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**Invitation of Expression of Interest (EoI) from Marketing and PR Agencies.**

**Introduction**

The National Games Secretariat (NGS) is the Nodal Agency formed by the Department of Sports (DoS), Government of Kerala (GoK) for the conduct of the 35<sup>th</sup> National Games awarded by the Indian Olympic Association (IOA) to the State of Kerala. The Games are expected to be held during a 15 day period, in February, 2014, in 30 Venues 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. Totally over 10,000 Participants are expected to congregate for this Mega Sport Event, with over 50% of them coming to Thiruvananthapuram. The City will be hosting 15 Disciplines as well as the Opening and Closing Ceremonies. 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.

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 should be created in the build up to the Games, translating into maximum spectator presence in the Games Venues.

To effectively market the Games and to create widespread awareness, NGS is planning to avail the services of a Marketing and PR Agency. The Agency shall assist NGS in preparing a Cost effective Strategy for the promotion of the 35<sup>th</sup> National Games through Print, Electronic and Web media; additionally the Agency shall also be responsible in developing and implementing a 10 month long **Events Calendar**, comprising of a series of Competitions, Exhibitions, Seminars and Invitation Sports Events. All these shall activities shall be planned as part of an Overall Marketing and Publicity Plan for the 35<sup>th</sup> National Games.

Before finalising the **Terms of Reference (ToR)** of the proposed selection process for the Marketing and PR Agency, NGS is inviting **Expressions of Interest (EoI)** from interested Agencies of National/International repute, that have adequate prior experience in promoting and marketing Mega Sports and / or other Mega Events of similar nature, scale and complexity in India and abroad. Submission of the EoI shall not guarantee an automatic selection of the Applicant during the RFP Process for selection of the Marketing and PR Agency.

This EoI is intended to explore the opportunities of Marketing and Publicity domain related to a Games scenario and in no way forms any commitment or indication of any business from our side.

**Contents of the EoI**

1. Applicant’s envisaged Strategy and Action Plan for enhancing the visibility of the 35<sup>th</sup> National Games at the State and National level. The Plan shall detail the nature and quantum of promotional campaign through Print, Electronic and Web Media and the suggested timelines. It should also suggest strategies for enhancing free publicity through PR activities as well as through Social media networking.

2. Applicant's Action Plan for development of a 10 month Events Calendar as a build up towards the Games, translating into high level of Spectator interest in the various Competition Venues.
3. Applicant's proposal for promoting and marketing the Games among Corporates to exploit the revenue potential.
4. Suggestions for Slogans, catchy phrases, tag lines, graphical creatives and visuals that can be associated with the 35<sup>th</sup> National Games.
5. Suggestions for obtaining synergy with promotional efforts of Kerala State in the field of tourism

#### **Minimum Eligibility Criteria for submission of EoI**

1. The Applicant shall have been in the business of Marketing and Publicity for the last 3 years and should have a full-fledged creative department
2. The Applicant shall have achieved average annual turnover of at least Rs. 10.00 crore from Marketing and PR Advisory Engagement during the previous 3 financial years.
3. The Applicant shall have a Registered Office in India, with strong presence in at least 3 major metros and in at least 3 other cities.
4. The Applicant shall be accredited by the Indian Newspaper Society (INS) and also be a member of the Advertising Agencies Association of India (AAAI).
5. The Applicant shall be willing to set up a local support office in Kerala, if required by National Games Organising Committee.
6. The Agency shall have proficiency and manpower for creating advertisements and publicity materials in all major Indian languages especially in Malayalam.
7. The Applicant shall have handled 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.
8. The Applicant shall not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.

#### **Modalities of EoI Submission**

The Expression of Interest (EoI) should amongst other details sought above, contain (i) Years of Experience; (ii) Details of experience in the relevant field for last 10 years and successful Completion Certificates of relevant experience in assignments of similar nature, scale and complexity; (iii) Annual Turnover of the firm for last three years; (iv) CVs of Key Experts available in the Firm for the assignment; (iv) JV / Consortium details and agreements, if any; and (v) Other details related to the firm.

The envelope should be superscribed "**EOI for Marketing & PR Agencies**".

The EOIs should reach the **Office of the Chief Commissioner & Principal Coordinator of NGS** in the above mentioned address, before 4 pm on May 10, 2013. Late submissions will be rejected.

#### **General Conditions**

Each Applicant shall be liable to individually bear the cost of data collection, preparation and submission of this EoI.

NGS reserves the right to not to follow up this EoI and terminate the entire EoI Process, without assigning any reason or without any obligation to any of the Applicants.

For any clarifications on the EoI submission, the Applicant may contact the **Co-ordinator, NGS**, at the address given above; vide Letter / Fax / e-mail.

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**Chief Commissioner & Principal Coordinator of NGS**