluation and shortlisting.
- Demonstrations / executive presentations (as applicable).
- Negotiation and internal alignment.
- Award recommendation and approval.
- Contract finalization and commencement.

16.2 Schedule of the RFP Process

The following steps will be used to complete this process:

Step	Date
RFP Issuance	13 th January, 2026
Clarification Window	19 th January, 2026
Proposal Submission Deadline	26 th January, 2026
Demonstrations/presentations, negotiations	27 th January, 2026 – 1 st February, 2026
Selection and Award (Expected)	05 th February, 2026
Commencement	08 th February, 2026

16.3 Communications

All communications and clarifications will be managed through the official SPL procurement process and channels, as specified in the RFP pack.

17. Annex

Vendors shall complete and return the annex provided as part of the RFP package. The annex is intended to ensure structured, comparable responses and to support SPL's evaluation process.

17.1 Annex A — Requirements Response Matrix (Excel)

- Functional and non-functional requirements response matrix.
- Scoring structure and evidence fields.

18. General Terms, Conditions, and Legal Requirements

18.1 Confidentiality



RFP - Website & Mobile App Platform (CMS & SSO)

All information provided by SPL in connection with this RFP shall be treated as confidential and used solely for the purpose of preparing a response to this RFP. Vendors shall not disclose any RFP materials or SPL information to third parties except where required to prepare a proposal and only under appropriate confidentiality arrangements.

18.2 Data Ownership and Use

All SPL data, including fan data, content, and platform-generated operational data, shall remain the property of SPL. Vendors shall:

- Use SPL data solely to deliver the contracted services.
- Not pool, reuse, or commercialize SPL data for any purpose.
- Provide mechanisms for data export and portability in an agreed format.

18.3 Subprocessors and Personnel

Vendors shall disclose all subprocessors and third parties involved in delivery or operations, and any changes to subprocessors shall be subject to SPL approval consistent with contractual terms.

18.4 Compliance and Audit Rights

Vendors shall:

- Maintain compliance with applicable laws and regulations relevant to the scope.
- Support reasonable audit and assurance requests from SPL, including evidence of compliance, security controls, and service performance reporting, subject to contractual terms.

18.5 Intellectual Property

Vendors shall describe:

- Ownership and licensing terms for the proposed solution and custom deliverables.
- Any third-party IP or licensing restrictions.
- Rights for SPL to use deliverables across the contract term, including in the context of SPL's ecosystem evolution.

18.6 Exit and Transition Assistance

Vendors shall provide an exit plan and transition assistance approach, including:

- Data export and portability approach.
- Documentation and knowledge transfer requirements.
- Support for migration to a replacement provider if required, subject to contract terms.

18.7 Reservation of Rights

SPL reserves the right to amend, cancel, or reissue this RFP and to request additional information from vendors at any time during the process.