



SPORTS AUTHORITY OF INDIA

“EXPRESSION OF INTEREST”

EOI FOR SELECTION OF EVENT MANAGEMENT AGENCY (EMA)
FOR KHELO DELHI GAMES

EOI No. 01-25010/9/2024-HO - KITD

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SPORTS AUTHORITY OF INDIA (SAI)
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A. DISCLAIMER

1. The information contained in this Request for Proposal Document (hereinafter known as **“EOI Document”**) or subsequently provided to Bidders in documentary form by or on behalf of Sports Authority of India (**“SAI”**) or any of their representatives, employees, or advisors (collectively referred to as **“Representatives”**), is provided to Bidder(s) on the terms and conditions set out in this EOI Document and any other terms and conditions subject to which such information is provided.
2. This EOI Document is not an agreement nor an offer or invitation by SAI and/or its Representative(s) to any party other than the entities, who are qualified to submit their Proposal (**“Bid”**). The purpose of this EOI Document is to provide the Bidder with information and to take suggestions and Recommendations. This EOI includes statements, which reflect various assumptions and assessments arrived at by SAI in relation to the Project/Event. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This EOI Document does not purport to contain all the information each Bidder may require. This EOI Document may not be appropriate for all persons, and it is not possible for SAI and/or its Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this EOI Document. Each Bidder should, therefore, conduct their own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the information in this EOI Document and wherever necessary, obtain independent advice from appropriate sources.
3. This EOI contains information about the scope of work and the qualification process for the selection of the Bidder. The purpose of this EOI is to provide interested parties with information to facilitate the formulation of their bid pursuant to the Bid notice.
4. SAI and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, adequacy, correctness, reliability or completeness of the EOI.
5. Information provided in this EOI to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. SAI accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
6. SAI and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, adequacy, correctness, reliability or completeness of the EOI Document.
7. SAI and/or its Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI Document.
8. The Authority reserves the right to, but without being under any obligation to do so, amend or supplement the statements, information, assessment or assumptions contained in this bid at any time during the bidding process by way of revision, deletion, update or supplement and annulment through issuance of appropriate addendum as the Authority may deem fit without assigning any reason thereof.
9. No objections raised by any Bidder(s) or any third party to such changes/ modifications/ additions/alterations as provided above, whether explicit or implicit, shall be entertained. Any such objection by the Bidder shall make the Bidder’s Bid liable for rejection by the Authority.

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10. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by SAI or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and SAI shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the EOI response, regardless of the conduct or outcome of the Bidding Process.
11. The Authority reserves its right to withdraw from the process at any stage of the process and/or modify the process or any part thereof or to vary any terms at any time or stage without assigning any reasons whatsoever. In such an event, no financial obligation of whatsoever nature shall accrue to SAI or any of its respective officers, employees, advisors or agents.
12. This EOI supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications. The Bidders shall bear all its costs associated with or relating to the preparation and submission of proposal pursuant to this EOI.
13. Eoi is being floated to invite proposals from the eligible bidders and to help interested parties to understand Scope of Work/ToR. Further to this Eoi, an RFP will be floated by SAI.

B. BACKGROUND

This EOI is only illustrative in nature and all narrations are intended to be used by the Bidder as preliminary background information. This EOI does not necessarily contain all the relevant information in relation to the Bid process and SAI reserves the right to withdraw the EOI and/or add, amend, review the requirements or information contained in this EOI at any time prior to the submission.

The Ministry of Youth Affairs and Sports (MYAS) and Sports Authority of India (SAI), under the 'Khelo India' initiative, have successfully conducted 6 editions of 'Khelo India Games' ("Khelo India Youth Games and Khelo India University Games") with the participation of athletes from 37 States/UTs. The Games became a huge success in no time by creating inspirational value among budding players of the country. The Games paved the way for the talented athletes under the Long-Term Athlete Development Programme (LTAD). Further, two editions of Khelo India Winter Games have been conducted in Jammu & Kashmir.

PROPOSED MODEL:

SAI envisages to conduct the pilot run of the "**City league**" in Delhi as "Khelo Delhi/Khelein Delhi" and eventually expand this to other cities across India. In this regard, various towns and cities will be identified by SAI in consultation with different stakeholder such as State Govt./Local Authorities/Municipal bodies, State Sports Associations / Federations, School Sports Bodies and Event Management Company (EMA).

Vide **Khelo India Gazette notification dated 4th March 2022, as per Para 1.3.2. (I) (v)** it is stated that a system of School and University leagues will be launched in key team games across the country to create greater participation and competition.

In view of the above, it is important to introduce new format of competitions to strengthen the domestic structure. **Therefore, to drive a sustainable sports culture and build a legacy, the concept of "City League" is being proposed.** The objective is to **enable maximum and continuous participation across disciplines from 10,000+ school athletes beginning from the first edition.**

In the **pilot run** of the league in Delhi as "Khelo Delhi/Khelein Delhi" owing to the rich sporting culture in the city, existing infrastructure, and facilities. Below two model(s) are under discussion:

1. MODEL "A"

The **league shall be conducted across 12 sports disciplines in the first year** on a pilot basis.

2. MODEL "B"

The **league shall be conducted across 12 sports disciplines in the first year with addition of at least 2 new disciplines** till 3rd edition, post which at least 1 new discipline shall be added every year till the seventh year or tenth year, depending upon the extension of the contract. The aim is to have league across 20 disciplines by the seventh year and 23 disciplines by the tenth year.

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C. NOTICE INVITING EOI

Sports Authority of India, (hereafter referred as “SAI”) an autonomous organisation established by Ministry of Youth Affairs & Sports, Government of India invites Online Bids from qualified firms to associate with SAI as an Event Management Agency (EMA) for organising annual editions of the KHELO DELHI Games.

The detailed scope of work and deliverables are mentioned in [ANNEXURE ‘1’](#), Terms of Reference for the Services (TOR), of this EOI.

D. BID SCHEDULE

The Schedule is as follows:

Date of Release	16 October, 2024
EOI document download start Date	16 October, 2024
Submission end date and time	29 October, 2024 at 1600 hours
Bid Validity Period	90 days
Tender Fee	INR 10,000/- <i>(Bidder has to upload challan/proof for successful submission of Fee along with Bid documents)</i>
Mode of submission of Tender Fee	<ul style="list-style-type: none">• Demand Draft in favour of the “Secretary, Sports Authority of India”, payable at New Delhi or,• NEFT transfer to “SECRETARY, SAI (KHELO INDIA) Union Bank of India Account No: 108510100037232, IFSC No. UBIN0810851
Mode of submission	Through Email only. Bidder should submit their Bid responses in a Single-packet bid to Email ID at kheloindiacityleague@gmail.com
Details for correspondence	Officer Name: Mr. Devesh Yadav Officer Designation: Assistant Director Email ID: kheloindiacityleague@gmail.com Address: KITD, Ramp 4, JLN Stadium, New Delhi

SAI reserves the right to vary or discontinue the process or any part thereof at its absolute discretion at any point of time.

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E. ELIGIBILITY CRITERIA

Each Bidder should submit the required pre-qualification/eligibility criteria documents listed in the table below as a mandatory submission by the interested agencies.

Each document page submitted as part of Bid documents should be stamp-signed by the Authorized signatory of the organization.

S. No.	Parameter	Criteria	Documents to be submitted
COMPANY DOCUMENTS			
1.	Legal Entity	The Bidder must be an entity such as Event Management Agency, a Consultancy firm etc. incorporated in India under the Companies Act 1956 or 2013 for at least five years as on the date of opening bid.	Company Registration certificate, MOA, AOA
2.	Financial Criteria	The Bidder must have an Average Annual turnover of INR 5 Crores in the last three financial years i.e. FY 2021-22, 2022-23 & 2023-24.	ITR, Balance sheet, Profit-loss statement. (Supported by CA certificate as per Annexure 'V')
3.	Net Worth	The Bidder must be profitable across the financial years and should have positive Net Worth of INR 2 Crores as on 31 st March 2024.	Net Worth certificate signed by CA (Supported by CA certificate as per Annexure 'V')
4.	Solvency	The Bidder must be solvent for a value of INR 1 Crores.	Solvency certificate
5.	GST registration	The Bidder must be registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status on the date of opening bid.	GST, PAN
6.	Power of Attorney	The Bidder should submit Power of Attorney or Board resolution document for aligning the powers to 'Authorised signatory' for this bid.	POA / Board resolution
WORK EXPERIENCE			
7.	Technical Experience	The bidder should have successfully conceptualized, planned & executed or provided consultancy in <ul style="list-style-type: none"> • at least Three events or multi-sport sports competition or, • any inter school / college assessment competition or, • any other competitions including conduct of large events like 	Work Order and Completion certificates along with payment proofs Each Work Order should be supported by duly-filled Annexure 'IV'

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		examination/sports/talent-hunt in offline environment	
PROJECT UNDERSTANDING			
8.	Approach, Methodology, Technology & Innovation	<p>A Power Point Presentation or a Project report including the points suggested in adjacent columns showcasing each aspect of</p> <ul style="list-style-type: none"> • Detailed Work plan, • Methodology, • Technology, • Innovation ideas • Proof of execution • Identification and execution of disciplines for the first and subsequent years • Deployment Plan to clearly indicate the quality, quantity, and timelines of workforce • Promotion plan to increase school level participation 	Detailed Project report
9.	Risk Mitigation Plan	<p>Bidders are required to Submit a comprehensive Risk Mitigation plan tailored to the successful execution of Khelo Delhi Games.</p> <p>Purpose: Bidder’s ability to anticipate, assess, and address potential challenges that may arise during the event planning and execution phase.</p> <p>Risk Areas: Operational and Logistical Risks, Financial and Sponsorship Risks, Health and Safety Risk, Digital Platform and technology risk</p>	<p>Risk Mitigation plan document</p> <p><i>(Risk Mitigation Plan should not be limited to, the mentioned areas and could be detailed further)</i></p>
10.	Stakeholder Management Plan	<p>Bidders are required to submit a comprehensive stakeholder Engagement Plan outlining strategy for managing relationships with key stakeholders throughout the lifecycle of the “KHELO DELHI GAMES”</p> <p>Focus Areas:</p> <ol style="list-style-type: none"> 1. Sponsor and Partner Management 2. School and Athlete Engagement 3. Community and Public Engagement 	<p>Stakeholder Management plan document</p> <p><i>(Stakeholder Management Plan should not be limited to, the mentioned areas and could be detailed further)</i></p>
11.	Food, Logistics and Transportation	<p>Understanding of the logistics involve:</p> <ul style="list-style-type: none"> • Equipment • Resource Allocation 	Detailed document

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		<ul style="list-style-type: none"> • Refreshments Planning • Transport Facilities • Connectivity Plan to the event 	
12.	Compliance and Regulatory	<p>Understanding the legal and regulatory frameworks that govern the event that includes: -</p> <ul style="list-style-type: none"> • Permits • Licenses • Safety Regulations • Health Protocols • Industry Standards and Best Practices • Fines and Penalties • Organizational Guidelines and Govt. Requirements 	Detailed document
13.	Marketing and Promotional Plan	<p>Comprehensive marketing plan that includes: -</p> <ul style="list-style-type: none"> • Public Engagement • Social Media Strategies • Event Branding • Campaigns • Content Marketing • Influencer Marketing • Media Coverage • Cultural event • Telecasting • Marketing goals 	Detailed document
14.	Timeline and Milestones	<p>A clear understanding of the event timeline:</p> <ul style="list-style-type: none"> • registration deadlines, • promotional phases, • event setup, • execution, • post-event wrap-up. • delivery of services 	Detailed document
15.	Monetization	<p>Strategy and execution to generate multiple streams of revenue: -</p> <ul style="list-style-type: none"> • Merchandise sales (Includes, Selling branded items (t-shirts, caps, memorabilia) during the event, Partner with brands to sell sports gear or equipment relevant to the event. • Concessions for Food and Beverages (Includes Collaborating with food vendors for a share of the profits or flat fees, focusing 	Strategy and execution plan document

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		<p>on healthy food choices that align with the event's sports theme.</p> <ul style="list-style-type: none"> • Workshops and Training Sessions that focuses on skill development via paid workshops and training sessions • Corporate Collaboration to promote companies' engagement participation and encourage businesses to sponsor teams or individuals participating • Digital Engagement strategy: • Ticket Sale strategy 	
16.	Post-Event Evaluation	<p>Plan for post-event reporting:</p> <ul style="list-style-type: none"> • participant feedback, • Event Success Analysis • Performance Metrics • Lessons learned • Impact Assessment • Recommendation for improving future editions 	Detailed Document
17.	Resource Information	<p>Bidder is required to share resource information as below:</p> <ul style="list-style-type: none"> • Number of Resources • Resource Allocation • Type of Resources 	Detailed Document
18.	Financial Management Plan	<p>Bidders are required to provide a detailed budget breakdown for each expenditure head listed above, along with a comprehensive explanation of how the funds will be managed and allocated to ensure transparency, accountability, and efficiency in managing financials for this multi-sport event. Bidders can include:</p> <ul style="list-style-type: none"> • Event Venue Rent & Setup • Sports Equipment & Infrastructure • Staffing and Personnel • Marketing & Promotions • Participant Logistics • Security & Medical services • Hospitality & VIP Management <p>Contingency Fund</p>	<p>Financial Management plan document</p> <p><i>(Financial Management Plan should not be limited to, the mentioned areas and could be detailed further)</i></p>
SUGGESTIONS ON SCOPE OF WORK			

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19.	Inputs	The Bidder is required to share the <ul style="list-style-type: none">• Recommendations or• Suggestions or• Amendments or• Enhancements etc. as part of draft version of Scope of Work as mentioned herein under title Annexure '1' of this EOI document.	As per Annexure 'II' format only
BUDGETARY ESTIMATES			
20.	Budget Estimate	The Bidder is required to share the Budgetary estimates as per the scope of work or terms of reference as mentioned herein under title Annexure '1' of this EOI document.	As per Annexure 'III' format only

F. ANNEXURE '1' | TERMS OF REFERENCE (TOR) (PROPOSED)

1. General

The Ministry of Youth Affairs and Sports (MYAS) Government of India, and the Sports Authority of India, intend to jointly conduct the annual editions of the 'KHELO DELHI Games' ("KDG") under the 'Khelo India' initiative. The event is scheduled to be held in various locations in and around New Delhi. The age groups will be finalised ahead of each edition of the Games. This will be a multi-venue, multi-sport event.

2. Objective

The objective of this EOI is to engage an Event Management Agency (EMA) to manage & operate all event related activities for the KHELO DELHI Games, which is expected to be held in the year 2025 and onwards (as per the SAI's discretion). This EOI is specifically for the engagement of an EMA/Consultants/Agencies for any of the one model mentioned below:

2.1 MODEL "A"

The league shall be conducted across 12 sports disciplines in the first year on a pilot basis.

2.2 MODEL "B"

The league shall be conducted across 12 sports disciplines in the first year with addition of at least 2 new disciplines till 3rd edition, post which at least 1 new discipline shall be added every year till the seventh year or tenth year, depending upon the extension of the contract. The aim is to have league across 20 disciplines by the seventh year and 23 disciplines by the tenth year.

The successful bidder of this EOI shall cooperate with all the Event Management Agencies hired for the conduct of KHELO DELHI Games.

3. Games Structure:

3.1 MODEL "A": Under this model, league shall be conducted across 12 sports disciplines for one year on pilot basis with the below list of sports disciplines:

- | | |
|---------------|-----------------|
| 1. Athletics | 2. Swimming |
| 3. Badminton | 4. Table Tennis |
| 5. Basketball | 6. Yogasana |
| 7. Chess | 8. Kho-Kho |
| 9. Football | 11. Hockey |
| 10. Kabaddi | 12. Shooting |

3.2 MODEL "B": Under this model, the league shall be conducted across 12 sports disciplines starting with first year. 10 sports disciplines (as provided under Primary list) shall be conducted from first year with addition of at least 2 new disciplines from first edition till 3rd edition, post which at least 1 new discipline shall be added every year till the seventh year or tenth year, depending upon the

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extension of the contract. The aim is to have league across 20 disciplines by the seventh year and 23 disciplines by the tenth year.

Primary list

- | | |
|---------------|-----------------|
| 1. Athletics | 2. Swimming |
| 3. Badminton | 4. Table Tennis |
| 5. Basketball | 6. Yogasana |
| 7. Chess | 8. Kho-Kho |
| 9. Football | 10. Hockey |

Secondary list

- | | |
|----------------|------------------|
| 1. Skating | 2. Karate |
| 3. Judo | 4. Boxing |
| 5. Lawn Tennis | 6. Weightlifting |
| 7. Kabaddi | 8. Archery |
| 9. Taekwondo | 10. Shooting |
| 11. Volleyball | 12. Fencing |
| 13. Wrestling | 14. Gymnastics |

4. Scope of Services

The Terms of Reference (TOR) / scope of work for the agency shall be as follows:

S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
1	Conceptualization & Planning	<ul style="list-style-type: none">• Conceptualize, plan, and execute the structure and environment of the games whilst considering the valuable inputs provided by all relevant stakeholders.• Creation of a long-term vision and legacy plan for bettering the games year on year in all aspects i.e., participation, experience, no. of sports, expansion etc.
2	Digital Platform	<ul style="list-style-type: none">• Creation of informational web page for 'Khelo Delhi' event that will be hosted on Khelo India website, this will serve as the central hub for league information only.<ul style="list-style-type: none">(1) Web Page on Khelo India website: Developing a landing page on the Khelo India website, displaying a map or list of states where Khelo Delhi-like leagues are being organized. Each state will be clickable, directing users to a state-specific event page(2) Citi League Website: Upon selecting a state, users will be redirected to a different website that is fully designed, hosted, and managed by the vendor. This website will contain detailed information about the league, including event schedules, venues, sports disciplines, and other relevant details. Additionally, the website will facilitate

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<p>participant registrations through integrated registration forms, managed entirely by the vendor.</p> <ul style="list-style-type: none"> • Creation of a multi-lingual digital platform for the games that will enable online registrations, scheduling, display of scores and results, communicating any updates and hosting of content. • Following is a list of key areas to be undertaken as part of this functional area: <ul style="list-style-type: none"> ○ Online Registrations: Seamless online registration mechanism across all 14 disciplines of sport, including activation of a payment gateway on a website that is branded within the guidelines of the games at least 15 days prior to the start of registrations. ○ Digital Communication: A system for digital communication for all participants (including confirmation of registration, draws, schedules, results and other games related information) on the registered email ID and mobile number at least 7 days prior to the start of registrations. ○ Digital draws, schedules & results: A provision to digitally showcase and update draws, schedules and results on the website. A digital ranking table to determine the overall and sports specific rank of each school to be created as well, on the designated website at least 7 days prior to the start of the games. ○ Performance Management: Detailed sport-specific report cards and statistics for all schools and participants, showcasing various aspects of their performance during the games. ○ Dedicated Team of Digital Experts: Deploy a of digital and technology experts to ensure smooth and seamless execution of the digital platform requirements atleast 7 days prior to the start of registrations.
3	School Contact Program	<ul style="list-style-type: none"> • Obtain a list of public and private schools from the relevant authorities and create an approach plan to inform all schools of this games and garner the required participation at least 15 days prior to the start of registrations. • Deploying a team of 6 resources at least 15 days prior to the start of registrations to operate the school contact program, such that all schools have a point of contact to liaise with for the all games-related matters (such as registrations, etc.) • Continuous collation of feedback from athletes and schools with regards to the games will a key function.

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
4	Games Technical Conduct Support	<ul style="list-style-type: none"> • Liaising with the respective sports associations to gather inputs and intelligence and finalize the tournament structure to meet the objectives of the games and popularize the sport at least 30 days prior to the start of registrations. • Gathering the required information i.e., participation intelligence, potential venues, technical inputs on registration forms, rules & regulations, logos, infrastructure, equipment and soon atleast 45 days prior to the start of the games. • Appointment of competition managers, technical officials, and sports specific volunteers in consultation with the State Sports Federations at least 75 days prior to the start of the games and payment thereof. • Undertake volunteer management with no age limit conditions. The Sports specific volunteers shall be engaged with higher age group associations with no restriction except for competitive sports where lower age is a requirement. • Provisioning of equipment (Non-consumables & Consumables) for the conduct of the event. • Collation and creation of sport wise & overall calendars with venues for the games at least 20 days prior to the start of the games. • Drafting and finalizing the rules & regulations keeping in mind inter-school sport at least 15 days prior to the start of registrations. • Creation and submission of draws and schedules in the format provided by the EMA at least 15 days prior to the start of the games. • Ensuring optimum conduct of the sport. • Deploy a dedicated team of experts to ensure smooth and seamless planning and execution of the requirements at least 20 days prior to the start of the games.
5	Sports Presentation	<ul style="list-style-type: none"> • Conduct a medal ceremony for each of the Sports (provide decorated podiums, ushers, MC, ceremony tray, etc. Mainly for the final weekend of the games) • Procurement of the authorized quantities of the items listed below as per requirement (intimated by SAI): <ul style="list-style-type: none"> ○ Medals with Lanyards in wooden box ○ Sports Trophies ○ Lapel Pins ○ Commemorative Medals ○ Acrylic Shields (TBC) ○ Mascot Soft Toys (TBC) • Provided a sample of each of the item procured to SAI for quality check. • Obtaining information for each sport to finalize the requirement in terms of design, quantity & quality at

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<p>least 15days prior to the start of games. All designs shall be approved by Sai.</p> <ul style="list-style-type: none"> • End-to-end distribution mechanism to be prepared at least 7 days prior to the start of the games. • Production and receipt of delivery of the finalized sports presentation elements at 5 days prior to the start of the games. • Inventory Management of souvenirs, medals, etc. (to maintain record of stock) • EMA shall arrange a medal presentation ceremony at all sporting venues in consultation with SAI for the final weekend • Ceremonies for the final weekend should include hosts, presentation trays, costumes, confetti blasts, stage setup, dais, backdrop, etc. • All excess items to be returned to Sai. <p>The EMA will have to strictly adhere to all agreed timelines and maintain records for verification, which is to be provided at the time of raising an invoice.</p>
6	Design	<ul style="list-style-type: none"> • To design and create content for all collaterals and branding in English and Hindi for the Games as defined by SAI. • The SOW does not only include designing, but also relative content creation (in the desired languages) with respect to the event elements as well. • Creation of logo, brand kit & other branding elements to be completed at least 7 days prior to the start of the tournament. • A suggested list of the elements/items to be designed is as follow:(not be limited to these only) <ul style="list-style-type: none"> ○ Composite logo (design for look & feel of the logo will be provided by SAI, EMA to build upon and enhance the same) ○ School Contact Program Kit ○ Promotional material ○ Website ○ Apparel ○ Merchandise ○ Medals, Certificates & other Sports Presentation material ○ Invitations ○ Stationery ○ Posters ○ Hoardings ○ Flyers ○ Leaflets ○ Newspaper advertisements ○ In-stadia Branding ○ Balloon Brandings ○ Drop-downs ○ Building Brandings

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<ul style="list-style-type: none"> ○ Bus Branding ○ Equipment Branding ○ Running Board Branding ○ Website & Digital Platform ○ E-Fixtures ○ Any other design requirement related to the games ● To ensure that all marketing communication, adverts, collateral & templates carry SAI marks and all other logos of any stake-holders in the event. ● Designs to be vibrant, colourful and visually inspirational, reflecting the event colour scheme. ● All designs are to be approved by SAI in writing. ● The EMA will be responsible for the end-to-end delivery of the event in the most fluent manner. The EMA will be required to organize all the necessary manpower, equipment, support etc. for the same on their own. ● EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. ● Deploy a dedicated team of experts to ensure smoot hand ● seamless planning and execution of the requirements at least 30 days prior to the start of the games.
7	Venue Branding	<ul style="list-style-type: none"> ● Obtain a list of venues, calendar and final requirements in terms of branding and technical elements and carry out the required reces to understand the venue in terms of entries, exits, spectator areas etc. at least 30 days prior to the start of the games. ● Design for indoor & outdoor stadium FOPs should be prepared and shared with SAI. ● All creative templates and designs for branding elements are to be approved in advance by SAI. ● Post final approvals, all branding elements, structures, mock-ups and templates need to be collated into a program manual for usage by all partners of SAI. ● Directional signage should be posted at a radius of 1km to the venue. ● All venue entry and exit gates/arches should branded at all times. ● Note, all designs and branding materials must be approved by SAI. ● All entry points to the stadium, seating arrangements, and other specific areas (such as Security rooms, Medical Centres, Press Conf. rooms, etc.) must have adequate branding. The player entry and exit gate/arch should be placed at all ● Branding across all venues should be aesthetically designed with the same colour palette approved by SAI. ● The Event Management Agency will be responsible for

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<p>end-to-end delivery of the event. EMA will be responsible to organize the necessary manpower, equipment, support etc. for the same.</p> <ul style="list-style-type: none"> • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoices. • Deploy a dedicated team of experts to ensure smooth and seamless planning and execution of the requirements at least • 30 days prior to the start of the games.
8	Venue Overlays	<ul style="list-style-type: none"> • The EMA must come up with a comprehensive plan, in consultation with SAI, to set up over lays tall venues. • The plan must include the following: <ul style="list-style-type: none"> ○ Shifting of overlay items from one place to another depending on the match and games schedule with in the discussed time lines. ○ The cost of logistics including labour, lifts, trolleys, storage etc. during movement shall be factored in the plan. • In case the identified overlays items are no longer required at the end of scheduled event, such items are to be dismantled removed within 24 hours of end of respective event. A robust dismantling plan is to be shared & approved by SAI at least 15 days prior to the end of the games. • Since multiple venues have overlapping events with completely different setups, it is the EMA's responsibility to ensure that the venue setup is changed as per the requirements laid out within the discussed deadlines. Execution in this area is crucial. • Venue set up to be complete at least 2 days prior to the start oftenest. • The EMA will be required to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Deploy a dedicated team of experts to ensure smooth and • seamless planning and execution of the requirements at least 30 days prior to the start of the games
9	Volunteer Management	<ul style="list-style-type: none"> • Obtaining and rationalizing requirements from sports associations and other areas of function with regards to volunteers at least 30 days prior to the start of the games. • Identifying sources, recruiting the required volunteers and training them for the duration of the games at least 15 days prior to the start of the games. • Deploying and managing the recruited volunteers such that requirements of all areas of function are met. Replacing of volunteers who drop out also forms an integral part of this function. • Keeping a day to day checking on attendance and

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<p>eventually calculation and disbursement of their payments.</p> <ul style="list-style-type: none"> Deploy a dedicated team of experts to ensure smooth and seamless planning and execution of the requirements at least 30 days prior to the start of the games.
10	Marketing & City Activation /Promotion	<ul style="list-style-type: none"> The EMA shall propose a detailed City Activation/ Marketing plan for the entire city. Developing a strategy and line of communication for the games which will form the base of all promotional and marketing activities at least 30 days prior to the start of the games. The plan may include activation ideas such as (but not limited to) activation in malls, prominent public places, Airports, Railway Stations, Bus Terminals, Tourist Places, interactive activities, etc. The EMA shall attach a detailed break-up of the cost of individual elements. The requirements may be scaled up or down based on the element-wise cost sheet. This will also include a comprehensive Social Media plan. EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoices. Deploy a dedicated team of experts to ensure smooth and seamless planning and execution of the requirements at least 30 days prior to the start of the games.
11	Venue Management	<ul style="list-style-type: none"> Identifying and finalizing all venues in consultation with the relevant authorities i.e., Central, State & Civic Govt. Bodies & Sports Associations atleast 30 days prior to start of registrations. The EMA will be responsible for end-to-end delivery of the event. EMA will be responsible to organize the necessary manpower, equipment, support etc. For the same. Licensing: Obtain the required permissions and licenses from the relevant authorities and handover to the venue liaison at least 10 days prior to the start of the games. Coordination: Co-ordination with all the stakeholders. Coordinating with the venue POC for blocking the dates as required as well as conveying other requirements of storage, usage of rooms within the venue and so on at least 15 days prior to the start of the games. Reporting: The EMA mis expected to create & maintain detailed reports for each functional area. This includes Production reports, Overlays reporting, Inventory reports, Variance Analysis, Work-force Planning & Deployment of the event. Protocol: Planning and execution of VIP Management

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<p>Plan.</p> <ul style="list-style-type: none"> • The EMA will be required to strictly adhere to agreed timelines • and maintain records for verification at the time of raising inv.
12	Monetization & Sponsorship	<ul style="list-style-type: none"> • Conceptualizing, planning and executing a strategy to monetize the games through sponsorships, sale of rights, registration fees and any other innovative ideas that meet the guidelines asset out by the relevant authorities and must be in line with the financial bid submitted by the respective agency.
13	Invitations	<ul style="list-style-type: none"> • Creating a list of dignitaries & VIPs to be invited with addresses, basis instructions provided by SAI. • Design options to be provided to SAI for approval. • Printing of Invitations for VIPs, Dignitaries, & School to be done within the discussed timeline. • To facilitate the distribution of invitations as per requirements (via courier if required). • Inventory Management of invitations will be important (to maintain records and stock register). • Return of all excessive items (if any) to SAI will be monitored. • All designs shall be approved by SAI before beginning work. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice.
14	Stationery & Collaterals	<ul style="list-style-type: none"> • Provide the design options for approval from SAI. • Printing of stationery and collaterals like notepads, brochures, fixtures, schedules, letterheads, posters etc. • Printing of Winner Certificates and Participation Certificates for all relevant participants. • Inventory Management of stationery and collaterals (to maintain records and stock register). • Return of all excessive items to SAI (if any) • All designs shall be approved by SAI before beginning work. • EMA to strictly adhere to agreed time-lines and maintain records for verification at the time of raising invoice.
15	Sports Distribution Kit	<ul style="list-style-type: none"> • The EMA will procure the Sports Kits designed for Technical and other Officials related to conduct of the league. • Confirmation Receipts, Inventory Management, and Issue of the kits will also fall under the EMA's responsibilities.
16	Venue Catering	<ul style="list-style-type: none"> • The EMA has to make arrangements to cater to Technical Officials based on instructions from SAI • Catering will be required for the Opening and Closing Ceremony for VVIPs & VIPs.

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S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<ul style="list-style-type: none"> • The EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice.
17	Liaison, Coordination & Communication with all Stakeholders	<p>The EMA must liaise with the following stakeholders for the respective areas of work:</p> <ul style="list-style-type: none"> • <u>Central, State & Civic Govt. Bodies:</u> <ul style="list-style-type: none"> ○ For all games-related matters. ○ Infrastructure allotment and management for all number of sports (As per Model A/B) on FOC basis (incl. water & electricity charges) ○ Permissions & licenses (wherever required) for smooth functioning of the tournament. ○ Personal invitations/letters to schools across the district of Delhi encouraging/directing them to whole heartedly participate in the games. ○ All media, public relations, promotions and content-related requirements for a successful tournament. ○ Sponsorship of Govt./municipal schools to maximize participation. ○ Promotional inventory available on a FOC basis (in terms of hoardings, radio / television ad space and any other Govt./State/Civic body owned inventory available) for the purpose of promoting these games and maximizing participation. • <u>Sporting Bodies/Associations:</u> <ul style="list-style-type: none"> ○ EMA must coordinate with the sporting associations for the estimated participation numbers & trends based on historical knowledge atleast 7 days prior to the start of registrations. ○ List of potential venue options as recommendations atleast 45 days prior to the start of the games. ○ All association logo files to be captured at least 15 days prior to the start of registrations. ○ Infrastructure and equipment requirements to conduct the sport in the best manner possible. ○ Compliance of all media, public relation and content related requirements. ○ Encouraging maximum registrations by spreading the word through network of coaches, academies & association website and/or social media channels atleast 30 days prior to the start of registrations. ○ Appointment of a certified technical committee and a panel of match officials, along their details in the prescribed manner at least 30 days prior the games.

S. NO.	FUNCTIONAL AREA	SCOPE OF SERVICES
		<ul style="list-style-type: none"> • <u>School Sports Promotion Board:</u> <ul style="list-style-type: none"> ○ To maintain a list of POCs for each school, thus enabling smooth functioning of the games. ○ Letters / personal invitations to all schools in the district of Delhi encouraging them to participate in the games. ○ Information regarding induction, pre-games instructions & sharing overall feedback. ○ All media, public relations, promotions and content-related requirements for a successful tournament. • <u>Schools Parents:</u> <ul style="list-style-type: none"> ○ EMA must liaise with all schools & parents regarding registration details and all schedules & results of all sports taking place during the games. ○ To capture a bank of content and meeting all other media requirements required from schools & parents. ○ Collecting feedback from all attendees, such that all issues/errors are addressed in the future, hence enhancing the overall customer experience. • <u>Third Parties:</u> <ul style="list-style-type: none"> ○ The EMA must coordinate with third party vendors for Branding, Production, Overlays & Technical aspects. ○ The EMA will be responsible for the procurement of required goods & services along with payments & closures.
18	Risk Mitigation Plan	<p>Plan should outline strategies to address potential challenges related to event logistics, participant management, and other operational risks.</p> <p>The goal is to ensure the smooth execution of the Khelo Delhi Games by proactively identifying and mitigating risks.</p>

Note: The above-mentioned scope of services are indicative. ‘Tentative quality benchmark for KHELO DELHI’ for bidder’s reference. However, the objective is to meet the true intent of hosting the games in right spirit and appropriate manner. In parallel, the EMA has freedom to suggest better feasible alternatives.

EMA shall be solely responsible for the smooth and successful conduct of the league and shall bear all the expenses except for infrastructure (as-is basis) and electricity charges.

4 (B) COMMERCIAL & SPONSORSHIP RIGHTS STRUCTURE

In consideration the same, the Agency will be given Commercial & Sponsorship rights and the same is to be issued by the SAI i.e., Owners of the IP (will always be SAI), in accordance with all the

relevant framework. These rights will include various commercial entitlements that are outlined as under. This includes but is not limited to;

1. Event Sponsorship Rights

- a. Title Sponsorship / Lead Partner for the Event (Level 1)
- b. Associate Sponsors (Level 2)
- c. Own a Sport/Set of Sports (Level 3) for e.g., Racquet Sports Partner
- d. Event Partners (Level 4)
- e. Other Partners (Level 5) for e.g., Pouring Partner, Apparel Partners, etc.

2. On- Ground Venue Rights

- a. Opening & Closing Ceremony Rights
- b. Sponsor Representatives at the Games
- c. All Awards
- d. In-stadia / Venue Sponsor & General Activations / Expo
- e. Cheer items & Give-aways
- f. Rights to Sample
- g. Other Branding Opportunities including but not limited to:
 - i. Stadia / Venue Branding & Overlays
 - ii. Perimeter Boards
 - iii. Replay Screen Branding (if applicable)
 - iv. Replay Screen Content
 - v. Stadia Outer Areas & Concourse
 - vi. Hospitality Area Branding (if applicable)
 - vii. Others innovative branding avenues
 - viii. Sports Arena Naming Right

3. Rights to Registration Fees

This shall include the rights to collect registration fees (as agreed in consultation with SAI) for participation in the league.

4. Rights to Data

All data rights will be with the SAI and the Govt only. The same can be used for specific purposes by the Bidder with the written consent of SAI/Government of India.

5. Online/Digital Rights

This shall include the rights to conduct any online activation and/or further sell online rights to any third party within the framework set out by the SAI/Government of India and shall include but not be limited to:

- a. Cross Selling & Promotion of products & services
- b. Creation of stakeholder profiles (Athletes, Institutes, Sports Bodies, Coaches, Technical Officials, Sports Enthusiasts)
- c. Online Events (Expos, Webinars etc.)
- d. Sale of Ad Spaces on the KHELO DELHI Platform

6. Restricted Product Categories

The following product categories shall be restricted for any kind of association with Khelo Delhi Games:

- Tobacco Products
- Weapons and Explosives
- Derogatory Personal, Political, and Religious Content
- Spy Cams and Surveillance Equipment
- Counterfeit Goods

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- Fake Documents
- Adult Products and Services
- Penny Auctions
- Alcohol
- Body Parts
- Cannabis
- Drug Tests and Exam-Taking Services
- Fake Followers Services
- Betting and Gambling (including their surrogates)
- Hacking and Surveillance
- Illegal Automobile Modification Products
- Lottery
- Multi-Level Marketing
- Over-the-Counter Drugs
- Payday and Short-Term Loans
- Personal Loans
- Online Pharmacies
- Politics
- Recreational Drugs
- Prescription Drugs
- Rehab
- Reproductive Health
- Spyware and Malware
- Subscription Services
- Unauthorized Set-Top Boxes
- Unsafe Supplements
- Binary Options
- Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor

7. Broadcast & Content Rights

These rights shall lie with the agency and all content be it pictures, GIFs and Videos can be used for all purposes. The EMA shall also submit the above content within 15 days in a hard disk to SAI.

8. Apparel & Merchandise Rights

These rights which will be given to the agency will include the production, distribution & sales of all official apparel & merchandise for the games.

Furthermore, the EMA will be responsible for managing relationships with sponsors and partners, ensuring continuous engagement throughout the project lifecycle. The Agency's role will encompass fostering strong relationships, optimizing sponsor visibility, and ensuring all commercial and sponsorship agreements are fully realized, maximizing value for both sponsors and the event.

5. GOVERNING LANGUAGE AND LAW

The EOI submitted by the Bidder and all subsequent correspondence and documents relating to the EOI exchanged between the Bidder and SAI shall be written in the English language. However, the language of any printed literature furnished by a bidder in connection with its EOI may be written in any other language provided a translation accompanies the same in the EOI language. For purposes of interpretation of the EOI, translation in the language of the EOI shall prevail i.e., English.

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The EOI process shall be interpreted under the laws of the land. It shall be subjected to the exclusive jurisdiction of courts of New Delhi.

6. CONFLICT OF INTEREST

Bidder shall furnish an affirmative statement as to the absence of, actual or potential conflict of interest on the part of the Bidder or any subcontractor due to prior, current, or proposed contracts, engagements, affiliations, ongoing/previous/pending cases with SAI. Additionally, such disclosure shall address any and all potential elements that would adversely impact the ability of the Bidder to complete the requirements as given in the EOI or adversely influence his actions. It shall be the responsibility of the Bidder to inform SAI, detailing the conflict in writing as an attachment to this Bid. SAI will be the final arbiter in cases of potential conflicts of interest. Failure to notify SAI of any potential conflict of interest will invalidate any verbal or written agreement.

7. Constitution of the Leadership Team/ Key Personnel

No.	Team Member (#)	Qualification & Experience
A	Project Director & Operation head (01)	MBA/M.Tech/B. Tech/Graduate Minimum 10 years of relevant experience- Sports Management, Sports Grassroots, talent identification, Sports Events, Partnerships & Fundraising in Sports, and other related fields in Sports etc.
B	Digital Platform Head (01)	MBA/M.Tech/B. Tech/Graduate Minimum 10 years of relevant experience- website development, platform integration and sports management platform design and development etc.
C	School Coordination Head (01)	MBA/M.Tech/B. Tech/Graduate Minimum 10 years of relevant experience- Projects with Schools, colleges and educational institutes for govt/private clients etc.
D	Overlays Head (01)	MBA/M.Tech/B. Tech/Graduate Minimum 10 years of relevant experience- Event or sports event venue overlay management for govt/private clients etc.
E	Volunteer Head (01)	MBA/M.Tech/B. Tech/Graduate Minimum 10 years of relevant experience-sourcing, training, and management of volunteers in a sports league and other events for govt/private clients etc.

The above resources are envisaged as the key leadership project team required by the bidder to execute the work. These resources are to be deployed in the project by the bidder and the bidder

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should ensure availability of the key resources at all meetings organised by SAI. The service provider should deploy any additional manpower as required to complete the project within timelines. Since the execution is supposed to be in Delhi NCR, it is necessary to ensure availability of all the team members in Delhi NCR for entire duration of the assignment. Necessary resources to be deployed wherever on-ground final rounds are conducted.

The bidder and the resources deployed by the bidder will be completely responsible for the complete and end-to-end execution of the event. Any deficiency or lapse in planning, execution, or delivery will lead to strict action including blacklisting of the service provider and / or legal /administrative action as deemed fit by SAI.

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G. ANNEXURE 'II' | SUGGESTIONS/ RECOMMENDATIONS ON TOR

(On Bidder's Letter Head)

Sr. No.	EOI Clause & Page No.	Existing Clause	Suggestions/Recommendations

This is a mandatory requirement.

Name of Authorised Signatory:

Designation of Authorised Signatory:

Stamp – Sign:

Mobile No.:

Email ID:

Bidder's Organization Name:

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H. ANNEXURE 'III' | ESTIMATED BUDGETARY QUOTE

(On Bidder's Letter Head)

1. Under "Model A"

<u>S. No.</u>	<u>Edition</u>	<u>Part -I</u> Amount to be underwritten by the agency against the Rights of Event (excluding GST) <i>(To be paid by Agency to SAI)</i>	<u>Part-II</u> Fee for conducting the event (including GST) <i>(To be paid by SAI to Agency)</i>	<u>Net Fee</u> (Part-I minus Part-II)
1	Year1			
TOTAL				

2. Under "Model B"

<u>S. No.</u>	<u>Edition</u>	<u>Part -I</u> Amount to be underwritten by the agency against the Rights of Event (excluding GST) <i>(To be paid by Agency to SAI)</i>	<u>Part-II</u> Fee for conducting the event (including GST) <i>(To be paid by SAI to Agency)</i>	<u>Net Fee</u> (Part-I minus Part-II)
1	Year1			
2	Year2			
3	Year3			
4	Year4			
5	Year5			
6	Year6			
7	Year7			
TOTAL (CDV)				

Note:

- a) All cost of the event except providing the infrastructure in AS-IS condition and electricity charges shall be borne by the EMA.
- b) Taxes will be applicable as per existing government norms.
- c) Bidder should consider all overhead costs while quoting.

Name of Authorised Signatory:

Designation of Authorised Signatory:

Stamp – Sign:

Mobile No.:

Email ID:

Bidder's Organization Name:

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I. ANNEXURE 'IV' | ELIGIBLE PROJECTS UNDERTAKEN BY THE BIDDER

(On Bidder's Letter Head)

The following information should be provided in the format below for each Eligible Project for which Bidder was legally contracted by the respective Purchaser/Client of the Bidder stated as a single entity.

Use separate sheet for eligible work order or project.

i.	Evaluation Project Number	
ii.	Name of the organization (here name of bidder organization to be included, in case of consortium, name of lead partner or JV partner)	
iii.	Assignment Name	
iv.	Type of Project	
v.	Name of Purchaser	
vi.	Type of Purchaser/client	Government entity or Private Client
vii.	Name, Contact No. & email of the Purchaser Representative:	
viii.	Date of signing of contract/issue of work order or Purchase order	
ix.	Location of Project	
x.	Contract Value (as mentioned in the contract/work order)	
xi.	Narrative Description of the Scope of work of the assignment	
xii.	Key Activities undertaken by the bidder	
xiii.	Number and Name of states from where the participation happened (if applicable) (to be supported by relevant proof)	
xiv.	Number of participants (if applicable) (to be supported by relevant proof)	
xv.	Status of the assignment	Completed/Ongoing
xvi.	Supporting Documents	Copy of Contract/Work Order/Purchase Order Proof of completion of project- Completion Certificate from client or invoice raised and proof of payment from the client
xvii.	Reference page in the document	Page Number

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J. ANNEXURE 'V' | FINANCIAL DETAILS OF THE BIDDER

(On CA's Letter Head)

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)	PROFIT / LOSS VALUE (INR)	NET WORTH AS ON 31st MARCH of FY (INR)
1.	2019-20			
2.	2020-21			
3.	2021-22			
4.	2022-23			
5.	2023-24			

Certificate from the Statutory Auditor

Name of Bidder: _____

This is to certify that the average turnover of the bidder during last three FYs (2021-22, 2022-23, 2023-24) is INR _____. (In words)

Name of the audit firm:

Seal of the audit firm

Date:

END OF DOCUMENT

