

Sports Authority of India Invites Request for Proposal (RFP) for Engagement of Sponsorship Partners for Khelo India Youth Games 2022

Bid Schedule

Date of Release	05-01-2023
Bid Submission start date	05-01-2023
Bid submission end date and time	09.01.2023 12.30 HRS
Opening of Bid	09.01.2023 13.00 HRS
EMD/Bid security	As per clause 9
E-mail for Query	es-sai@gov.in *Please note that Bid submitted through email will not be accepted. Bid will only be accepted in offline mode submitted at the address given at Clause 8.
Note: This RFP Document can be downloaded from website of SAI (https://sportsauthorityofindia.gov.in/sai/latest-information/#tenders); Khelo India(https://www.kheloindia.gov.in/latestnews.html) and E publishing portal of CPP: (https://eprocure.gov.in/epublish/app;page=FrontEndParticipatingSites&service=page)	

1. INTRODUCTION AND BACKGROUND:

Fifth edition of Khelo India Youth Games (KIYG) 2022 is going to be held from 30th January 2023 to 11th February 2023 at Bhopal, Madhya Pradesh with anticipated participation of all 36 States/UTs and more than 10,000 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

S. No	Sponsorship Category	Minimum Amount
1	Principal Sponsor	INR 3.00 Crores
2	Co – Powered by Sponsor	INR 1.00 Crores

3. SPONSORED PARTNER LOGO PLACEMENT:

For “Principal” Sponsors- The logo shall be placed on the Back of the athlete jersey/ apparel as Length 3 inches and Width 6 inches.

For “Co - Powered by” Sponsor - The logo shall be placed on one side of the sleeve on the athlete jersey/ apparel as Length 2 inches and Width 2 inches.

- Note –**
- The logos of sponsors shall be placed only on playing kits. (Apparels worn by athlete while participating in his /her event/sports discipline and does not include apparel worn during practice or on any other occasion.**
 - 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. No.	Rights offered	Principal Sponsor	Co – Powered by Sponsor
1	Logo Placement on bottom panel of venue branding collaterals	Main Arch gate, Drop Downs, Pole/pillar branding, Standees, Flex banners, wall branding, and on all Games’ collaterals – booklets & schedules.	Drop Downs, Pole/pillar branding, Standees, Flex banners wall branding.
2	FOP branding static boards Standard perimeter boards with size 8 feet x 2.5 feet	20%	5%
3	Inclusion in press conference on mutually agreeable terms	Yes	No
4	Mention in all official press releases as partners	Yes	Yes
5	VVIP hospitality passes for each day Event	30	10
6	VVIPs passes for opening and closing ceremonies	20	05
7	Product display at FOP (subject to approval of GTCC) and VVIP lounge	Yes (FOP & VVIP lounge)	No
8	Rights to display product / service at venue (other than FOP and VVIP Lounge) with the prior alignment of Khelo India Sect. as for the type of product and its placement & exposure levels	Yes	Yes
9	Award distribution by sponsors	8	2
10	Official Sports Kit	100 Kits	15 Kits
11	On-ground activation	Yes	Yes
12	Meet & Greet at Opening Ceremony	Yes	Yes
13	Presence on Games website	Yes	Yes
14	customized social media posts per brand pre and during the games	10	6
15	Rights to undertake a joint consumer contest with Khelo India (Subject to approvals from SAI)	Yes	Yes
16	Logo on apparel/kit of the players (asper Annexure III)	Yes	Yes
17	Access would be granted to the sponsors for Khelo India winning athletes for a period of 120 days from the last day of each edition of Khelo India Youth Games.	Yes	Yes

18	<p>Right to make promo / film / content pre, during or post event at their own cost. (Promotional purposes)</p> <p>The shoot time or usage of logo on digital properties or brand communication or use of image of brand ambassadors along with KheloIndia Logo for marketing communication can also be undertaken.</p> <p>All communication elements need to be approved by SAI before the launch of the same.</p>	Yes	Yes
19	<p>Space for undertaking Promotions (Area / Pagoda / Tent)</p> <p>* ‘Space for undertaking Promotions’ will be provided free of cost at one main venue each in a maximum of three (3) host cities (to be decided through mutual discussion between the sponsor, SAI and host state</p>	30 x 30 sq ft	15 x 15 sq ft

Note

1. With regards to S.No.17 & 18, the same may be used only for 120 days from the last day of completion of Khelo India Youth Games.
2. The Sponsor to ensure that he/she does not continue to use the said content beyond 120 days from the last day of Khelo India Youth Games. In case the sponsor continues to use the content for more than 120 days, suitable action may be taken by SAI.

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>A. Copy of Certificate of Incorporation, / Registration with appropriate authority.</p> <p>B. Copy of GST & IT (PAN) registration certificates.</p>
2	<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>Declaration as per New GFR Clause, 144 (xi) ‘I have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India; I certify that this bidder is not from such a country or, if from such a country, has been registered with the Competent Authority. I hereby certify that this bidder fulfils all requirements in this regard and is eligible to be considered.</p>

3	The firm should have achieved average annual turnover of at least INR Four (4) crores during any 3 out of 5 previous financial years ending March 2022.	Certificate by their Statutory Auditor/ Chartered Accountant stating turnover in required financial years as per Annexure C.
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Note: The bid should be valid for 75 days from the date of opening of the bid.

6. RESTRICTED PRODUCT CATEGORIES:

The following product categories shall be restricted for any kind of association with KIYG 2022:

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

Technical bids will be evaluated against the eligibility criteria mentioned under clause No. 5. The financial bid of only those bidders will be opened who are technically responsive.

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 is more than the highest bidder of Category 1, then the rights of category 1 will be offered to category 2 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 bidder with higher average annual turnover during the last three financial years ending March 2022 will be considered as successful bidder.

8. APPLICATION PROCEDURE

The bids shall be submitted in two separate envelopes (covers) as under:-

a) Envelope A: Envelop A will contain following documents

1. Earnest Money Deposit (EMD) / Bid Security as per clause No. 9.
2. Technical bid document containing cover letter as per annexure A and documents against eligibility criteria as per clause No. 5.

b) Envelope B: Envelop B will contain financial Bid as per annexure B.

Both the envelopes (Envelop A containing EMD and Technical Bid and Envelop B containing Financial Bid) should be sealed and duly super-scribed by the bidder and both these envelopes should be submitted in a bigger cover (envelop) which should also be sealed and duly super-scribed. This cover should be addressed to **Senior Director, KHELO INDIA**, and super subscribed '**Sponsorship Partners for Khelo India Youth Games 2022**'. The cover should also bear the name and address of the bidder including phone number and email id. Tender duly completed as above may please be dropped in the Drop Box placed in **Room No. 115, 1st Floor, SAI Headquarters, JLN Stadium Complex, Entry Gate No 10, Lodhi Road.**

The bidder must put his seal and signatures on each page of the bid and also attest all or corrections etc., if any, under his seal and signatures. 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). In case the bidder participates in both the category then the EMD submitted by the bidder shall be the sum total of both the categories. i.e., in case the bidder participates in both the categories then the EMD of Rs. 8,00,000 is required to be submitted along with the bid.

SN	Sponsorship Category	EMD Amount
1	Principal Sponsor	6,00,000
2	Co-powered by	2,00,000

- 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:

- a) Account Payee Demand Draft
- b) Banker's cheque
- c) Fixed Deposit (FDR)
- d) Bank Guarantee from any of the Commercial Banks
- e) Valid Insurance Surety Bonds
- f) 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 along with the technical cover i.e. Envelop A.

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 is 75 days, the Bid Security shall be valid for 120 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 entire amount of sponsorship fee from that Bidder.

9.5 The EMD can be forfeited if an agency:

- a) Withdraws or amends or impairs or derogates its bid during the period of bid validity.
- b) 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.
- c) 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 sponsorship fee within the specified period.

Note: The offers not accompanied by the required EMD will be declared rejected. Bidder has to submit the copy of the acknowledgment of EMD amount paid online while submitting the bid.

10. MINIMUM SPONSORSHIP FEE FOR DIFFERENT CATEGORIES OF SPONSORS

The minimum Bid for respective categories (offer submitted by Bidders) shall not be less than the amount given in the following table:

S. No	Sponsorship Category	Minimum Amount
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1	Principal Sponsor	INR 3.00 Crores
2	Co – Powered by Sponsor	INR 1 Crores

11. TERMS OF PAYMENT

- 50% of the quoted sponsorship rights fee within 7 days of issuance of Award, and the balance 50% one week prior to the commencement of the Games

Covering Letter on letterhead along with Technical Bid

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 2022

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the RFP.

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 RFP.

We have fully understood the Terms and conditions of this RFP provided herein.

We hereby declare that our proposal submitted in response to this RFP 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 before due date as per BidSchedule.

To,
Senior Director (Khelo India),
Khelo India Secretariat,
JLN Stadium Complex, Lodhi Road,
New Delhi – 110003

Subject : Commitment letter regarding Sponsorships for Khelo India Youth Games 2022

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

- 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 amount mentioned against each category in the table mentioned in Clause 10 of the document, the bid will be treated as non responsive.
- Taxes due to SAI will be considered part of Sponsorship, but taxes due to the Sponsor will not be considered as a part of Bid and need to be borne by the Sponsor separately and shall not be made part of the bid

Signature of the Agency:

Address:

Date:

Annexure-C

Average Annual Turnover

S. No.	Financial Year	Annual Turnover (INR)
1	2017-18	
2	2018-19	
3	2019-20	
4	2020-21	
5	2021-22	

Certificate from the Statutory Auditor

This is to certify that the average turnover of [the bidder] in three out of five previous financial years is INR..... (In words)

Name of the audit firm:

Seal of the audit firm

Date:

(Signature, name and designation of the authorized signatory)

Note:

- In case the Bidder does not have a statutory auditor, it shall provide the certificate from its chartered accountant (CA) that ordinarily audits the annual accounts of the Applicant.
- Audited accounts and Report prior to 2017-18 will not be accepted.

Annexure-D

Checklist

Envelope	Documents
A	<ol style="list-style-type: none">1. Covering Letter as per Annexure A2. Documents against Eligibility Criteria as per Clause No. 53. EMD as per Clause No. 9
B	Commercial Bid as per Annexure B.