



National Games Secretariat

Chandrasekharan Nair Stadium, Palayam, Thiruvananthapuram, Kerala

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Expression of Interest (EOI) for
Value-In-Kind (VIK) Sponsorship
of the 35th 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 scheduled to be held in Kerala from 31st January, 2015 to 14th 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 35th National Games will be held in 29 Competition Venues 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. In addition to the Competition Venues, the Trivandrum International Stadium shall be hosting the Opening & Closing Ceremonies of the Games.

2. Value-In-Kind Sponsorship for the 35th National Games

The National Games Secretariat is now inviting Expressions of Interest (EoI) from potential Sponsors, who are interested to be associated with the 35th National Games by offering their products/services to NGS, free of cost or at a subsidized cost. The list of venues of the 35th National Games is given in Annexure 2. The list of sport disciplines in which competitions will be held is given in Annexure 3. An indicative list of possible commercial partnerships is given in Annexure 4. Interested parties may offer items from the list provided or offer items from outside the list.

Depending on the assessed value of the products/ service offered, Sponsors shall be entitled to several rights and privileges, such as:

- Right to use the “Official Supplier” label
- Right to brand the product offered as VIK
- Co-Branding opportunities

Value of the goods/services offered shall be assessed by NGS using the services of a Chartered Valuer or by any other suitable means.

3. Submission of Application

Interested parties may send their applications to the address mentioned below, enclosing the Letter of EOI submission in the format attached as Annexure 1.

Address for submission

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

4. Terms & Conditions

- a. The application shall be submitted in a single sealed cover superscribing “**Application for VIK Sponsorship for 35th National Games**”.
- b. 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.
- c. 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.
- d. NGS may in their absolute discretion reject or accept any Application, cancel the EOI process and reject all Applications without assigning any reason.

5. Timelines

No	Events	Details
1	Issuance of EOI document	August 29, 2014
2	Last date for receipt of queries	September 12, 2014
3	Last date & time for Submission of Applications	3 pm on September 23, 2014
4	Date and Time for Opening of Applications	3.30 pm on September 23, 2014

Annexure 1 - Letter of submission

[Date]

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

Dear Sir,

Sub: Application for VIK Sponsorship for 35th National Games

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 EOI document, hereby apply as Applicant for VIK sponsorship of the 35th National Games.
2. The products/services that we are offering to the National Games Secretariat, free of cost or at a subsidized cost, are:

Sl No	Name of Product/Service	Description <i>(Please provide a short description of nature of service. In case of products, please provide the make, model and specification)</i>	Quantity <i>(if applicable)</i>	Whether offered free of cost or at a subsidised cost <i>(if offered at subsidised cost, attach your commercial offer, indicating the discount offered on MRP)</i>
1				
2				
..				

3. Our Application is valid till [--date in figures and words--]
4. Our terms and conditions are:

For and on behalf of (name of Applicant)

Signed

Name

Organisation's Name

.....

Address

.....

Annexure 2

LIST OF VENUES FOR THE NATIONAL GAMES, KERALA 2015

VENUE	SPORTS	VENUE
THIRUVANANTHAPURAM	Opening Ceremony	Karyavattom Stadium
	Closing Ceremony	Karyavattom Stadium
	Aquatics	Aquatics Complex, Pirappancode
	Athletics	University Stadium, Palayam
	Gymnastics	Jimmy George Indoor Stadium, Vellayambalam
	Kabaddi	Sreepadam Stadium, Attingal
	Kho Kho	Sreepadam Stadium, Attingal
	Netball	Indoor Stadium, Agriculture College, Vellayani
	Triathlon	NH Bypass, Kovalam
	Taekwondo	Indoor Stadium, Agriculture College, Vellayani
	Tennis	Tennis Complex, Kumarapuram
	Wushu	LNCPE Stadium/Karyavattom Stadium
	Squash	Chandrasekharan Nair Stadium, Palayam
	Cycling	LNCPE Velodrome, Karyavattom
	Handball	Jimmy George Indoor Stadium, Vellayambalam
Shooting - Rifle/Pistol	Shooting Range, Vattiyoorkkavu	
Beach Handball	Shangumugham Beach	
KOLLAM	Hockey	New Hockey Stadium, Ashramam
	Rugby Sevens	Lal Bahadur Shastri Corporation Stadium
ALAPPUZHA	Canoeing & Kayaking	Vembanad Lake
	Rowing	Vembanad Lake
KOCHI	Archery	Jawahar Lal Nehru Stadium, Kaloor
	Badminton	Rajiv Gandhi Indoor Stadium, Kadavanthra
	Fencing	CIAL Convention Center, Nedumbassery
	Lawn Bowls	CIAL Golf Course, Nedumbassery
	Yachting	Munambum Beach
	Table Tennis	Rajiv Gandhi Indoor Stadium, Kadavanthra
TRISSUR	Football (Women)	Corporation Stadium
	Judo	VKN Menon Indoor Stadium
	Weightlifting	VKN Menon Indoor Stadium
	Boxing	Indoor Stadium, Thriprayar
	Shooting - Trap & Skeet	Police Academy Shooting Range
KOZHIKODE	Football (Men)	Corporation Stadium & Medical College Stadium
	Volleyball	VKK Menon Indoor Stadium
	Beach Volleyball	Kozhikode Beach
KANNUR	Basketball	Indoor Stadium Mundayad
	Wrestling	Indoor Stadium Mundayad

Annexure 3:

Sports Equipment and Accessories

Competitions will be held in the following 31 disciplines. NGS requires equipment and accessories for the conduct of these disciplines. Apart from sports equipment, these will also include synthetic surfaces, timing & scoring equipment, etc. In case of imported equipment, the equipment required for the conduct of the Games should have the approval/certification of the respective International Sport Federation. Indigenous items should have the approval/certification of the respective National Sport Federation.

Sl No	Discipline
1	Aquatics
2	Archery
3	Athletics
4	Badminton
5	Basketball
6	Boxing
7	Canoeing & Kayaking
8	Cycling
9	Fencing
10	Football
11	Gymnastics
12	Handball & Beach Handball
13	Hockey
14	Judo
15	Kabaddi
16	Kho Kho
17	Lawn Bowls
18	Netball
19	Rowing
20	Rugby Sevens
21	Shooting - Rifle/Pistol & Shooting - Trap & Skeet
22	Squash
23	Table Tennis
24	Taekwondo
25	Tennis
26	Triathlon
27	Volleyball & Beach Volleyball
28	Weightlifting
29	Wrestling
30	Wushu
31	Yachting

Annexure 4

Commercial partnerships through Value In Kind (VIK)

Hospitality Partner

Hotels will provide rooms to the National Games to accommodate VIPs and officials.

The National Games require 3/4/5 star hotels for this constituent group in the districts mentioned in Annexure 2.

The hotel would be required to provide rooms, food (breakfast, lunch and dinner), and laundry.

Beverage Partner

The Beverage partner will provide the beverage requirements of NGOC i.e. water, aerated drinks, energy drinks, juices etc. for over 20,000 athletes, officials, VIPs, media and workforce at all competition, non-competition and training venues as per the schedule and numbers decided by NGOC.

Transport Partner

The Transport partner would satisfy the transportation needs of the National Games by providing 500 cars, and 200 buses for athletes, officials, volunteers and workforce. The sponsor could provide transport as VIK or a free rental.

Airline Partner

Airlines can partner with the Games by providing tickets as VIK for officials and VIPs travelling from outside the state as well as provide additional tickets for National Games officials travelling for Games related work.

IT Equipment Partner

The National Games need to purchase IT equipment like desktops, laptops, printers, scanners, etc. for the conduct of the Games. An IT Partner could fulfill the needs of the NGOC by providing the required IT equipment either as VIK or as a rental (free of charge) – to be decided by NGOC.

Apparel Partner

The sponsor could provide the apparel requirements for 10,000 of the NGOC volunteers, workforce and technical officials. The sponsor logo can be placed on each of the apparel that would be provided by the sponsor.

Healthcare/Medical Partner

The Medical Partner would be required to provide medical equipment, ambulances, medical staff, medicines and services as VIK at all competition, non- competition and training venues.

Security Partner

The Security partner can support in providing and installing security surveillances systems at all venues decided by Security Committee of the NGOC.

Sport Equipment Partner

Sport Equipment Suppliers can provide sport equipment required by the National Games as per standards and specifications for the conduct of the Games for the sports mentioned in Annexure 3.

Logistics Partner

The Logistics Company will have to provide equipment, manpower and services as VIK to fulfill all the logistics needs of the National Games at all competition, non-competition and training venues across the state.

Audio/Video Equipment Partner

The AV equipment partner would have to provide audio and display equipment like TVs, LCD screens and other AV requirements of the National Games. This could be given as VIK or as a rental – free of charge.

Timekeeping Partner

The Timekeeping Partner would provide all the Timing, Scoring and Results equipment required for every sport across all venues either as VIK or a free rental.

Courier Partner

The Courier partner would provide and fulfill all courier services required by the National Games during the run up and Games time national as well as International, if required.

Knowledge/ Education Partner

The Institution would provide training and education (create manuals and handbooks) related to the Games to all volunteers and workforce that would be involved in the Games. The Knowledge Partner would be required to conduct training programs for all volunteers based on duties that they would have to carry out pre-Games and Games-time.

Outdoor Advertising Partner

The Outdoor advertising agency would provide advertising spaces across the state in addition to providing services for maximum publicity mileage through all mediums of outdoor advertising for the National Games.

Connectivity Partner

Provide connectivity and networking (LAN and Wi-Fi connections) across all competition and non-competition venues.

Radio Partner

The radio channels will have to provide promotions of the National Games through the radio channel via radio jingles, radio promotions, updates and other news reaching out to the maximum audience.

Online Media Partner

The Online Media Partner would have to provide space and plans for promotions and advertisement through social media for the National Games as VIK.

Digital Signage Partner

The Digital Signage Partner would be entitled to provide digital signage Pan India including Kerala for branding and advertising of the National Games as VIK or free rental.

Insurance Partner

The Insurance Partner would be entitled to insure the entire Games including all constituent groups like athletes, officials, VIP, volunteers, media and workforce as VIK.

Air Conditioning Partner

The Air Conditioning Partner would need to provide air conditioners to the National Games as per the requirement of almost 1000 ACs either as VIK or a free rental.

Ticketing Partner

The Ticketing Partner will be responsible to print and distribute tickets for various events of the National Games as VIK. The Ticketing Agency would get the opportunity to print their logo/name on every ticket.