



## National Games Secretariat

**Chandrasekharan Nair Stadium, Palayam, Thiruvananthapuram, Kerala**

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**Expression of Interest -**  
**“Official Licensee & Merchandising Partner”**  
**for the 35<sup>th</sup> National Games**

### **1. Background**

The National Games of India is the premier Multi Discipline Sporting Event held in the country, once in every two years. The 35th National Games is now scheduled to be held in the State of Kerala in Southern India from 31<sup>st</sup> January, 2015 to 14<sup>th</sup> February, 2015.

The National Games Secretariat (the “NGS”) is the Nodal Agency of the State Government of Kerala, mandated with the responsibility of organizing the 35th National Games of India. The Games will be held in 29 Competition Venues and one Ceremonies Venue located across seven Districts of the State of Kerala.

Competitions will be held in 31 Disciplines over a period of 15 days, which will attract the crème-de-la-crème of the Sports Fraternity of India to the State of Kerala to participate in this largest multi-sport Event of India. The details of Venues and the respective Sports are attached as **Annexure 1**.

All the 29 Competition Venues together, spread across 7 districts of Kerala, are expected to witness an average footfall of about 150,000 Spectators per day over a 13 day window, excluding the Opening & Closing Ceremonies. The Trivandrum International Stadium, which is the Venue for Opening and Closing Ceremonies, is expected to host nearly 50,000 Spectators each on the two days of the Ceremonies.

NGS is planning high quality production and exhaustive telecast of the Opening and Closing Ceremonies and the Competition Events across multiple National and Regional TV channels.

NGS envisions using the Games as a Platform for inculcating a ‘Sports Culture’ among the Kerala Youth. Additionally, a high degree of awareness and excitement will be created in the build up to the Games, translating into maximum spectator presence in the Games Venues.

To enhance footfalls into the various Competition Venues, NGS is embarking on an aggressive marketing plan ahead of and during the Games, which is expected to give high degree of visibility for the 35th National Games.

Given the high degree of interest among the Keralites in Sporting Events, the tourism potential of the State and the convergence of the Games with the Annual GoK initiative of “Grand Kerala Shopping Festival” (GKSF), the Games will enjoy great visibility among a target Market of 35 Million Keralites.

## **2. Expression of Interest (EoI) for “Official Licensee and & Merchandising Partner**

In the backdrop of the plans to transform the 35<sup>th</sup> National Games into a highly sought after Event, the National Games Secretariat (NGS) intends to engage an **“Official Licensee and & Merchandising Partner”** to produce and distribute various souvenirs and other items of merchandise as the memorabilia of the 35<sup>th</sup> National Games. For this purpose, NGS is inviting non-committal **Expressions of Interest (EoI)** from reputed Manufacturers / Dealers, who can fulfil these requirements.

An indicative list of such merchandising items are given below:

<b>No</b>	<b>Item</b>
1	Polo T-Shirts / T Shirts with Collar
2	Track Pant
3	Caps
4	Flags
5	Wrist bands
6	Thunder Sticks
7	Lapel Pins
8	Sports specific merchandize
9	Key Chain
10	Shorts
11	Pens
12	Such other merchandize items as may be suggested by interested parties and agreed to by the NGS

While granting the license to the Merchandising Partner, NGS also intends to procure from the Partner various items that go into the Kits of nearly 8,000 Participants, comprising of Technical

Officials, Volunteers and Administrative Staff who will be deployed for the 35<sup>th</sup> National Games. The indicative list of the requirements of NGS is given below:

Sl No	Item	Quantity
1	Polo T-Shirts	15,000
2	Track Pant	15,000
3	Caps	15,000
4	Pens	15,000
5	Key Chain	15,000

Therefore, there shall be minimum assured off-take of products for the selected Licensee. In addition to providing a large captive market for the Merchandising Partner by procuring the above referred items, NGS shall also help the Partner by facilitating the distribution of the merchandising items through various Competition Venues and other Channels linked to the Games. NGS shall provide the Merchandise Partner with free space for setting up Merchandise Shops in 29 Competition Venues spread across the State of Kerala, Ceremonies Venue in the Trivandrum International Stadium and the Games Village in Trivandrum. Additionally, NGS shall facilitate the selling of the merchandise in various locations across the Country, where Games related Events are planned. The Torch Relay across the country, Sports Film Festival, Painting Competitions for School Children, etc are some such Events, which will enjoy large scale participation.

### ***3. Rights of the Merchandising Partner***

The Merchandising Partner will be given the following rights and privileges:

1. Right to produce, market and sell any quantity of T-Shirts/Merchandise with the Logo and Mascot of the National Games, using the design prepared by the National Games Secretariat or prepared by the Merchandize Partner and approved by the NGS
2. Right to sell merchandise using the design prepared by the NGS or prepared by the merchandize partner and approved by the NGS at all the Venues of the National Games as well as at select Promotional Events, including the State wide 'Ammu@School' Program and the country wide 'Torch Relay'.

3. Right to sell merchandize using the design prepared by the NGS or prepared by the merchandize partner and approved by the NGS on the official website of the National Games against the payment of a nominal cost to be agreed between the parties.
4. Right to retain all revenues generated from the sales as per 1, 2 and 3 above to its own account in addition to right to receive bid amount for the merchandize required by the NGS.
5. Right to request the support of the NGS in the setting up of points of sale at the stadiums and outside, obtaining all permissions required from governmental authorities for the same and in obtaining the requisite infrastructure (such as tables, chairs etc) at these points of sales, all as may be reasonably requested and agreed to by the NGS. The primary obligation for the same shall continue to rest with the merchandize partner though the NGS will endeavour to provide all such support as may be possible.
6. Right to request the NGS for manpower to man the points of sale at a nominal cost that may be subsequently agreed to between the parties.

#### ***4. Additional Expectations from the Merchandising Partner***

1. NGS is keen to enter into an arrangement with a Merchandize Partner, who will assist NGS in marketing the Games and creating awareness about the Games in as large a population as possible. Towards this end, given the business opportunity for the Merchandize Partner from retail, NGS will expect each interested party to:
  - a. Propose a detailed retail plan incorporating elements such as merchandize with highest likelihood of sales in Kerala, expected sales across each proposed platform, number of points of sales required, location of points of sales, infrastructure required etc;
  - b. Propose the marketing activities that it intends to conduct at its own costs and expense in order to maximize sales of its merchandize; and
  - c. Set out the assistance, infrastructure and manpower that it expects the NGS to provide.

It is clarified that making this submission is not a precondition to appointment but is only one of the factors that will be taken into account at the time of final evaluation of all the Applications pursuant to this EoI.

### 5. Eligibility Criteria for submitting the EoI

1. The Applicant should be a Proprietary/Partnership Firm / Company registered in India and should have been in operation for a minimum period of at least 3 years;
2. The business of the Applicant should have had a minimum average annual turnover of Rs 1,00,00,000 (Rupees One Crore) in the past 3 financial years.
3. The Applicant should not have been blacklisted by any State or Central Government Organisation/ PSU in India.

### 6. Timelines

No	Events	Details
1	Commencement of Issuance of EoI document	August 6, 2014
2	Last date for receipt of queries	August 12, 2014
3	Pre – submission Conference in the Office of IMG – R, Mumbai;  <b>608, 1-B/2, Next to Provident Fund Building, Western Express Highway – Service Road, Bandra East, Mumbai – 400051</b>  <b>Contact Person: Mahesh Ranka; Tel: +91 8451943366</b>	4 pm on August 11, 2014
4	Last Date for issue of Corrigendum, if required, in response to the queries	August 14, 2014

5	Last date & time for Submission of Applications	3 pm on August 25, 2014
6	Date and Time for Opening of Applications	3.30 pm on August 25, 2014

### **7. Pre – submission Conference**

NGS has arranged a pre-submission Conference in Mumbai to create a forum for interactions before submission of the Application in this EoI. This meeting will act as a forum at which interested parties can interact with the NGS and offer their opinions and suggestions on the merchandize programme for the National Games as well as highlight their credentials and abilities and the retail programme that they could implement. Participation in the Pre-submission Conference is not compulsory. All costs related to the participation in the Pre-submission Conference are to be borne by the Applicant.

### **8. Terms and Conditions**

- a. The purpose of this EoI is to gain better understanding of the targeted Market and potential Merchandising Agencies. On the basis of the information gathered through this EoI, NGS may take an appropriate decision on the way forward, which may be the release of a Request for Proposal (RFP).
- b. NGS reserves the right to not to follow up this EoI and terminate the entire EoI Process, or to modify the EoI process, without assigning any reason or without any obligation to any of the Applicants.
- c. This EoI in no way forms any commitment or indication of any business from NGS.
- d. Submission of the EoI shall not guarantee an automatic selection or empanelment of the Applicant.
- e. Each Applicant shall be liable to individually bear the cost of data collection, preparation and submission of this EoI.

## **9. Contents of Application**

Interested parties who meet the eligibility criteria may send their applications to the address mentioned below, enclosing the following details:

1. Name of the Firm/Company
2. Address
3. Contact Details
4. Partnership Deed/Firm Registration Certificate / Certificate of Incorporation
5. Certificate from Chartered Accountant certifying that the average annual turnover has been at least Rs 1.00 crore in the past 3 financial years
6. Self-Declaration stating that the Applicant has not been blacklisted by any State or Central Government Organisation/ PSU in India.
7. Copies of Contracts/ Work Orders / Other Proof of similar projects carried out.

## **10. Modalities of EoI Submission**

1. The envelope should be superscribed "EOI for "Official Licensee & Merchandising Partner" for the 35th National Games.
2. The EOIs should reach the Office of the **Chief Commissioner & Principal Coordinator of NGS** in the below mentioned address, before 3 pm on August 25, 2014. Late submissions will be rejected.

**Chief Commissioner & Principal Coordinator  
National Games Secretariat,  
Chandrasekharan Nair Stadium, Palayam,  
Thiruvananthapuram, Kerala, India  
Phone: +91 471 2302287  
Fax: +91 471 2302267  
Email: [35thngskerala@gmail.com](mailto:35thngskerala@gmail.com)**

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**Chief Commissioner & Principal Coordinator of NGS**

**Encl: Annexure No. 1**

## Annexure I: List of Venues

Sl No	Name of Venue	Events / Competition Disciplines
	<b>Thiruvananthapuram District - 15 Disciplines in 12 Competition Venues &amp; 1 Event Venue</b>	
1	Aquatic Complex, Pirappancode	Aquatics, comprising of Swimming, Diving & Water Polo
2	University Stadium, Palayam	Athletics
3	Jimmy George Indoor Stadium, Vellayambalam	Gymnastics & Handball
4	Shanghumugham Beach	Beach Handball (clubbed with Handball)
5	Sreepadam Stadium, Attingal	Kabaddi & Kho Kho
6	Indoor Stadium, Agricultural College, Vellayani	Netball & Taekwondo
7	NH Bye pass, Kovalam	Triathlon
8	Tennis Complex, Kumarapuram	Tennis
9	LNCPE/Karyavattom Stadium	Wushu
10	Chandrasekharan Nair Stadium, Palayam	Cycle Polo & Squash
11	LNCPE Velodrome, Karyavattom	Cycling
12	New Shooting Range, Vattiyoorkavu	Shooting - Rifle/Pistol
	<b>Kollam District - 2 Disciplines in 2 Venues</b>	
14	New Hockey Stadium, Ashramam	Hockey
15	Lal Bahadur Shastri Corporation Stadium	Rugby 7s
	<b>Alappuzha District - 2 Disciplines in 1 Venue</b>	
16	Vembanad Lake	Canoeing & Kayaking and Rowing;
	<b>Ernakulam District - 7 Disciplines in 5 Venues</b>	
17	Jawahar Lal Nehru Stadium, Kaloor	Archery
18	Rajiv Gandhi Indoor Stadium, Kadavanthra	Badminton & Table Tennis
19	CIAL Trade Fair Centre, Nedumbassery	Fencing & Karate Do
20	CIAL Golf Course, Nedumbassery	Lawn Bowls
21	Munambum Beach	Yachting
	<b>Thrissur District - 4 Disciplines and Football (part) in 4 Venues</b>	
22	Corporation Stadium, Thrissur	Football (Women)
23	VKN Menon Indoor Stadium	Judo & Weightlifting
24	Indoor Stadium, Thriprayar	Boxing
25	Kerala Police Academy, Thrissur	Shooting - Trap & Skeet
	<b>Kozhikode District - 2 Disciplines and Football (part) in 4 Venues</b>	
26	Corporation Stadium	Football (Men)
27	Medical College Ground	
28	VKK Menon Indoor Stadium	Volleyball & Sepak Takraw
29	Kozhikode Beach	Beach Volleyball (clubbed with Volleyball)
	<b>Kannur District - 2 Disciplines in 1 Venue</b>	
30	Indoor Stadium, Mundayad	Basketball & Wrestling