

Sports Authority of India Invites Expression of Interest(EOI)for Engagement of Sponsorship Partners for Khelo India Youth Games 2021

1. INTRODUCTION AND BACKGROUND:

Khelo India Youth Games(KIYG),2022 is going to be held from 4th June 2022 to 13th June 2022 at Panchkula, Haryana with anticipated participation of all 36 States/UTs and more than 7,500 athletes and officials. Khelo India Games is declared as an 'Event of National Importance' as on 2nd Jan, 2020 as per sub-section (1) of section 2 of the Sports Broadcasting Signals Act,2007. Previous editions of Khelo India Youth Games were telecast live on Star Sports, affiliated channels and OTT platform. The games have witnessed an average viewership of close to 100 million viewers. Upcoming edition will also be telecast live in Star Network including its OTT platforms.

1.1 Khelo India Youth Games & Sponsorship

Khelo India aims to create the Khelo India Youth Games as a self-sustaining model of excellence. A step ahead to this long-term aim can be achieved with the continuous support from Public Sector Undertakings (PSUs), corporate and businesses. PSUs, Corporates and businesses can extend their contribution in the form of sponsorship for the Khelo India Youth Games. Accordingly Sponsorship is invited in the following categories from eligible entities

2. SPONSORSHIP CATEGORIES

Minimum Sponsorship Fee			
SN	Sponsorship Category	Minimum Amount (in INR)	Maximum Sponsors
1	Title Sponsor	3 crore	01
2	Principal Sponsor	2 crore	01
3	Powered by	1 crore	01
4	Co-powered by	75 lakh	02
5	Associate Sponsor	50 lakh	02

3. SPONSORED PARTNER LOGO PLACEMENT:

SN	Category	Logo Placement
1	Title Sponsor	Name branding (XXX Khelo India Youth Games 2021) Sponsor Logo on Jersey Abdomen (Logo length 3 inches and width 6 inches)
2	Principal Sponsor	Sponsor Logo on Jersey Back (Logo length 3 inches and width 6 inches) plus one logo at prominent position

SN	Category	Logo Placement
3	Powered by	Sponsor logo on the back below the collar line (Logo length 1.5 inches and width 3 inches)
4	Co-powered by	*Sponsor logo on Lower Left/ Right Side of sleeve (Logo length 1.5 inches and width 3 inches)
5	Associate Sponsorship	Sponsor logo on Lower Left/ Right Side of playing shorts/tracks (Logo length 1.5 inches and width 3 inches)

***Sports in which jerseys are used without sleeves shall not bear logo of the sponsor on the sleeves.**

4. ADDITIONAL RIGHTS OFFERED ACROSS SPONSORSHIP CATEGORIES:

S N	Rights offered	Title	Principal	Powered by	Co-powered by	Associate
1	Logo Placement on bottom panel of venue branding collaterals. Naming rights of property with integrated logo with KIYG.	Main Arch gate, Drop Downs, Pole/pillar branding, Standees,	Drop Downs, Pole/pillar branding, Standees,	Drop Downs, Pole/pillar branding, Standees,	Drop Downs, Pole/pillar branding.	Drop Downs, Pole/pillar branding.
		Flex banners, prize podium, wall branding, and on all Games' collaterals – booklets& schedules. Naming rights and integrated logo in KIYG logo.	Flex banners, prize podium, wall branding, and on all Games' collaterals – booklets& schedules.	Flex banners, prize podium, & wall branding.	Flex banners, prize podium & wall branding.	Flex banners, prize podium & wall branding.
2	FOP branding static boards Standard perimeter boards	22% Minimum 88	12% Minimum 48	8% Minimum 32	5% Minimum 20	3% Minimum 12
3	Mention in all official press releases as partners	Yes	Yes	Yes	Yes	Yes
4	VVIP hospitality passes for each day event	27	17	9	5	2
5	VVIPs passes for opening	17	8	5	3	2

S N	Rights offered	Title	Principal	Powered by	Co-powered by	Associate
	and closing ceremonies					
6	Product display at FOP (subject to approval of GTCC) and VVIP lounge	Yes	Yes	No	No	No
		(FOP & VVIP lounge)	(VVIP Lounge)			
7	Rights to display product / service at venue (other than FOP and VVIP Lounge) with the prior alignment of Khelo India Sectt. as for the type of product and its placement & exposure levels	Yes	Yes	Yes	Yes	No
8	Award distribution by sponsors	7	4	2	1	No
9	Official Sports Kit	90 Kits	50 Kits	15 Kits	7 Kits	3Kits
10	On-ground activation	Yes	Yes	Yes	No	No
11	Meet & Greet at Opening Ceremony	Yes	Yes	Yes	No	No
12	Presence on Games website	Yes	Yes	Yes	Yes	Yes
13	customized social media posts per brand pre and during the games	9	7	6	2	No
14	Rights to undertake a joint consumer contest with Khelo India (subject to approvals from SAI)	Yes	Yes	Yes	No	No
15	Logo on apparel/kit of the players (as per Section 3. Sponsored Partner logo placement)	Yes	Yes	Yes	Yes	Yes
16	*Right to make promo film/content pre, during or post event at their own cost (promotional purposes) or usage of athlete/player images for promotional purposes. The shoot time or usage of logo on digital properties or brand communication or use of image of brand ambassador along with Khelo India logo or Khelo India logo for marketing communication can also be undertaken by the	Yes	Yes	Yes	Yes	No

S N	Rights offered	Title	Principal	Powered by	Co-powered by	Associate
	sponsorer All communication elements needs to be approved by SAI before the launch of the same.					

**With regard to S. No 16, the same may be used only for 120 days after the last day of Khelo India Youth Games 2021.*

5. ELIGIBILITY CRITERIA

The prospective bidders must fulfill the following minimum conditions:

SN	Criteria	Documents required
1	<p>Multiple organisations including multinational corporates, Indian corporates, government/semi government organisations, NGOs, PSUs, trusts, LLPs, foundations, educational bodies/foreign bodies sole proprietorships and any other entity which comes under the ambit of the MCA, Government of India can provide with such goods and services.</p> <p>The bodies (participants) from the countries sharing land border etc. with India will be allowed only if they are registered with the competent authority subject to the restriction from Govt. of India</p>	<p>A. Copy of Certificate of Incorporation, / Registration with appropriate authority.</p> <p>B. Copy of GST& IT (PAN) registration certificates.</p>

6. RESTRICTED PRODUCT CATEGORIES:

The following product categories shall be restricted for any kind of association with KIYG 2021:

SN	Category	SN	Category
1	Tobacco Products	18	Lottery
2	Weapons and Explosives	19	Multi-Level Marketing
3	Derogatory Personal, Political, and Religious Content	20	Over-the-Counter Drugs
4	Spy Cams and Surveillance Equipment	21	Payday and Short-Term Loans
5	Counterfeit Goods	22	Personal Loans Apps
6	Fake Documents	23	Online Pharmacies
7	Adult Products and Services	24	Politics
8	Penny Auctions	25	Recreational Drugs

9	Alcohol	26	Prescription Drugs
10	Body Parts	27	Rehab
11	Cannabis	28	Reproductive Health
12	Dating	29	Spyware and Malware
13	Drug Tests and Exam-Taking Services	30	Subscription Services
14	Fake Followers Services	31	Unauthorized Set-Top Boxes
15	Gambling	32	Unsafe Supplements
16	Hacking and Surveillance	33	Binary Options
17	Illegal Automobile Modification Products	34	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor

7. EVALUATION CRITERIA

The bidder will be decided based on the basis of **Highest offer** in each category in terms of value. However, in case, the highest bidder for Category 2, 3, 4 and 5 is more than Category 1, then the rights of category 1 will be offered to category 2, 3, 4 or 5 bidder, considering the highest quoted amount. Second highest amount offered in any category shall be given preference in category 2. In case that bidder refuses for category 2 rights, then the next highest shall be offered category 2 rights and so on.

In case of tie between the bidders, meaning thereby two or more bidders emerging as H1 in any category, the decision shall be finalised through a draw of lots done in presence of bidders as well as third party observers.

8. APPLICATION PROCEDURE

The applications shall be submitted online on the eprocurement website <http://eprocure.gov.in/eprocure/app>. Last date to submit the application is 4th May 2022. The proposals submitted till 4th May will be evaluated as per the mechanism indicated above. After 4th May 2022 the proposals have to be submitted through email to procurement.khelointia@gmail.com and will be considered on first come first serve basis till 5th May, 2022.

Sports Authority of India (SAI) has the right to accept or reject or abort any proposal at any stage in its sole discretion.

9. EARNEST MONEY DEPOSIT (EMD) / BID SECURITY

- The Bidder shall furnish along with its Bid, Bid Security (value defined for each category)

SN	Sponsorship Category	EMD Amount
1	Title Sponsor	6,00,000
2	Principal Sponsor	4,00,000
3	Powered by	2,00,000
4	Co-powered by	1,15,000
5	Associate Sponsor	1,00,000

- The Bid Security is required to protect SAI against the risk of the Bidder's unwarranted conduct. Non-submission of bid security will be considered as major deviation. Bid for the event without Bid Security will not be considered
- Bid security must be submitted to SAI before bid submission end date and time
- In case as per Notification of Government of India, if the Bidder falls in the category of exemption of Bid Security, Bidder should furnish the relevant Notification along with required documents like valid Registration Certificate along with all other relevant documents. If no such notification or Registration Certificate along with relevant documents is furnished along with the bid, bid shall be treated as un-responsive and shall be summarily ignored without any further reference

9.1 The Bid Security shall be furnished in one of the following forms:

- Account Payee Demand Draft
- Banker's cheque
- Fixed Deposit (FDR)
- Bank Guarantee from any of the Commercial Banks
- Valid Insurance Surety Bonds
- Any online acceptable method (NEFT/RTGS) as per the following details (the bidder has to submit a copy of UTR No. in case the transaction is done by this method);

A/C NAME : SECRETARY (SAI), KHELO INDIA

A/C NO. : 108510100037232

BANK NAME : UNION BANK OF INDIA

**BANK BRANCH: J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING
CGO COMPLEX, NEW DELHI**

BRANCH CODE: 1085

IFSC CODE : UBIN0810851

9.2 Demand Draft/Bankers Cheque/FDR/BG from scheduled commercial bank drawn in favour of "SECRETARY (SAI), KHELO INDIA" payable at New Delhi are deposited in the office of KHELO INDIA, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road on or before scheduled date given in this RFP.

9.3 The Bid Security shall be valid for a period of 45 days (forty five days) days beyond the validity period of the Bid. As validity period of Bid as per clause 10 of this RFP is 90 days, the Bid Security shall be valid for 135 days from the date of opening of Technical Bid.

9.4 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder's Bid Security will be returned without any interest, after receipt of Security Deposit from that Bidder.

9.5 The EMD can be forfeited if an agency:

- Withdraws or amends or impairs or derogates its bid during the period of bid validity.
 - Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the contract after submission of the bid.
 - Successfully gets selected but fails to sign the contract within the stipulated time.
- d) Without prejudice to other rights of SAI, if it fails to furnish the required Performance Security within the specified period.

Note: Bidder has to submit the copy of the acknowledgment of EMD amount while submitting the bid on portal / email.

Covering Letter on letterhead along with EOI

To,
Senior Director (Khelo India),
Khelo India Secretariat ,
JLN Complex, East Gate,
Lodhi Road
New Delhi-110003

Sub-Proposal for Sponsorship Partner under Khelo India Youth Games 2021

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

We have fully understood the Terms of Reference provided herein.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

Annexure-B

Commercial Bid Format

The Agencies are advised to submit their proposal in PDF format on CPP Portal before due date as per Bid Schedule.

To,
Director, KI
Khelo India Secretariat,
JLN Stadium Complex, Lodhi Road,
New Delhi – 110003

Subject : Commitment letter regarding Sponsorships for Khelo India Youth Games 2021

S. no	Sponsorship Category	Product Category	Name of Sponsor	Amount Committed in INR	
				IN Figures	In words
1	Title Sponsor				
2	Principal Sponsor				
3	Powered by				
4	Co-powered by				
5	Associate Sponsor				

- Account Details for the money to be deposited for sponsorship shall be intimated later.
- No conditions should be attached to the proposal.
- The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price
- If any bidder does not quote for all the categories of the sponsorship, the bid will still be treated as responsive However, if the bidder quotes lower than the table mentioned in Clause 2 of the document, the bid will be treated as non responsive.

Signature of the Agency:

Address:

Date: