



National Games Secretariat

Chandrasekharan Nair Stadium, Palayam, Thiruvananthapuram, Kerala

Phone: +91 471 2302287 || Fax: +91 471 2302267 || Email: 35thngskerala@gmail.com || Website: www.35thnationalgames.in

Expression of Interest (EOI) for
Empanelment of Sponsorship Selling Agencies
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 and is expected to host nearly 50,000 Spectators each on the two days of the Ceremonies.

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.

2. Marketing and Sponsorship Program

Marketing and Publicity for the Games

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 at the venues.

NGS is embarking on an aggressive marketing plan to exploit the potential revenue opportunities and a robust schedule is on the cards for the 150 days run-up to the Games. Some of the highlights are:

- Sachin Tendulkar as Goodwill Ambassador for the Games. A campaign connecting the cricket legend and the Games slogan GET SET PLAY is being put in place, including promo films for TV
- Games Theme song rendered by famous composer and singer Hariharan
- Opening ceremony featuring AR Rehman, directed by National Award winning Director TK Rajeev Kumar and backed by a team that includes Hollywood film maker Priyadarshan and Oscar winning sound designer Resul Pookutty. Likely presence of all-time greats Carl Lewis and Pele.
- High-profile Torch Relay that will span the metro cities and all districts of Kerala in December/January
- Mass run in November, expected to involve 6 to 7 million people
- An ongoing travelling drama at schools, featuring the mascot Ammu. The tour has already covered 280 schools and targets to reach 500 by January.
- Many other road shows, BTL activities and PR events, for which a professional activation agency is also being taken on board early September
- Active and pro-active presence on social media
- International sports film festival in multiple cities
- Series of sports-related and Games-related programs on regional TV channels, such as Quiz and reality shows
- Marketing through Digital and Mobile platforms, including a virtual torch relay and Info Apps

Sponsorship & Rights programme

A sponsorship structure with defined layers is being implemented. The benefits to sponsors are being packaged for different scales of privileges like branding, logo exposures during NG events, venue branding, hospitality rights, FCT on DD and FCT on the 2nd broadcast channel.

The overall branding at all venues is being professionally drawn up, with TV camera positioning also being taken into account. Sponsors will have roughly two-thirds of the total branding at venues and Games branding will take up the remaining one-third.

Merchandising will play a huge part in livening the Games. Licensing arrangement is under finalisation to market a range of Games merchandise through a wide sales network, including online sales through our web portal.

Official suppliers and service providers are also being tied up as partners, as part of the overall sponsorship strategy for Kerala 2015.

A comprehensive Sponsorship Strategy for the 35th National Games has been prepared by the Sponsorship Consulting Agency of NGS (IMG-Reliance). The Strategy document covers the suggested modalities for framing sponsorship layers, approaching potential sponsors, closing sponsorship contracts and executing the sponsorship plan.

The indicative list of possible deliverables related to the 35th 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
- 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.

3. Empanelment of Sponsorship Selling Agencies

The actual sponsorship selling will be carried out by a set of **Sponsorship Selling Agencies** who will be empanelled by NGS through this EOI process. Separate Agencies shall be selected for selling sponsorships in two distinct categories. While one category shall sell sponsorships **within the State of Kerala**, the other category shall cover the **Rest of India**. Up to 3 Agencies may be empanelled in each category. In case more than 3 applications meeting the technical requirements are received in each category, NGS reserves the right to shortlist and empanel applicants scoring the highest marks in the technical evaluation criteria.

Empanelled Agencies in each category will be allocated specific Geographical Regions/Business Segments to cater to, based on mutual discussions.

Interested Agencies, who meet the eligibility criteria specified in **Annexure 3**, may submit their applications as per the terms of this EOI document.

It is clarified that the role of IMG-Reliance will be limited to formulating the overall sponsorship strategy and supporting NGS in the sponsorship process. The actual selling of sponsorship and servicing sponsors etc will be carried out by the agencies to be empanelled by this process.

It may be noted that NGS had earlier floated Request for Qualification/Proposals to select Sponsorship Selling Agencies. Based on the response to the RFP and the feedback from potential applicants, NGS has decided to cancel the earlier RFP/RFQ process. Instead of selecting a single agency in each category, multiple agencies will now be empanelled in each category.

4. Scope of Work of Sponsorship Selling Agencies

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 35th 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. Payment of Commissions to the Agency

- a. The selected Sponsorship Selling Agency shall be highly attractive commissions on the sponsorship amount mobilized, as given below.

Sponsorship Revenue (Rs. cr)	Commission slab
Upto 1.99	10%
2 to 3.99	10%+5%
4 to 5.99	10%+7.5%
6 to 6.99	10%+10%
7 to 7.99	10%+12.5%
8 to 8.99	10%+15%
9 to 9.99	10%+17.5%
10 to 10.99	10%+20%
11 to 11.99	10%+22.5%
12.00 & above	10%+25%

Examples of commission eligibility:

Sponsorship Revenue (Rs cr)	Commission to the Agency (Rs Cr) and nett %
3.00	0.35 (11.67%)
6.00	1.00 (16.67%)
8.00	1.70 (21.25%)
10.00	2.60 (26%)
12.00	3.70 (30.83%)

b. The Commission shall be paid as per the following schedule

1	50% of the incentive would be released as and when payments are received by the Authority from each respective Sponsor.
2	The remaining 50% will be paid post Games, after settlement of all Sponsorship accounts, generally within 90 days of the Closing Day of the Games.

Note:

1. The commission applicable for orders received from nationalized banks would be 2% less than for other sponsors. This would be factored in after determining total eligibility for an agency on the basis of his total turnover.
2. State public sector undertakings in Kerala would be excluded from the purview of the Agencies, who would be utilized only to service the clients and not for order canvassing. Such PSU business would be finalized directly by NGS and

assigned for execution/servicing to one of the Agencies with a service fee of 5% of the order value excluding taxes, payable after collection is realised.

3. The Middle East and any other market outside India would be also handled directly by NGS. If necessary, a local agency in the respective region can be roped in for assistance at a nominal service fee, if required.
4. NGS will actively assist the agencies in promoting sponsorship sales and procuring business. NGS, however, will reserve the right to accept direct orders from any source as long as there is no direct conflict with any of the agencies. In such cases, the client servicing function will be assigned to one of the empanelled agencies nominated by NGS at a service fee of 5%.

6. Submission of Application

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

- A. Letter of EOI submission in the format attached as Annexure 1 and/or Annexure 2.
 2. Agencies wishing to apply for both Kerala and Rest of India should enclose 2 applications – in both Annexure 1 and Annexure 2 formats.
- B. Documentary Proofs to meet the eligibility criteria, as specified in Annexure 3

Address for submission

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

7. Terms & Conditions

- a. The application shall be submitted in a single sealed cover superscribing “**Application for Empanelment of Sponsorship Selling Agencies 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, modify/cancel the EOI process and reject all Applications without assigning any reason.

8. Timelines

No	Events	Details
1	Issuance of EOI document	September 03, 2014
2	Last date for receipt of queries	September 05, 2014
3	Last date & time for Submission of Applications	3 pm on September 10, 2014
4	Date and Time for Opening of Applications	3.30 pm on September 10, 2014

Annexure 1 - Letter of submission (Kerala)

[Date]

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

Dear Sir,

Sub: Application for Empanelment of Sponsorship Selling Agencies for 35th National Games (Category: Kerala)

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 the above project.
2. Our Application is valid till [--date in figures and words--]
3. Our terms and conditions are:

For and on behalf of (name of Applicant)

Signed

Name

Organisation’s Name

.....

Address

.....

Annexure 2 - Letter of submission (Rest of India)

[Date]

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

Dear Sir,

Sub: Application for Empanelment of Sponsorship Selling Agencies for 35th National Games (Category: Rest of India)

4. 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 the above project.

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

6. Our terms and conditions are:

For and on behalf of (name of Applicant)

Signed

Name

Organisation's Name

.....

Address

.....

Annexure 3: Eligibility Criteria

A. Sponsorship Selling Agencies for Rest of India

Sl No	Criteria	Documentary Proof to be submitted
1	The Bidder should have achieved average annual turnover of at least Rs. 2.00 crore (Two crores) 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.
2	The Bidder should have completed at least one sponsorship deal worth minimum value of Rs. 1 crore.	Letters/documents executed with Clients
3	The Bidder 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.	Any suitable documentary proof
4	The Bidder 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 Bidder has not been blacklisted by any Government/Public sector undertakings.

B. Sponsorship Selling Agencies for Kerala

SI No	Criteria	Documentary Proof to be submitted
1	The Bidder should have achieved average annual turnover of at least Rs. 1.00 crore (One crores) 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.
2	The Bidder should have completed at least one sponsorship deal worth minimum value of Rs. 50 lakhs	Letters/documents executed with Clients
3	The Bidder should have offices in at least 2 cities in Kerala	Any suitable documentary proof
4	The Bidder 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 Bidder has not been blacklisted by any Government/Public sector undertakings.