

F. No. KI/ASC/KIUG-MP/030/2019-20

Date: 12/02/2020

EOI INVITED FOR LIVE TELECAST AND DIGITAL STREAMING OF "KHELO INDIA UNIVERSITY GAMES 2020"

INTRODUCTION AND BACKGROUND:

The Ministry of Youth Affairs and Sports (MYAS) Government of India, the Sports & Youth Services Department (Govt. of Odisha), Association of Indian Universities and the Sports Authority of India, intend to jointly conduct the first edition of the 'Khelo India University Games' ("KIUG") under the 'Khelo India' initiative. The event will be held at various locations in and around KIIT University, Kalinga Stadium complex Bhubaneswar and Jawaharlal Nehru Indoor Stadium, Cuttack from 21st February 2020 – 1st March 2020 and will be organized in the U-25 age group (Men and Women) with participation of around 4000 stakeholders from 28 (twenty-eight) states and 9 (nine) Union Territories of India. This will be a multi-day, multi-sport event with multiple venues.

To ensure wider coverage of the Event, SAI hereby invites proposals from eligible TV Channels (hereafter called "Telecaster") to partner with SAI for Live Telecast of Khelo India University Games 2020. The interested firms may submit a detailed Marketing/Promotional Plan as their proposal including (but not limited to) promotion of KIUG 2020 in terms of value on their Home-Network on company Letter Head by email at procurement.kheloindia@gmail.com.

TERMS OF REFERENCE

1. **Live Feed:** Live feed shall be provided to the Telecaster against which they shall promote Khelo India University Games 2020 on their Home-Network.
2. **Grant of Rights:** The Telecaster shall be granted complete liberty and discretion to commercially exploit all on-air inventory on their own Home-Network including their OTT platform and the right to appoint Broadcast Sponsors for the Term. Against the given rights, the Telecaster/OTT shall carry out promotion of Khelo India University Games 2020 and provide on-home network marketing of the Games across their network/channels as well as on their OTT platform, if any, as per the mutually agreed terms.
3. **Sponsors of Khelo India University Games 2020:** The sponsors identified by SAI for Khelo India University Games 2020 are to be mandatorily showcased/covered by the Telecaster during the Event.

ELIGIBILITY CRITERIA: The applicant must have the **necessary licenses and/or approvals under Applicable Laws** to telecast and stream the Feed on Television and Digital Platforms. Also, the Applicant **should not be a blacklisted entity** by any of the State/Central Govt. Self-certification of the same in this regard to be enclosed with proposal.

EVALUATION OF PROPOSALS

- a) The proposals shall be evaluated on the basis of proposed Home-Network marketing plan, reach in terms of rural and urban penetration of the network channels, past experience and better marketing perspectives for Khelo India University Games 2020. The bidder with most attractive proposal as declared by SAI shall be invited to Telecast Khelo India University Games 2020.
- b) In case more than one proposals are found suitable, SAI shall hold negotiations with the applicants to arrive at standard terms for Telecast of Event.

GENERAL TERMS AND CONDITIONS

SAI or Khelo India or any of its designate reserves the right to cancel this request for process and/or invite afresh with or without any amendments, without liability or any obligation for such request for applications, and without assigning any reason. Information provided at this stage is indicative and SAI reserves the right to amend/add further details in the application.


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AD (Khelo India)