



## National Games Secretariat

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

Phone: +91 471 2302287 || Fax: +91 471 2302267 || Email: [35thngskerala@gmail.com](mailto:35thngskerala@gmail.com) ||  
Website: [www.35thnationalgames.in](http://www.35thnationalgames.in)

### **Invitation of Financial Proposal (IFP) for sponsorship of “Ammu@School”**

#### **Programme**

##### ***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 scheduled to be held in Kerala 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 35<sup>th</sup> National Games will be held in 29 Competition Venues and one Event Venue, located across seven Districts of Kerala. Competitions will be held in 31 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.

##### ***2. Ammu @ School***

‘Ammu’ is the cute feminine Mascot of the 35th National Games, which has gained tremendous popularity among the people of Kerala, especially capturing the imagination of the Younger Generation, comprising of School & College going Students. “Ammu@School” is the flagship outreach programme of the 35th National Games, where a team of artistes from the Police Theatre team visits Schools and Colleges across the State of Kerala and presents a 25 minute drama before the students. Ammu@School has so far visited over 250 schools and other Educational Institutions, spreading the message of sports, physical activity and the National Games. This programme has already created many records by taking “Ammu”, the feminine Mascot of the 35<sup>th</sup> National Games to the Educational Institutions of the State of Kerala, extolling the young generation to come back to playfields, along with their Studies.

The programme has been extremely well received among students and teachers and has been regularly covered in the media, enjoying a viewership of over 300,000 people, primarily comprising of Youngsters. Assessing the widespread Print & Visual media coverage, it is estimated that the programme has brought in publicity valued at Rs. 3 crores for the National Games over the past nine months. The [attached Annexure No. 2](#) and the [Ammu@School Page in the Official Website of NGS](#) gives a snapshot of the publicity mileage already gained by the Programme in various forms of media.

### **3. Sponsorship of Ammu@School**

National Games Secretariat is now inviting Private Companies & Public Sector Undertakings to offer sole and exclusive sponsorship for the highly popular promotional Skit of the 35<sup>th</sup> National Games, “**Ammu@School**”. Sponsors will be given the rights to co-brand along with the Ammu@School programme. The backdrops and other props used in the stage and any banner or hoarding created for the Ammu@School programme will display the sponsor’s name and logo (eg: Ammu@School supported by Company / Brand XX). The sponsor’s name and logo will also be displayed on the touring bus used by the drama team, which will be traveling across the length and breadth of the State. The sponsorship will be active for a period of 3 months from the date of signing of agreement between the Sponsor and the National Games Secretariat. Details of the branding and promotion opportunities are mentioned in **Annexure No. 3**.

### **4. IFP Document**

The IFP Document can either be downloaded from the Official Website of the National Games Secretariat (NGS): [www.35thnationalgames.in](http://www.35thnationalgames.in) or can be purchased from the Office of NGS between 11 am and 4 pm on any Working day against payment of IFP Document Fee of Rs. 1, 000/- + VAT @ 5%. In case the IFP Document is downloaded from the NGS Website, the IFP Document Fee may be paid along with the IFP Application submission, in the form of a Demand Draft.

### **5. Submission of Application**

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

- a. Letter of IFP submission attached as **Annexure 1**.
- b. IFP document Fee of Rs. 1,000/- (Rs One thousand Only) + VAT @ 5%, in the form of Demand Draft drawn in favour of **CEO & Secretary, National Games Secretariat** and payable at **Thiruvananthapuram** or Proof of payment of the Fee to NGS, in the form of a copy of the Cash Receipt issued by NGS.

Address for submission

**Chief Commissioner & Principal Coordinator,  
National Games Secretariat, Chandrasekharan Nair Stadium,  
Palayam, Thiruvananthapuram 695033; Kerala**

### **6. Terms & Conditions**

- a. The application shall be submitted in a single sealed cover superscribing **“Application for Sponsorship of Ammu@School”**.
- b. The financial criterion for selection of the successful Sponsor shall be the highest sponsorship value, H-1, among the rates quoted by various Applicants.
- c. In case the amount offered by the H-1 Bidder does not match the expectation of NGS with respect to the valuation of the sponsorship, NGS reserves to reject all applications and cancel the proposed Sponsorship Plan, without assigning any reason thereof.
- d. The Application shall be valid for at least a period of 30 days from the last date fixed by NGS for the submission of the Application.
- e. Along with the Application in the format given in Annexure No: 1, the Applicant shall furnish a Brief Note limited to one page, describing the Business Profile of the Applicant and their expectation of the deliverables in return for the Sponsorship Proposal.
- f. The selected Sponsor shall be required to pay in advance the accepted sponsorship amount, as below:

No	Description	
1	First Instalment	Upon signing of Contract
2	Second Instalment	45 days from date of Contract

- g. 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.
- h. The Application submitted by the Applicants shall be unconditional.
- i. Bids sent telegraphically or through other means of transmission (tele-fax etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.
- j. NGS may in their absolute discretion reject or accept any Application, cancel the IFP process and reject all Applications.

## **7. Timelines**

<b>No</b>	<b>Events</b>	<b>Details</b>
1	Commencement of Issuance of IFP document	August 4, 2014
2	Last date for receipt of queries	August 11, 2014
3	Last Date for issue of Corrigendum, if required, in response to the queries	August 12, 2014
4	Last date & time for Submission of Applications	3 pm on August 19, 2014
5	Date and Time for Opening of Applications	3.30 pm on August 19, 2014
6	Date of commencement of the Sponsorship Contract	To be intimated

**Annexure 1 - Letter of submission**

[Date]

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

Dear Sir,

**Sub: Application for Sponsorship of Ammu@School**

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 IFP document, hereby apply as Applicant for  
sponsorship of the Ammu@School programme of the 35<sup>th</sup> National Games.

2. The amount we offer for the 3 month sponsorship period is [--amount in figures and  
words-]

3. Our Application is valid till [--date in figures and words--]

For and on behalf of (name of Applicant)

Signed .....

Name .....

Organisation’s Name  
.....

Address  
.....

Encl: A One Page Note on the Applicant’s Profile and expected deliverables in response to  
this Offer for Sponsorship.