



**NATIONAL GAMES SECRETARIAT  
GOVERNMENT OF KERALA**

**Request for Qualification (RFQ)  
for the selection of  
Sponsorship Selling Agency  
for the  
35<sup>th</sup> National Games**

**June 27, 2014**

**National Games Secretariat,  
Chandrasekharan Nair Stadium, Palayam,  
Thiruvananthapuram, Kerala, India**

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# **RFQ for the Selection of Sponsorship Selling Agency for the 35<sup>th</sup> National Games**

## **1. Background**

- a. The National Games of India is the premier Multi Discipline Sporting Event held in the country, once in every two years. As the custodian of the National Games, the Indian Olympic Association (IOA) has allocated the 35<sup>th</sup> National Games to the State of Kerala. The 35<sup>th</sup> National Games are now scheduled to be held between January 31 and February 14, 2015.
- b. The National Games Secretariat (the “NGS”) is the Nodal Agency of the Government of Kerala (GoK) for organizing the Games.
- c. The Games are expected to be held during a 15 day period, in January/February, 2015, in 29 Competition Venues and one Event Venue located across seven Districts of the State. Competitions will be held in 34 Disciplines, 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 8.
- d. Totally over 10,000 Participants are expected to congregate for this Mega Sport Event, with over 50% of them coming to Thiruvananthapuram. The Thiruvananthapuram City will be hosting 15 Disciplines as well as the Opening and Closing Ceremonies.
- e. All the 29 Competition Venues together, spread across 7 districts of Kerala, are expected to witness an average footfall of about 50,000 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.
- f. 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.
- g. 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.

- h. To enhance footfalls into the various Competition Venues and to exploit the potential revenue opportunities, 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 35<sup>th</sup> National Games. With such marketing initiatives, NGS also aims to attract fair amount of Sponsorships for the 35<sup>th</sup> National Games.
- i. 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.
- j. Given the favorable set of conditions, it is expected that the National Games could have multiple avenues for mobilizing Sponsorships in Cash and in Kind. As a quid pro quo, the Sponsors can be offered a number of avenues for giving them high visibility during the Games.
- k. The indicative list of possible deliverables related to the 35<sup>th</sup> National Games that may be offered to the Sponsors is detailed below.
  - a. In-stadia advertisement billboards and digital Signages / Scoreboards
  - b. Out-stadia advertisement space in and around venues
  - c. Outdoor advertisement banners / flags in towns and cities
  - d. Advertisement time (FCT) other TV options during the Games
  - e. Credits (OCL/CCL) in TV promos and warm-up programs ahead of the Games
  - f. Logo on Athlete Outfit and Chest Numbers
  - g. Ads during Radio Coverage
  - h. Banners on Games Web Portal and Social Media Platforms
  - i. Credits in Mobile Apps and Information Kiosks
  - j. Branding and Logo exposure in Games’ own promotion activities, including Publicity and Information ads in Newspapers, Press Meets, Road-shows and other PR Events, Brochures, Manuals, Handbooks, Guides, Souvenir, Marketing Collaterals used for promotion, and during the Torch relay.
- l. To effectively harness the sponsorship potential of the Games, NGS has already engaged IMG – Reliance (IMG – R) as the Sponsorship Agency. IMG – R is preparing the Overall Sponsorship Strategy for the 35<sup>th</sup> National Games, which aims in attracting sponsorships from Central and State Public Sector Enterprises,

- large Corporate Entities, major Marketers, and any other possible avenues. The Strategy document is also covering the suggested modalities for framing sponsorship layers, approaching potential sponsors, closing sponsorship contracts and executing the sponsorship plan. Quantification of inventory/deliverables, preparation of contract documents, servicing of sponsors, keeping accounts and details of all sponsorship transactions, etc.
- m. To harness sponsorships for the Games based on the Sponsorship Strategy being prepared by IMG – R for the 35<sup>th</sup> National Games, NGS proposes to engage **“Sponsorship Selling Agencies”**. Separate Agencies shall be selected for selling sponsorships in two distinct Geographical Regions. While one category shall sell sponsorships within the State of Kerala, the other category shall cover the rest of India.
  - n. The selected Sponsorship Selling Agency / Agencies shall be paid commission on the total value of the sponsorships harnessed by them either in cash or in kind. The Commission payable to the Sponsorship Selling Agency / Agencies shall be structured at increasing percentage rates against various slabs of sponsorship harnessed.
  - o. The selection of the Sponsorship Selling Agencies is proposed to be done in two stages. The first stage involves pre-qualification of Agencies through this *“Request for Qualification”* (RFQ), followed by final selection of Agencies from those pre-qualified Agencies through a *“Request for Proposal”* (RFP).
  - p. This **Request for Qualification (RFQ)** is intended to pre-qualify competent Professional Agencies for the role of **“Sponsorship Selling Agencies”** for selling Sponsorships for the 35<sup>th</sup> National Games. In response to this RFQ, eligible Applicants may submit separate Applications for two categories namely,

- i. Sponsorship Selling Agency for the State of Kerala**

- ii. Sponsorship Selling Agency for Rest of India; excluding Kerala**

Separate applications are to be submitted for each of the categories. NGS reserves the right to pre-qualify an Applicant in only one category, even if Application is submitted for both categories.

- q. The RFQ document can be downloaded from the NGS Website: [www.35thnationalgames.in](http://www.35thnationalgames.in).

r. Timelines and Key Points

No	Events	Details
1	Start of issuance of RFQ document	June 27, 2014
2	Last date for receipt of queries	July 7, 2014
3	Pre- Applications Conference	2.00 pm on July 10, 2014
4	Response to queries/ Corrigendum to RFQ	July 11, 2014
5	Last date for Submission of Application	Up to 3.00 pm on July 18, 2014
6	Date and Time for Opening of Application	4.00 pm on July 18, 2014
7	Presentation by short-listed Applicants, if required	Will be intimated later
8	Date of announcement of pre-qualification List	Will be intimated later
9	Date of issue of RFP to pre-qualified Applicants	Will be intimated later
10	RFQ Document Fee	Rs. 5,000/- (Rs. Five Thousand only) + VAT @ 5%

**2. Pre-Qualification Criteria for participation:**

**A. Pre-qualification Criteria for Sponsorship Selling Agency for the State of Kerala**

- a. The Applicant should have been in the business of Sponsorships and Rights Sales across the business of sports, entertainment and mega-events for the last 3 years.
- b. The Applicant should have achieved average annual turnover of at least Rs. 1.00 crores from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
- c. The Applicant should have proven track record of having successfully completed at least three projects / assignments of sponsorship sales with exclusive mandate.
- d. The Applicant should have completed at least one sponsorship deal worth minimum value of Rs. 0.50 crores.
- e. The Applicant should have a Registered Office in India, with presence in the State of Kerala, including a full-fledged Office within the State.

- f. The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.

**B. Pre-qualification Criteria for Sponsorship Selling Agency for Rest of India; excluding Kerala**

- a. The Applicant should have been in the business of Sponsorships and Rights Sales across the business of sports entertainment and mega-events for the last 3 years.
- b. The Applicant should have achieved average annual turnover of at least Rs. 5.00 crores from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
- c. The Applicant should have proven track record of having successfully completed at least three projects / assignments of sponsorship sales with exclusive mandate.
- d. The Applicant should have completed at least one sponsorship deal worth minimum value of Rs. 1.50 crores.
- e. The Applicant should have a Registered Office in India, with strong presence in at least one metro city or regional presence in at least 3 large States.
- f. The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.

**3. Objective of the Assignment**

Sports Sponsorship is still in a nascent phase in India with spectacular success achieved only in the Cricketing Arena. With the 35<sup>th</sup> National Games, the State of Kerala is striving to bring about a genuine change by attracting large Corporates and PSUs to contribute for the promotion of the National Games.

The Selected Sponsorship Selling Agency / Agencies is/are expected to work in close cooperation with NGS and their Sponsorship Agency, IMG – Reliance, in aggressively selling sponsorships within the State of Kerala or the Rest of India, as may be applicable, for successfully accomplishing the objective of mobilizing maximum sponsorships for the 35<sup>th</sup> National Games.



#### **4. Scope of Work**

##### **Assistance to NGS**

- a. Prepare sponsorship packages and presentation materials, in consultation with NGS & their Sponsorship Agency, IMG – Reliance, based on the overall sponsorship strategy for the 35<sup>th</sup> National Games prepared by IMG – R.
- b. Secure meetings with potential Sponsors in Private Sector Companies and Public Sector Companies and make appropriate sales presentations.
- c. Prepare sponsorship proposals and undertake appropriate follow up with potential Sponsors to obtain the maximum sponsorships for the Games
- d. Negotiate sponsorship arrangements and finalize contracts between NGS and the Sponsor/s.
- e. Secure other sponsorship rights as required to secure a sponsorship deal
- f. Coordinate all sponsorship matters with NGS and IMG – R, as required.
- g. Report all developments in sponsorship sales on a regular basis to NGS and Sponsorship Consulting Agency, IMG – R.
- h. Collect sponsorship payments and transfer the same to NGS immediately.

##### **Sponsor Servicing**

- i. Assist and coordinate the sponsor rights with Sponsors with the development of leveraging plans to support the achievement of their business objectives
- j. Manage the relationship between NGS and each of its Sponsors to ensure a favourable and pleasant experience for both parties.
- k. Ensure delivery by NGS of all contracted benefits committed to the Sponsors including Signages and ticketing.

#### **5. Project Deliverables**

1. Submissions of Master List of potential Sponsors for the 35<sup>th</sup> National Games, segmented into different tiers
2. Sales Presentations and other Marketing Collaterals for canvassing Sponsors (for each category/tier of Sponsors)
3. Sponsorship Proposal for each potential Sponsor

4. Preparation & Submission of Contracts / Agreements for each Sponsor, prepared in consultation with NGS and their Sponsorship Agency, IMG – R.
5. Weekly and Monthly Reports on progress in Sponsorship Sales
6. All communications and other documentation required for Sponsor Servicing
7. Collection & submission to NGS of all Sponsorship Payments / Value in Kind with Weekly and Monthly Reports on billing and collection
8. Sponsor Database, containing detailed information about senior management and contact persons of the Sponsor, updated regularly

## **6. Payment Schedule**

- a. The selected Sponsorship Selling Agency / Agencies shall be eligible for a Commission on the sponsorships mobilized. The quantum of commission payable to the selected Sponsorship Selling Agency / Agencies and the modalities of payment shall be communicated to the pre-qualified Sponsorship Selling Agencies through the Request for Proposal (RFP). The RFP will be issued by NGS to only those Agencies, who are pre-qualified under the two categories.

## **7. Assignment Timelines**

- a. The pre-qualified Agencies shall be issued the RFP for submission of their financial proposal. The Agencies selected through the selection process prescribed in the RFP shall be required to adhere to the below mentioned timelines for mobilizing sponsorships for the 35<sup>th</sup> National Games.

<b>Sl No</b>	<b>Milestones</b>	<b>Timelines</b>
1	Date of Contract Signing with Selected Sponsorship Selling Agency / Agencies	T
2	Finalisation of integrated Sponsorship Selling Strategy, in close liaison with NGS / IMG – R & preparation of Presentations & Marketing Collaterals	T+30 days
3	Making Sales Pitch to potential Sponsors and Closing of sponsorship deals, leading to signing of Contracts – 25% of the committed value	T+90 days
4	Making Sales Pitch to potential Sponsors and Closing of	T+120 days

	sponsorship deals, leading to signing of Contracts – from 26% to 50% of the committed value	
5	Making Sales Pitch to potential Sponsors and Closing of sponsorship deals, leading to signing of Contracts – from 51% to 100% of the committed value	T+180 days
6	Collection of contractual payments, VIK Items and submission of the same to NGS	T+ 90 days to T+210 days
7	Submission of Accounts, Transactions and related details of all sponsorship transactions to NGS after Games	T+240 days

- b. If the Selected Agency / Agencies fails to carry out the sponsorship selling work within the above mentioned timelines or as explicitly modified in the Contract, due to reasons attributable to the Selected Agency / Agencies, NGS at its discretion shall, without prejudice to its other remedies under the Contract, go for termination of the Contract and undertake any action as deemed fit by it for ensuring that the assessed value of Sponsorships expected for the 35<sup>th</sup> National Games is collected.

## **8. Disqualification**

- a. Even if a Applicant meets the above criteria, NGS may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Applicant if the Applicant has:
- a) Made misleading or false representations in the forms, statements and attachments submitted; or
  - b) The Applicant has been blacklisted by any Government Agency after the Pre-Qualification Stage

## **9. Pre-Applications Conference**

- a. NGS shall hold a Pre-Applications Conference at 2.00 pm on July 10, 2014 at NGS Conference Hall, to discuss the details related to the Project with the Applicants.
- b. Prior to the Pre-Applications Conference, the Applicants may submit a list of queries, comments, if any and submit the same to NGS before July 7, 2014.

- c. NGS, at its discretion, may respond to queries after the Pre-Applications Conference and such response(s) shall be posted on the NGS website as identified above on July 11, 2014.
- d. Attendance of the Applicants at the Pre-Applications conference is not mandatory.

#### **10. Clarifications**

- a. All shortlisted Agencies requiring any clarification with regards to this RFQ document may notify NGS in writing or by tele-fax at the mailing address indicated in Clause No. 20. NGS will respond in writing to any request for clarification which is received prior to the Pre-Applications Conference. NGS may not respond to any request for clarification to queries on this Document, received later than the date of the Pre-Applications Conference.

#### **11. Amendment to RFQ Document**

- a. At any time prior to the last date for the issuance of corrigendum as mentioned in this RFQ, NGS may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Applicant, modify the RFQ Document by a Corrigendum/Corrigenda.
- b. The Applicants are requested to send their queries as per the schedule mentioned in this RFQ to make the Pre-Applications Conference more productive. Queries received after the set time limit may not be considered in the pre Applications conference.
- c. The reply to the queries of potential Applicants would be consolidated and if required, appropriate Corrigendum/ Corrigenda to this RFQ document would be published in the NGS website and communicated to the Applicants, who participate in the Pre-Applications Meeting of submit queries.
- d. Such Corrigendum/Corrigenda, if issued, would form part of this RFQ and Applicants would be advised to prepare their Proposal in accordance with such Corrigendum/Corrigenda.

#### **12. Applicant's responsibility**

- a. The Applicant is solely responsible for the details of his Application/s and the preparation of Application/s.

- b. The Applicant is expected to examine carefully all the contents of RFQ document, including instructions, conditions, forms, and terms etc and take them fully into account before submitting his offer. Applications, which do not satisfy all the requirements, as detailed in these documents, are liable to be rejected as being unresponsive.

### ***13. Application Process for the RFQ***

- a. The Applications should be submitted latest by 3 pm on July 18, 2014.
- b. The Application shall be opened at 4.00 pm on the same day, in the presence of those Applicants, who chooses to be present during the opening.
- c. Interested parties are invited to submit detailed Applications in accordance with the process defined in this RFQ document. The Applicants are expected to examine the RFQ document in detail, and to carry out such studies as may be required to submit their Applications.
- d. The Applicants may submit separate applications for the following two categories of Sponsorship Selling Agencies that are to be pre-qualified for issue of RFP:
  - i. Sponsorship Selling Agency for the State of Kerala**
  - ii. Sponsorship Selling Agency for Rest of India; excluding Kerala**

NGS reserves the right to pre-qualify an Applicant in only one category, even if Application is submitted for both categories.

- e. Applications meeting all the Pre-Qualification criteria shall be selected for technical evaluation.
- f. Applications shall undergo Technical Evaluation as per the criteria mentioned in the RFQ. As part of the Technical Evaluation, Applicants may be required to make a Presentation before an Evaluation Committee in NGS Office in Thiruvananthapuram. In case a Presentation is required, five days advance intimation shall be provided to the Applicant. Only those Applicants scoring a minimum of 70 marks out of 100 in the Technical Evaluation shall be pre-qualified by NGS for the issue of RFP for submission of Financial Proposals.
- g. At any time prior to the deadline for last date of submission of Applications, NGS may, for any reason, whether at its own initiative or in response to a clarification or to a query raised by a prospective Applicant amend the RFQ documents by

- issuing suitable Corrigendum. Such Corrigendum/Corrigenda, if issued, would form part of this RFQ.
- h. NGS reserves the right not to follow-up this RFQ process and terminate the entire selection process without any obligation to any of the Agencies at any stage.

#### **14. Earnest Money Deposit (EMD)**

- a. The submission of Application against this RFQ does not require any remittance of Earnest Money Deposit (EMD). Only in the next stage of submission of Financial Proposal against the RFP, by the pre-qualified Applicants, they shall furnish a refundable EMD. The EMD amount shall be indicated in the RFP to be issued to the pre-qualified Applicants.

#### **15. Documents Comprising the Application**

- a. Applicant shall submit their Application in a single package as mentioned below:

##### **Pre-qualification Package**

An envelope, clearly labeled as “**Pre-qualification Package for Sponsorship Selling Agency for the State of Kerala**” or “**Pre-qualification Package for Sponsorship Selling Agency for rest of India; excluding Kerala**” as the case may be shall be submitted. Following documents shall be submitted in this Package.

- i. Letter of RFQ submission attached as **Annexure 1**.
- ii. RFQ document Fee of Rs 5,000/- (Rs Five Thousand Only) + VAT @ 5%, in the form of demand draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** **or** a true copy of Cash Receipt issued by NGS as proof of payment of Fee to NGS.
- iii. Certificate of Incorporation/ Firm Registration Certificate/ Partnership Deed.
- iv. Response Sheet as per **Annexure 2**, containing the following details.
  - a. General Details. (Annexure 2 – Form 1)
  - b. Pre-Qualification Response Sheet. (Annexure 2 – Form 2)

- c. Experience Details. (Annexure 2 – Form 2)
- d. Financial Information, including Audited balance sheet for last 3 years duly signed by a Chartered Accountant. (Annexure 2 – Form 4). Certificate from Chartered Accountant certifying the turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
- v. Team Deployment Plan as per **Annexure 3**
- vi. CVs of Key personnel working in the project as per **Annexure 4**.
- vii. Technical Proposal, comprising of Approach and Methodology, Work Plan for this assignment, Understanding of Scope of this Assignment and at least two examples of Innovative Sponsorship Solutions already successfully executed by the Applicant to be submitted as **Annexure 5**.
- viii. Power of Attorney in favour of person authorized to sign the documents as per **Annexure 6**.

In case the Applicant is applying for both categories, two separate Applications in the aforesaid format has to be submitted. No conditions shall be stipulated by the Applicant in the Application. **NGS reserves the right to summarily reject conditional Applications.**

### ***16. Cost of submission of Applications***

- a. The Applicant shall bear all costs associated with the preparation and submission of the Application. NGS shall in no case be responsible or liable for these costs, regardless of the conduct or outcome of the Applications process.

### ***17. Language of Applications***

- a. The Applications and all related correspondence and documents relating to the Project shall be in English language. Any material that is submitted in a language other than English and which is not accompanied by an accurate English translation will not be considered.

## **18.Preparation and Submission of Application**

- a. Application shall be stamped and signed on all pages by a person duly authorized to sign the Application.
- b. The complete Application shall be without alterations, overwriting, interlineations or erasures. All amendments/corrections shall be initialed by the person or persons signing the Application.
- c. Each Application will be submitted in two sets one marked “Original” and the other marked “Copy” (Copy should be the photocopy of ‘original’). In the event of discrepancy between Applications, the original shall prevail
- d. The two sets, Original & Copy, shall be submitted in a single sealed cover superscribing **“Pre-qualification Package for Sponsorship Selling Agency for the State of Kerala”** or **“Pre-qualification Package for Sponsorship Selling Agency for rest of India; excluding Kerala”** as may be applicable.
- e. The envelope should also bear the name and address of the Applicant and shall be addressed to the Chief Commissioner & Principal Coordinator, National Games Secretariat, CSN Stadium, Thiruvananthapuram.
- f. NGS will not take any responsibility for the misplacement of the Application or any part thereof, which is not sealed or marked as per aforesaid instructions.
- g. The Application(s) duly completed as per the instructions given in this documents and the corrigendum issued if any, should be submitted to the following address by the last date and time of Application submission.

Chief Commissioner & Principal Coordinator,  
National Games Secretariat,  
Chandrasekharan Nair Stadium, Palayam,  
Thiruvananthapuram 695033, Kerala, India,  
Ph: +91 471 2302287 Fax:+91 471 2302267  
Email: 35thngskerala@gmail.com  
Website: www.35thnationalgames.in

- h. Interested Applicants may submit the Applications any time before the last date for submission of completed Applications given in this RFQ. NGS may, at their discretion, extend this date, in which case all rights and obligations of the NGS and the Applicant shall thereafter be subject to the new deadline as extended.



- i. Deviations to the RFQ shall not be entertained at any point of time by the NGS. The Application submitted by the Applicants shall be unconditional and the Applicants would be deemed to have accepted the terms and conditions of the RFQ with all its contents.
- j. Applications sent through any other means of transmission (tele-fax, e-mail, etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.

### ***19. Modifications/ Substitution/ Withdrawal of Applications***

- a. No modification or substitution of the submitted Applications shall be allowed.
- b. An Applicant may withdraw its submitted Applications, provided that written notice of the withdrawal is received by NGS before the last date for submission of Applications. In case an Applicant wants to resubmit his Applications, he shall submit a fresh Application following all the applicable conditions.
- c. Only a single copy of the withdrawal notice shall be prepared and each page of the notice shall be signed and stamped by the authorized signatory. The notice shall be duly marked "WITHDRAWAL".

### ***20. Applications Due Date***

- a. Applications should be received in the office of the Chief Commissioner and Principal Coordinator, at the address mentioned in Clause No. 18, on or before the stipulated time and date as specified in this RFQ.
- b. NGS may, in exceptional circumstances, and at its sole discretion, extend the Applications due date by issuing a Corrigendum.

### ***21. Late Applications***

- a. Any Applications received after the deadline prescribed for submission of Applications in this RFQ will not be considered and will be returned unopened to the Applicant.

## **22. Power of Attorney**

- a. Applicants shall submit a power of attorney, on a stamp paper of appropriate value and duly notarized, in favour of the person signing the Applications documents authorizing him to sign the Applications documents, make corrections/ modifications thereto and interacting with NGS and act as the contact person. The format for the power of attorney is attached as **Annexure 6**.

## **23. Evaluation of Application & Award Criteria**

- a. The Applications will be opened in the presence of Applicants or their authorized representatives who may choose to attend on date & time as mentioned in this RFQ at NGS. If such nominated date for opening of Applications is subsequently declared as a public holiday, the next official working day shall be deemed as the date of opening of the Applications.
- b. Applications which have not complied with one or more of the foregoing instructions may not be considered.
- c. On opening of the main envelope, it will be checked if they contain the Pre-qualification Package as detailed above.
- d. On opening the Package, the contents will be checked and verified against a check list for completeness and conformity to the requirements of this RFQ, including the submission of the requisite Document Fee. If the documents do not meet the requirements of the RFQ, the Applications will be considered as non-responsive and will be summarily rejected.
- e. NGS would subsequently examine and evaluate Applications for responsiveness. An Application shall be deemed as responsive if it satisfies the following conditions.
  - a. Is packed, signed, sealed and marked as stipulated in this document.
  - b. Contains all the information and as per the formats specified as requested in the RFQ.
  - c. Is unconditional and conforms to all the terms, conditions and specifications of RFQ without material deviation or reservation.

An Application that is not responsive shall be rejected by NGS.

- f. The Applications, which are responsive, shall be considered for further evaluation. NGS shall evaluate each Application for its compliance to Pre-Qualification criteria mentioned in this RFQ Document.
- g. Any Agency not meeting any of the Pre-Qualification criteria shall not be considered for Technical Evaluation.
- h. Technical Package of responsive Applications, which satisfies all the Pre-Qualification Criteria, shall be opened and evaluated. As part of the Technical Evaluation, the Applicants may be required to make a presentation.
- i. Each of the responsive Technical Proposal will be evaluated based on the criteria stipulated in this RFQ by awarding marks which will add up to a total of 100 marks.

<b>No</b>	<b>Criteria</b>	<b>Basis of Evaluation</b>	<b>Max Marks</b>
1	Relevant Past Experience	@ 5 marks per assignment	20
2	Approach and Methodology, Work Plan, Understanding of Scope of this Assignment and Examples of Innovative Sponsorship Solutions	Approach and Methodology – 5 marks Work Plan – 3 marks Understanding of Scope – 2 marks Examples of Innovative Sponsorship Solutions – @ 5 marks each	30
3	Deployment plan, Qualification & Experience of the Key Resources	Qualitative Assessment based on the CVs of proposed Resources	20
4	Financial Information	Turn over should be related to Sponsorship Assignments Average annual turnover in the past 3 financial years: Rs 5 Crore or above – 12 marks Average annual turnover in the past 3 financial years. (Rs 10 Crores) – 16 marks Average annual turnover in the past 3 financial years: Greater than Rs 4 Crores – 20 marks	20

No	Criteria	Basis of Evaluation	Max Marks
5	Technical Submission / Presentation (if required)		10
	Grand Total		<b>100</b>

- j. Only those Applicants scoring a minimum of 70 marks out of 100 in the Technical Evaluation shall be pre-qualified for issue of RFP. The technical scores of all technically qualified Applicants shall be announced prior to the opening of Financial Applications.

**24. Clarification of Applications**

- a. Evaluation of technical Applications submitted by Applicants shall be undertaken based on details submitted therein only. Applicant shall not be allowed to submit on their own, additional information or material subsequent to the date of submission and such material / information, if submitted, will be disregarded. It is therefore essential that all details are submitted by the Applicant comprehensively, accurately and specifically in their technical Applications, avoiding vague answers. However, Evaluation Committee, if it so desires, reserves the right to seek any clarification from the Applicants on the information provided in the technical package. The request for clarifications and the response shall be in writing, or by tele-fax / e-mail. No change / addition in the information or substance of the Applications shall be sought, offered or permitted.

**25. Process to be Confidential**

- a. Except the public opening of the Applications, information relating to the examination, clarification, evaluation and comparison of Applications and recommendations concerning the award of Contract shall not be disclosed to Applicants or other persons not officially concerned with such process.

- b. Any effort by a Applicant to influence NGS in the process of examination, clarification, evaluation and comparison of Applications and in decisions concerning award of Contract, shall result in the rejection of the Applications.

**26. Interpretation of Clauses**

- a. In case of any ambiguity in the interpretation of any of the clauses in the tender document, the interpretation of the clauses by NGS, Kerala shall be final and binding on all parties.
- b. In case of any deviation, from the tender specifications and/or tender conditions, the decision of NGS to accept, will be final

**27. NGS's right to accept and to reject any or all Applications**

- a. Notwithstanding anything contained in this RFQ, NGS reserves the right to accept or reject any Applications at any time prior to award of Contract without thereby incurring any liability to the affected Applicant or Applicants.
- b. NGS reserves the right to cancel/annul the selection process, at any stage prior to the award of the Sponsorship Selling Assignment, in larger public interest, on account of the following:
  - a. occurrence of any event due to which it is not possible to proceed with the selection process
  - b. an evidence of a possible collaboration/mischief on part of Applicants, impacting the competition and transparency of the selection process,
  - c. any other reason, which in the opinion of the Employer necessitates the cancellation of the selection process
- c. On occurrence of any such event, NGS shall notify all the Applicants within 7 days of such decision. NGS is not obligated to provide any reason or clarification to any Applicant on this account. No reimbursements of costs/ expenses of any type shall be made by NGS on this account to the Applicant.
- d. NGS further reserves the right to retender the process or get the work done by a Government agency or Quasi Government Agency, if NGS is of the opinion that the Applications received are not financially or otherwise feasible or not acceptable due to reasons in sub clauses (a) to (c) above.

## **28. Disputes**

- a. If a dispute of any kind whatsoever arises between NGS and the Applicant Agency in connection with or arising out of the RFQ or the execution of the Project, whether during the execution of the assignment or after its completion and whether before or after repudiation or termination of the Agreement, including any dispute as to any decision, opinion, consent, expression of satisfaction, approval, determination of value, action or instruction of NGS, the matter in dispute shall be referred in writing to the Chief Commissioner & Principal Coordinator, NGS.
- b. Not later than 28 days after the day on which it received such reference, the Chief Commissioner & Principal Coordinator of NGS shall give notice of its decision of the same to the Selected Agency. Such decision shall state that it is made pursuant to this Clause and the decision of the Chief Commissioner & Principal Coordinator shall be final.

## **29. Litigation**

- a. Litigations, if any, shall be subject to the jurisdiction of the Courts at Thiruvananthapuram, Kerala, India and will be governed by the Laws of India.

## ***Annexure 1 - Letter of RFQ submission***

[Date]

Chief Commissioner & Principal Coordinator  
National Games Secretariat  
Chandrasekharan Nair Stadium  
Thiruvananthapuram, Kerala

Dear Sir,

**Sub: Letter of RFQ Submission – Pre-qualification Package for Sponsorship Selling Agency for the State of Kerala / Pre-qualification Package for Sponsorship Selling Agency for rest of India; excluding Kerala**  
(strike out the one that is not applicable)

1. We, the undersigned duly authorized to represent and act on behalf of [-----  
-----] (“the Applicant”), and having reviewed and fully understood all information provided in the RFQ document, hereby apply as Applicant for the above mentioned assignment for the 35th National Games, Kerala.
2. We are hereby submitting our Application including the following:
  - a) Application in the prescribed format, with all information and supporting documents requested in this RFQ Document.
3. Our Application is valid till [--date in figures and words--]
4. NGS and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from our bankers and clients regarding any financial and technical aspects. This Letter of Application will also serve as authorization to any individual or authorized representative of any entity referred to in the supporting information, to provide such information deemed necessary and requested by you to verify statements and

information provided in this Application, or with regard to the resources, experience, and competence of the Applicant.

5. We understand that;
  1. All information submitted under this Application shall remain binding upon us at the time of Application; and
  2. NGS may in their absolute discretion reject or accept any Application, cancel the pre-qualification process and reject all Applications.
  
6. We declare that all statements made by us and all the information pursuant to this Letter of Application are complete, true and accurate to the best our knowledge and beliefs.

For and on behalf of (name of Applicant)

Signed .....

Name .....



## ***Annexure 2 – Form 1 – General Details***

1. Details of Applicant (Application for the Project)
  - (a) Name of Company:
  - (b) Address of the corporate headquarters and its branch office(s), if any, in India:
  - (c) Date of Incorporation and Commencement of Business
2. Brief description of the Company including details of its main lines of business:
3. Details of individual (s) who will serve as the point of contact/ communication within the Company:
  - (a) Name :
  - (b) Designation :
  - (c) Company :
  - (d) Address :
  - (e) Telephone Number :
  - (f) E-Mail Address :
  - (g) Fax Number :
4. Name, Designation, Address and Phone Numbers of Authorised Signatory of the Applicant:
  - (a) Name :
  - (b) Designation :
  - (c) Address :
  - (d) Phone No. :
  - (e) Fax No. :
  - (f) E-mail :

**Annexure 2 – Form 2 – Pre-Qualification Response Sheet**

**A. Pre-qualification Criteria for Sponsorship Selling Agency for the State of Kerala (separate Application)**

<b>Sl No</b>	<b>Criteria</b>	<b>Documentary Proof</b>
1	The Applicant should have been in the business of Sponsorship and Rights Sales across the business of sports, entertainment and mega-events for the last 3 years.	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from Clients
2	The Applicant should have achieved average annual turnover of at least Rs. 1.00 crore from Sponsorship and Rights Sales Engagement during the previous 3 financial years.	Certificate from Chartered Accountant certifying the turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
3	The Applicant should have proven track record of having completed at least three assignments of exclusive mandate.	Letters/documents executed with Clients for similar events.
4	The Applicant should have completed at least one sponsorship deal worth minimum value of Rs. 0.50 crores.	Letters/documents executed with Clients for similar events.
4	The Applicant should have a Registered Office in India, with strong presence in at least 3 major Metros and in at least 3 other Indian Cities	1. Certificate of Incorporation 2. Certificate of Commencement of Business. 3. Memorandum and Articles of Association
5	The Applicant should have successfully completed at least 3 assignments of similar nature, scope and complexity, of which at least one assignment shall be for a Mega Sporting Event (Mega Multi Sport or Mega Single Sport Event) or other Mega Events during the past five years.	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from clients Documentary evidence clearly depicting the scope of work, Project

<b>Sl No</b>	<b>Criteria</b>	<b>Documentary Proof</b>
		value and client contact details
6	The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.	An affidavit declaring that the Applicant has not been blacklisted by any Government/Public sector undertakings.

**B. Pre-qualification Criteria for Sponsorship Selling Agency for Rest of India; excluding Kerala (separate Application)**

<b>Sl No</b>	<b>Criteria</b>	<b>Documentary Proof</b>
1	The Applicant should have been in the business of Sponsorship and Rights Sales across the business of sports, entertainment and mega-events for the last 3 years.	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory Performance or Commendation Certificates from Clients
2	The Applicant should have achieved average annual turnover of at least Rs. 5.00 crore from Sponsorship and Rights Sales Engagement during the previous 3 financial years.	Certificate from Chartered Accountant certifying the turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
3	The Applicant should have proven track record of having completed at least three assignments of exclusive mandate.	Letters/documents executed with Clients for similar events.
4	The Applicant should have completed at least one sponsorship deal worth minimum value of Rs. 1.50 crores.	Letters/documents executed with Clients for similar events.
4	The Applicant should have a Registered Office in India, with strong presence in at least 3 major Metros and in at least 3 other Indian Cities	Certificate of Incorporation / Certificate of Commencement of Business. Memorandum and Articles of Association
5	The Applicant should have successfully completed at least 3 assignments of similar nature, scope and	Details of Assignments Undertaken, Copies of Work Orders, Satisfactory

<b>Sl No</b>	<b>Criteria</b>	<b>Documentary Proof</b>
	complexity, of which at least one assignment shall be for a Mega Sporting Event (Mega Multi Sport or Mega Single Sport Event) or other Mega Events during the past five years.	Performance or Commendation Certificates from clients Documentary evidence clearly depicting the scope of work, Project value and client contact details
6	The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.	An affidavit declaring that the Applicant has not been blacklisted by any Government/Public sector undertakings.

**Annexure 2 - Form 3: Experience Details**

(Separate table for each Assignment)

<b>Item</b>	<b>Details</b>
Title & Nature of the Assignment.	
Brief Description of Assignment	
Client for which the Assignment was constructed/ developed.	
Country and Location within Country where the Assignment was undertaken	
Duration of Assignment	
Assignment Cost/ Certified Billing (in Rs.).	
Brief Responsibility of the Project Team member	

Note: Please attach documentary proof for each Assignment (Copy of Work Orders / Contracts / Client Certificates, etc.)

**Annexure 2 - Form 4: Financial Details**

<b>Year</b>	<b>Annual Turnover (in Rs)</b>
2011-2012	
2010-2011	
2009-2010	

Note: All figures quoted above shall be substantiated by attaching the Audited Annual Reports for the previous three years.

***Annexure 3 - Team Deployment Plan***

***Team Composition***

Sl No	Name	Position

### **Annexure 4 - Format of CV**

1. Name:
2. Date of Birth:
3. Proposed Position:
4. Years with Firm:
5. Years of Experience:
6. Area of Specialization:
7. Proposed position in the Project:
8. Education and Other Relevant Certifications

<b>Sl No</b>	<b>Course</b>	<b>Institution</b>	<b>Year of Passing</b>

9. Key Qualification/Experience

<b>Sl No</b>	<b>Assignment</b>	<b>Position held and Year</b>	<b>Major Responsibilities</b>

10. Employment Record

<b>Sl No</b>	<b>Name of Organization</b>	<b>Positions Held</b>	<b>Responsibilities</b>	<b>Period</b>

11. Language Skills

<b>Sl No</b>	<b>Language</b>	<b>Read</b>	<b>Write</b>	<b>Speak</b>

Full Name

Signature

Company

Seal

## ***Annexure 5 – Technical Proposal***

Technical Proposal shall comprise of the Approach and Methodology, Work Plan for this assignment, Understanding of Scope of this Assignment and at least two examples of Innovative Sponsorship Solutions already successfully executed by the Applicant.



***Annexure 6 - Format for Power of Attorney for Signing of Application***

Know all men by these presents, We ..... (Name of the Applicant and address of their registered office) do hereby constitute, appoint and authorise Mr / Ms.....(name and residential address of Power of Attorney holder) who is presently employed with us and holding the position of .....

as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Application for the assignment, *including signing and submission of all documents and providing information / responses to NGS, representing us in all matters before NGS, and generally dealing with NGS in all matters in connection with our Application for the said Assignment.*

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For \_\_\_\_\_

Accepted

..... (Signature)

(Name, Title and Address)

of the Attorney

Note:

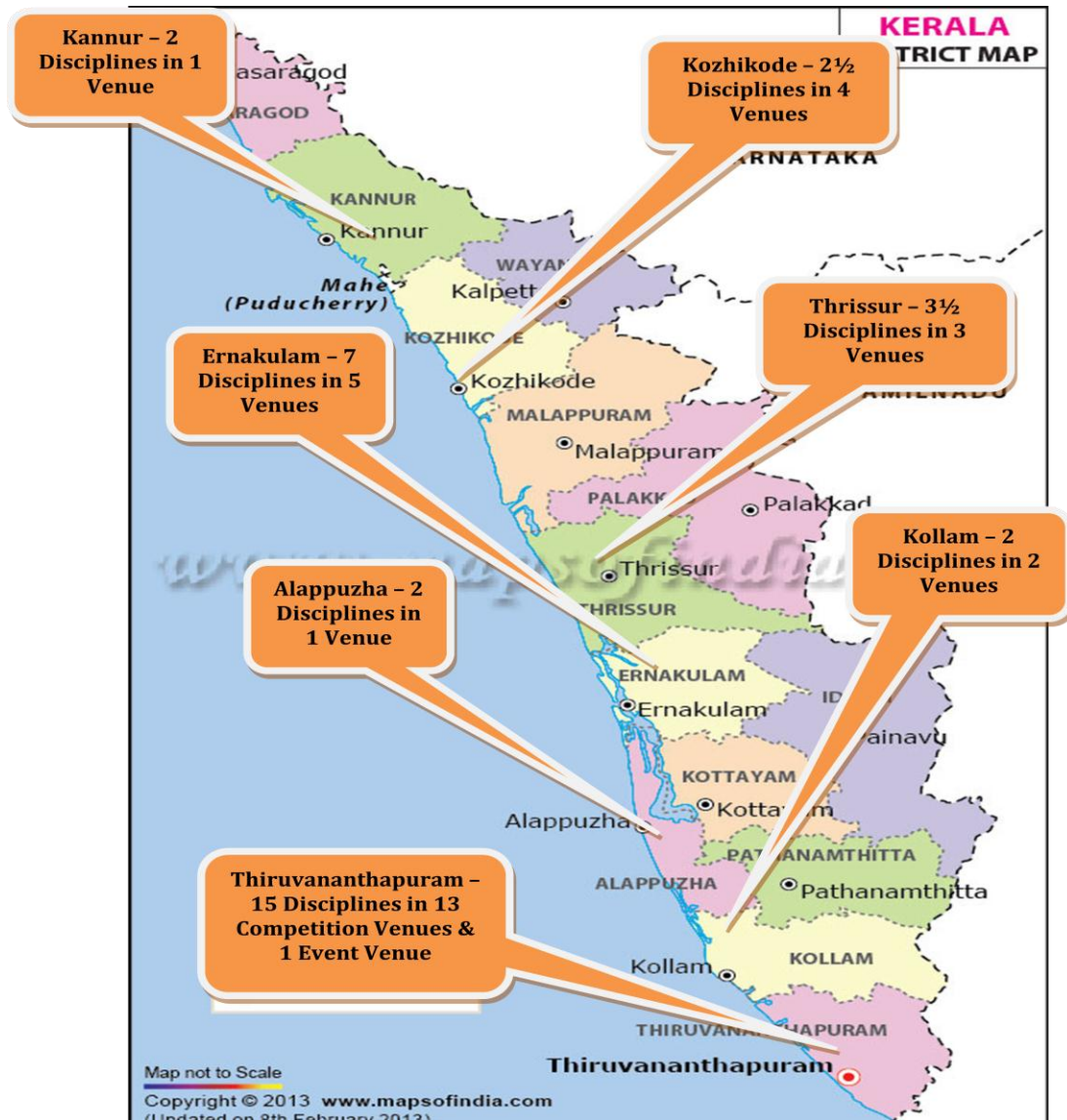
- ◆ *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- ◆ *The Power of Attorney shall be provided on Rs.100 stamp paper or in the Official Letterhead of the Applicant, signed by the person authorised by the*

Board of Directors in line with the Articles & Memorandum of Association of the Applicant.

- ◆ *The Power of Attorney should be supported by a duly authorised resolution of the board of directors of the Applicant authorizing the person who is issuing this power of attorney on behalf of the Applicant.*

### Annexure 8 - 35th National Games- The Venues

For the first time in the history of the National Games, the 35th National Games is scheduled to be held in the seven Districts of the State of Kerala, namely, Kannur, Kozhikode, Thrissur, Ernakulam, Alappuzha, Kollam and Thiruvananthapuram.



The Games shall have 31 to 34 Competition Disciplines and 2 Demonstration Events to be held in 29 Competition Venues and 1 Event Venue over a two week period. In Thiruvananthapuram, a Games Village is being setup at Menamkulam for housing around 5,000 Participants. The 29 Competition Venues and the respective Events / Disciplines proposed to be held in each Venue are listed in below Table.

Sl No	Name of Venue	Events / Competition Disciplines
<b>Thiruvananthapuram District – 15 Disciplines in 12 Competition Venues &amp; 1 Event Venue</b>		
1	Greenfield Stadium, Karyavattom	Opening & Closing Ceremonies
2	Aquatic Complex, Pirappancode	Aquatics, comprising of Swimming, Diving & Water Polo
3	University Stadium, Palayam	Athletics
4	Jimmy George Indoor Stadium , Vellayambalam	Gymnastics & Handball
5	Shanghumugham Beach	Beach Handball (clubbed with Handball)
6	Sreepadam Stadium, Attingal	Kabaddi & Kho Kho
7	Indoor Stadium, Agricultural College, Vellayani	Netball & Taekwondo
8	NH Bye pass, Kovalam	Triathlon
9	Tennis Complex, Kumarapuram	Tennis
10	LNCPE/Karyavattom	Wushu
11	Chandrasekharan Nair Stadium, Palayam	Squash
12	LNCPE Velodrome, Karyavattom	Cycling
13	New Shooting Range, Vattiyoorkavu	Shooting
<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 Roving;
<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
20	CIAL Golf Course, Nedumbassery	Lawn Bowls
21	Munambum Beach	Yachting
<b>Thrissur District – 3 Disciplines and Football (part) in 3 Venues</b>		
22	Corporation Stadium, Thrissur	Football (Women)

23	VKN Menon Indoor Stadium	Judo & Weightlifting
24	Indoor Stadium, Thriprayar	Boxing
25	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
29	Kozhikode Beach	Beach Volleyball (clubbed with Volleyball)
<b>Kannur District – 2 Disciplines in 1 Venue</b>		
30	Indoor Stadium, Mundayad	Basketball & Wrestling