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Invitation of Expression of Interest (EoI) from Sponsorship 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 35th 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 has identified major Revenue Drivers for the Games like Sale of Merchandise Rights, Official Partner Scheme / Value in Kind (VIK) Sponsorship, In-stadia Advertising and other Venue based Revenue Opportunities and Corporate Donations. In order to leverage on the revenue potential of the Games and attract maximum possible Revenue, NGS is planning to avail the services of a **Sponsorship Agency**, on a “**success fee**” model.

To finalise the **Terms of Reference (ToR)** of the proposed selection process for the Sponsorship Agency, NGS is inviting **Expressions of Interest (EoI)** from interested Agencies, who have prior experience in promoting and obtaining Sponsorship for 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 Sponsorship Agency.

Contents of the EoI

1. Applicant’s assessment of potential Sponsorship Opportunities for the 35th National Games
2. Applicant’s envisaged Strategy and Action Plan for maximizing Broadcast and other revenues.
3. Separate Action Plans for Sale of Merchandise Rights, Official Partner Scheme / Value in Kind (VIK) Sponsorship, In-stadia advertising and other Venue based Revenue Opportunities and Corporate Tie-ups.
4. Innovative ideas Online, Mobile and other new revenue streams.

Minimum Eligibility Criteria for submission of EoI

1. The Applicant shall have been in the business of providing Advisory and Implementation Services in the area of Sponsorship and Rights sales for the last 3 years.
2. The Applicant shall have achieved average annual turnover of at least Rs. 7.00 crores from Sponsorship and Rights Sales Advisory Engagement during the previous 3 financial years.

3. The Applicant should have proven track record of business relationship with major National level Advertisers / Sponsors and leading Advertising Agencies in the country.
4. The Applicant shall have a Registered Office in India, with strong presence in at least 3 metro cities or regional presence in at least 3 large States
5. 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.
6. 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, 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; (v) JV / Consortium details and agreements, if any; and (vi) Other details related to the firm.

The envelope should be superscribed “**EoI for Sponsorship 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