

Sports Authority of India Invites Request of Proposal (RFP) for Engagement of Co-Associate 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 Khelo India Youth Games will be telecast live on Star Sports, affiliated channels and OTT platform. The previous edition of games have witnessed an average viewership of close to 100 million viewers. For the current edition State Bank of India is the Title sponsor, M/s Dream Sports are the sponsors in the powered by category and Punjab and National Bank are the associate sponsors.

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 in the following categories:-

2. SPONSORSHIP CATEGORY

Minimum Sponsorship Fee			
SN	Sponsorship Category	Minimum Amount (in INR)	Maximum no of Sponsors
1	Associate Sponsor	25 lakh	10

3. RIGHTS OFFERED ACROSS SPONSORSHIP CATEGORIES:

SN	Rights offered	Co-Associate
1	Logo Placement on bottom panel of venue branding collaterals.	Drop Downs, Pole/pillar branding as available. Flex banners, prize podium , wall and equipment branding as available.
2	FOP branding static boards Standard A boards at the perimeter.	2% Or 10 in total whichever is less
3	Mention in all official press releases as partners	Yes
4	VVIP Accreditation cards	2
5	VVIPs passes for opening and closing ceremonies	2
6	Official Sports Kit	2 Sports Kits
7	Presence on Games website	Yes

4. ELIGIBILITY CRITERIA

The prospective bidders must fulfill the following minimum conditions:

SN	Criteria	Documents required
1	<p>Eligible organisations including multinational corporates, Indian corporates, government/semi government organisations, NGOs, PSUs, trusts, LLPs, foundations, educational bodies sole proprietorships and any other entity which comes under the ambit of the MCA, Government of India</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>

5. 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

6. EVALUATION CRITERIA

The bidder will be decided based on the basis of **Highest offer** in terms of value for the first 10 offers. If any offer is withdrawn then the next offer in terms of value will be considered subject to it being more than minimum amount. In case of tie between the bidders, meaning thereby two or more bidders quoting the same amount and if both can not be accommodated as partners then the decision shall be finalised through a draw of lots done in presence of bidders as well as third party observers.

7. 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 21st May 2022. The proposals can also be submitted through email to procurement.kheloidia@gmail.com. The Document should be password protected in case sent by mail.

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

8. 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	Co-Associate Sponsor	50,000

- 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

8.1 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

8.2 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.

8.3 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.

8.4 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.

8.5 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.

- 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 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.

Annexure-A

Covering Letter on letterhead along with RFP

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 Request For Proposal(RFP) 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 process.

We have fully understood the Terms of Reference 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

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	Co-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 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: