



**EXPRESSION OF INTEREST (EOI) FOR  
EMPANELMENT OF SPONSORSHIP SELLING  
AGENCY FOR ASIAN ATHLETICS CHAMPIONSHIP-  
2017 IN BHUBANESWAR**

**MAY-2017**

**DEPARTMENT OF SPORTS & YOUTH SERVICES  
GOVERNMENT OF ODISHA  
C-1, NAYAPALLI, BHUBANESWAR-751012**

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## **1. BACKGROUND**

1. Asian Athletics Championship, the flagship sporting event of the continent, is organized biennially with its first edition being held at Manila in 1973. Since its inception, India has twice hosted the Asian Athletics Championships; at New Delhi (1989) and Pune (2013).
2. Bhubaneswar, the capital city of Odisha, will host the 22<sup>nd</sup> Asian Athletics Championship-2017 scheduled from 6<sup>th</sup> July – 9<sup>th</sup> July 2017 at Kalinga Stadium. The Championship will have participation of athletes from 45 Asian countries competing for 42 events wherein 20 World Champions will be witnessed in action. In total, over 1,000 athletes and delegates shall congregate for this mega sporting event.
3. Department of Sports & Youth Services (DSYS) is the Nodal Agency of the Government of Odisha for organizing the Games in Bhubaneswar.
4. Bhubaneswar is proud to host its biggest ever sporting event which will place Odisha in the International Sporting Map. The Mega Event will be hosted with grandeur complying with international standards of hospitality and event management.
5. DSYS 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 & SPONSORSHIP PROGRAM**

1. To enhance footfalls into the Competition Venue (Kalinga Stadium) and to exploit the potential revenue opportunities, DSYS is embarking on an aggressive marketing plan ahead of and during the Games, which is expected to give high degree of visibility to the 22<sup>nd</sup> Asian Athletics Championship. With such marketing initiatives, DSYS also aims to attract fair degree of Sponsorships for the Games.
2. DSYS envisions using the Games as a Platform for inculcating a 'Sports Culture' among the youth brigade. Additionally, a high degree of awareness and excitement will be created in the build-up

- to the Games, translating into maximum spectator presence in the Games Venue.
3. Given the high degree of interest among the people of Odisha in sporting events and the tourism potential of Odisha, the Games will enjoy great visibility among the target demographics.
  4. Given the favorable set of conditions, it is expected that the AAC-2017 could have multiple avenues for mobilizing Sponsorships in Cash and in Kind.
  5. The Sponsors can be offered a number of avenues for giving them high visibility during the Games.
  6. The indicative list of possible deliverables related to the AAC-2017 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 ahead of the Games
    - 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.
  7. In order to leverage on the revenue potential of the Games and attract maximum possible revenue, DSYS is planning to avail the services of "**Sponsorship Selling Agencies**" on a "**success fee**" model.

### **3. EMPANELMENT OF SPONSORSHIP SELLING AGENCIES**

- a. The actual sponsorship selling will be carried out by a set of **Sponsorship Selling Agencies** who will be empanelled by DSYS

through this EOI process. Up to 3 Agencies may be empanelled for this project. In case more than 3 applications meeting the technical requirements are received, DSYS reserves the right to shortlist and empanel applicants scoring the highest marks in the technical evaluation criteria as per technical evaluation in **Annexure-3**.

- b. Interested Agencies, who meet the eligibility criteria specified in **Annexure-2**, may submit their applications as per the terms of this EOI document.
- c. The benefits to sponsors are being packaged for different scales of privileges like in-stadia branding, logo exposures during Games, out-stadia branding, credits in TV promos, FCT on National Media, outdoor advertisement banners, city bus branding, etc. A few sponsorship packages & corresponding deliverable to sponsors have been identified by DSYS at this stage, and are detailed in **Annexure-4**. However, the packages are only **indicative** in nature.
- d. There are more avenues for providing visibility to sponsors through Logo on Athlete Outfit, Rights Sale (Hospitality Rights, Ticketing Rights), Merchandise Licensing, activations in 30 districts of Odisha, etc. which can be further discussed & designed after empanelment of agencies with DSYS. The actual selling of sponsorship and servicing sponsors etc. will be carried out by the agencies to be empanelled by this process.

#### **4. PRE-QUALIFICATION CRITERIA FOR PARTICIPATION**

- a. The Applicant should have been in the business of providing Advisory and Implementation Services in the area of Sponsorship and Rights sales for the last 5 years.
- b. The Applicant should have achieved average annual turnover of at least Rs.2.00 crores from Sponsorship and Rights Sales Advisory Engagement during the previous 3 financial years.
- c. The Bidder should have completed at least one sponsorship deal worth minimum value of Rs. 50 lakhs in the last 5 years.
- d. The Applicant should have a Registered Office in India, with strong presence in at least 2 metro cities or regional presence in at least 2 large States.
- e. The Applicant should have successfully completed at least 2 assignments of similar nature, scope and complexity, of which at least one assignment shall be for a Mega Sporting Event or other

Mega Events during the past five years, in which major brands or corporates have been principal sponsor.

- f. The Applicant 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.

## **5. SCOPE OF WORK OF SPONSORSHIP SELLING AGENCIES**

### **Assistance to DSYS**

- a. Finalise sponsorship packages and presentation materials as per the available scope for branding, in consultation with DSYS, based on the overall sponsorship strategy for the AAC-2017.
- 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 DSYS and the Sponsor/s.
- e. Secure other sponsorship rights as required to secure a sponsorship deal.
- f. Coordinate all sponsorship matters with DSYS, as required.
- g. Report all developments in sponsorship sales on a regular basis to DSYS.

### **Sponsor Servicing**

- h. Assist and coordinate the sponsor rights with Sponsors with the development of leveraging plans to support the achievement of their business objectives.
- i. Manage the relationship between DSYS and each of its Sponsors to ensure a favourable and pleasant experience for both parties.
- j. Ensure delivery by DSYS of all contracted benefits committed to the Sponsors including signages and ticketing.

## **6. PAYMENT OF COMMISSIONS TO THE AGENCY**

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

<b>Sponsorship Revenue (in Cr.)</b>	<b>Commission Slabs</b>
Upto 1.99	20%
2.00 to 4.99	20% + 10%
5.00 & above	20% + 20%

Examples of commission eligibility:

<b>Sponsorship Revenue (in Cr.)</b>	<b>Commission to the Agency (Rs. Cr.) &amp; (nett %)</b>
1.50	0.30 (20%)
3.00	0.60+0.10 = 0.70 (23.3%)
4.00	0.80+0.20 = 1.00 (25.0%)
5.00	1.00+0.60 = 1.60 (32.0%)
8.00	1.60+1.20 = 2.80 (35%)

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:**

- a. State public-sector undertakings in Odisha would be excluded from the purview of the Agencies.
- b. DSYS will actively assist the agencies in promoting sponsorship sales and procuring business. DSYS, however, will reserve the right to accept direct sponsorship from any sponsor as long as there is no direct conflict with any of the empanelled agencies.

## **7. SUBMISSION OF APPLICATION**

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

- a. The last date for submission of queries is May 16, 2017 and can be sent to **aacbbsr@gmail.com**. The response to queries will be uploaded on the website of DSYS within two days of receipt of the queries.
- b. Letter of EOI submission in the format attached as **Annexure-1**.
- c. Documentary Proofs to meet the eligibility criteria, as specified in **Annexure-2**.

Address for submission:

**Director, Sports & YS**  
**Department of Sports & YS**  
**(Games Secretariat, TSU Cell)**  
**C-1, Nayapalli, Bhubaneswar-751012**  
**E-mail: aacbbsr@gmail.com**

## **8. TERMS & CONDITIONS**

- a. The application shall be submitted in a single sealed cover superscribing "**Application for Empanelment of Sponsorship Selling Agencies for Asian Athletics Championship - 2017**".
- b. DSYS 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. DSYS may in their absolute discretion reject or accept any Application, modify/cancel the EOI process and reject all Applications without assigning any reason.

## **9. TIMELINES**

<b>Sl. No.</b>	<b>Events</b>	<b>Date</b>
1.	Issuance of EOI document	May 12, 2017
2.	Last date for receipt of queries	May 16, 2017
3.	Last date & time for Submission of Applications	3 pm on May 22, 2017
4.	Date and Time for Opening of Applications	3.30 pm on May 22, 2017



## **10. DISQUALIFICATION**

Even if an Applicant meets the above criteria, DSYS may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Applicant if the Applicant has:

- a. Made misleading or false representations in the forms, statements and attachments submitted; or
- b. The Bidder has been blacklisted by any Government Agency after the Pre-Qualification Stage

**Annexure – 1**

**Letter of Submission** (on the Agency's letterhead)

To

The Director, Sports & YS  
Department of Sports & YS  
(Games Secretariat, TSU Cell)  
C-1, Nayapalli, Bhubaneswar-751012  
E-mail: aacbbsr@gmail.com

**Sub: "Application for Empanelment of Sponsorship Selling Agencies for Asian Athletics Championship - 2017".**

Dear Sir,

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 \_\_\_\_\_

Full Name \_\_\_\_\_

Organization's Name

.....

Address

.....

**Annexure - 2**

**Eligibility Criteria**

Sl. No.	Criteria	Documentary Proof to be submitted
1.	The Applicant should have been in the business of providing Advisory and Implementation Services in the area of Sponsorship and Rights sales for the last 5 years.	Certificate of Incorporation / Service Tax Registration
2.	The Applicant should have achieved average annual turnover of at least Rs.2.00 crores from Sponsorship and Rights Sales Advisory 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.
3.	The Bidder should have completed at least one sponsorship deal worth minimum value of Rs. 50 lakhs in the last 5 years	Letters/documents executed with Clients
4.	The Applicant should have a Registered Office in India, with strong presence in at least 2 metro cities or regional presence in at least 2 large States.	Proof of Address
5.	The Applicant should have successfully completed at least 2 assignments of similar nature, scope and complexity, of which at least one assignment shall be for a Mega Sporting Event or other Mega Events during the past five years, in which major brands or corporates have been principal sponsor.	Letters/documents executed with Clients
6.	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.

**Annexure - 3**

**Technical Evaluation Criteria**

In case more than 3 applications are received in each category that meets all technical requirements, the applications will be ranked using the following marking scheme.

<b>Sl.No.</b>	<b>Criteria</b>	<b>Basis of Evaluation</b>	<b>Max Marks</b>
1.	Financial Information	Average annual turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years. <i>Upto Rs 1 Crore : 20 Marks</i> <i>1 Crore to 3 Crores: 30 Marks</i> <i>3 Crores to 6 Crores: 40 Marks</i> <i>Above 6 Crores: 50 Marks</i>	50
2.	Experience with Sponsorship Sales in Sports events	For every sports event related sponsorship project carried out: 10 Marks	50

**Annexure – 4**

DELIVERABLE	SPONSORSHIP PACKAGES					
	1	2	3	4	5	6
Perimeter Boards (as a percentage of total 120 nos. of boards) i) 80 nos. (6m x 1m) – outer circle ii) 40 nos. (3m x 0.5m) – inner circle	35%	25%	20%	10%	5%	5%
In-Stadia Branding (Stadium Tier-1, Gangway, Pillars) - As a percentage of 4,000 sq. ft. of total branding space	35%	25%	20%	10%	5%	5%
Outer Concourse Branding - As a percentage of 10,000 sq. ft. of branding space	35%	25%	20%	10%	5%	5%
Warm up pitch area branding - As a percentage of 5,000 sq. ft. sponsor branding space	35%	25%	20%	10%	5%	5%
Entry Gates Branding	√	√	√	√	√	√
Logo in bus stop branding - 20 locations in Bhubaneswar	√	√	√	√	√	√
Logo in City Buses - 40 Nos.	√	√	√	√	√	√
Standeers in Outer Concourse	20 Nos.	15 Nos.	10 Nos.	7 Nos.	3 Nos.	3 Nos.
Logo in Outdoor Hoardings - 50 locations	√	√	√	√	√	√
Logo in TVC - 500 Spots across 5 reputed news channels	√	√	√	√	√	√
Logo in Newspaper Adverts - Minimum 5 Nos. in reputed National Editions	√	√	√	√	√	√
Logo in Official Website	√	√	√	√	√	√
Logo in all Official Social Media platforms - FB, Twitter, Instagram, YouTube	√	√	√	√	√	√
Co-branding with AAC-2017 logo	√	√	√	√	√	√
Accreditation for Officials	15	10	8	6	3	3
Hospitality Passes per event day	25	20	15	10	5	5
General Passes per event day	50	40	30	20	10	10
Promotion in local road show (30-day campaign)	√	√	√	√	√	√
Promotion through on-ground activation at Universities, Schools, Shopping Centres – 2 events with media coverage	√	√	√	√	√	√

**Note:** The packages are indicative in nature and will be finalised after the empanelment of agencies in DSYS.