

Amateur Kabaddi Federation of India

REQUEST FOR PROPOSAL

HIRING OF SPONSORSHIP AND MEDIA RIGHTS

KHELO INDIA – AKFI JUNIOR GIRLS KABADDI LEAGUE &

Date of Release: 21.11.2022

Last date of Submission: 31.12.2022 (05:00 PM)



Amateur Kabaddi Federation of India

E-386 Basement Greater Kailash Part – 1, New Delhi – 110 048

DISCLAIMER

1. The information contained in this Request for Bid Document (hereinafter known as “BID Document”) or subsequently provided to Bidder/s in documentary form by or on behalf of Amateur Kabaddi Federation of India (AKFI) 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 BID Document and any other terms and conditions subject to which such information is provided.
2. This BID Document is not an agreement and is not an offer or invitation by AKFI and/or its Representative(s) to any party other than the entities, who are qualified to submit their Proposal (“Bid”). The purpose of this BID Document is to provide the Bidder with information to assist the formulation of their Proposal. This BID Document does not purport to contain all the information each Bidder may require. This BID Document may not be appropriate for all persons, and it is not possible for AKFI and/or its Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this BID Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this BID Document and wherever necessary, obtain independent advice from appropriate sources.
3. AKFI 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, reliability or completeness of the BID Document.
4. AKFI 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 BID Document.

KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE

1. INTRODUCTION

KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE aims at strengthening the entire Kabaddi ecosystem to promote the twin objectives of mass participation and promotion of excellence in Kabaddi, particularly Women. It has been introduced to strengthen Kabaddi culture in India at the grass-root level by building a framework for Kabaddi, a sport of Indian origin.

KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE & Corporate Sponsorship

With sports being an extremely important component for development in India, AKFI aims to create the leagues as self-sustaining model of excellence. A step ahead to this long-term aim can be achieved with the continuous support from corporate and businesses.

From the perspective of companies and businesses; the prospective sponsors, it can also help them reach target audience / customer group with additional benefits of garnering goodwill to their brand names. It provides a competitive edge that goes beyond product and price.

2. BID SCHEDULE

The Bid Schedule is as follows:

| | |
|----------------------------------|--------------------------------------|
| Date of Release | 21.11.2022 |
| Bid Submission start date | 22.11.2022 |
| Bid submission end date and time | 31.12.2022 (05:00 PM) |
| Opening of Bids | 03.01.2023 (01:00 PM) at AKFI office |

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

3. ELIGIBILITY CRITERIA

This is a BID floated to grant the Sponsorship Rights and Media Rights including Social Media against a fixed Royalty to AKFI for any eligible Individual or Firm or Company with sound financial background. The Minimum turnover of such Individual or Firm or Company should not be less than Rs. 25 crores in last three financial years.

4. BID SECURITY / EARNEST MONEY DEPOSIT (EMD)

- 4.1 The Bidder shall furnish along with its Bid, Bid Security for an amount of INR 10,00,000.00 (Rupees Ten Lakh only)
- 4.2 The Bid Security is required to protect AKFI against the risk of the Bidder's unwarranted conduct as amplified under subsequent sections below. Non-submission of bid security will be considered as major deviation. Bid for the project without Bid Security will not be considered.
- 4.3 Bid security must be submitted to AKFI along with the bid.
- 4.4 The Bid Security shall be furnished in one of the following forms:
- Account Payee Demand Draft
 - Banker's cheque
 - 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: Amateur Kabaddi Federation of India
BANK NAME: Punjab National Bank
BANK BRANCH: Ajmer Road Jaipur
ACCOUNT No. 04182010065150
IFSC CODE: PUNB0041810
- 4.5 Demand Draft / Bankers Cheque from scheduled commercial bank drawn in favour of "Amateur Kabaddi Federation of India" payable at JAIPUR (Rajasthan) should accompany the Bid.
- 4.6 The Bid Security will be refunded to unsuccessful Bidders without interest within 7 days from the date of opening of the bid.
- 4.7 The EMD can be forfeited if an agency:
- Withdraws or amends or impairs or derogates its bid during the period of bid validity.
 - Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the contract after submission of the bid.
 - Successfully gets qualified, but fails to sign the contract within the stipulated time.
 - Without prejudice to other rights of AKFI, if it fails to furnish the required Performance Security within

the specified period.

5. BID VALIDITY

5.1 The Bid is for one event of KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE to be conducted in FY 2022-2023 as per mutually agreed dates between the successful bidder, AKFI and SAI.

5.2 The event will be in two phases i.e. phase – I & Phase – II. The venue will be decided on mutually agreed Place and venue between the successful bidder, AKFI and SAI. Approximate days of the event in both phases will be 11 to 15 days. Tentative teams will be 12 each team comprising of 12 players + 1 Coach + 1 manager totaling 14 persons in all. Approximate matches will be 63.

6. SIGNING OF BID

6.1 Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duly authorized to sign by his/her firm or company. A resolution of such intent be attached to the bid form CLARIFICATION OF BID

7. INSTRUCTIONS TO APPLICANTS

7.1 Proposal preparation cost

- The Applicants shall bear all costs associated with the preparation and submission of the Proposal. AKFI will not be responsible and liable for any costs, regardless of the conduct or outcome of the Proposal/process.
- All papers submitted with the Proposal are neither returnable nor claimable.

7.2 Right to accept and reject any or all the Proposals

- Notwithstanding anything contained in this BID, AKFI reserves the right to accept or reject any Proposal and to annul the bidding process and reject all the Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason
- AKFI reserves the right to reject any Proposal if:
- At any time, a material misrepresentation is made or discovered, or
- The Applicant does not adhere to the formats provided in the Annexure(s) to the BID while furnishing the required information / details.

7.3 Data identification and collection

- It is desirable that the Applicants submit their Proposal after verifying the availability of the data, information and/or any other matter considered relevant.
- It would be deemed that by submitting the Proposal, the Applicant has:
- Made a complete and careful examination and accepted the BID in totality;
- Made a complete and careful examination of the various aspects of the Scope of Work.
- AKFI shall not be liable for any mistake or error on the part of the Applicant in respect of the above.

Preparation and submission of Proposals

7.4 Language and currency

- The Proposal and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the Applicants with the Proposal may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not translated into English, may not be considered for evaluation. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.
 - The currency for the purpose of the Proposal shall be the Indian National Rupee (INR).
 - Applicants should provide all the information as per the BID and in the specified formats. AKFI reserves the right to reject any Proposal that is not in the specified formats.
 - In case the Applicants intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed.

7.5 Submission of bid/Proposal

- The Bid / Proposal with all documents should be sent by post or by Hand so as to reach AKFI Office – E386, Basement Greater Kailash Part 1 New Delhi 110048 on or before last date and time. Bids received late will not be entertained.

7.6 Withdrawal and resubmission of Proposal

- At any point of time, an Applicant can withdraw his / her Proposal submitted before the Proposal Due Date By informing AKFI in writing.
- From the time the Proposals are opened to the time the contract is awarded, if any Applicant wishes to contact the AKFI, on any matter related to their Proposal it should do so in writing. Any effort by the Applicants to influence any officer or bearer of the AKFI in the Proposal evaluation or contract award decisions may result in the rejection of the Applicant's Proposal.

7.7 Opening of Proposals

7.7.1 AKFI will open all bids / Proposals, in the presence of Applicant's representatives who choose to attend on the prescribed date of opening at the AKFI office. The Applicant's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date bid / Proposal opening being declared a holiday for the AKFI, the bids shall be opened at the appointed time and place on the next working day. Working day means the day when the office opens after the holiday for routine work.

8. AWARD OF CONTRACT

8.1 AKFI reserves the right to accept/reject a bid, to cancel/abort the BID process and/or reject all bids at any time prior to award of contract, without thereby incurring any liability to the empanelled agencies on the grounds of such actions taken by AKFI.

8.2 AKFI shall award Contract to the highest quoting bidder.

9. PERFORMANCE SECURITY

The Successful bidder will deposit 50% of the Bid Amount within 5 working days to AKFI by way of Demand Draft / Bankers Cheque or RTGS failing which the EMD of the Bidder will be forfeited.

10. INTELLECTUAL PROPERTY

The bidder must ensure that all intellectual property including but not limited to SAI/ Khelo India/ AKFI logo, creative's any work, brand name, trade name, service mark, trademark etc., related to SAI/ Khelo India/ AKFI shall belong to SAI & AKFI. In no event, the Agency shall, either directly or indirectly, register, file or attempt to register or file any intellectual property in its own name. **The winning bidder may use the Khelo India /AKFI Logo only for the intended purpose of naming themselves as Official Sponsor (in that category) to the KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE. However, the same may be used only for 120 days after the last day of the events. The Bidder shall be responsible to ensure that the sponsorer does not continue to use the logo beyond 120 days. In case the sponsor is using the logo beyond 120 days, suitable action may be taken against the agency.**

The Bidder shall be solely responsible for any violation or infringement of any trademark, trade name, copyright, patent of any person, firm or company, personal right of privacy, religious beliefs and/or any other right of any other person including for adherence of regulations, administrative and judicial orders etc.

The relationship between the parties hereto shall be on a Principal to Principal basis and shall not be deemed to be a joint venture, partnership or agency of any nature whatsoever between them.

Bidder undertakes and confirms that it shall comply with all requisites, laws and regulations, necessary insurances, that are required to be complied with for conducting the event and the creation, as well as exclusive assignment of all rights in favour of AKFI, Agency shall keep AKFI indemnified and hold AKFI harmless from any and all claims including claims for infringement, losses, demands, damages, costs, charges, expenses that may prejudice AKFI's interests and benefits, in any way whatsoever.

AKFI shall not be responsible in any way for any unfulfilled obligations and/or liabilities of Agency its Affiliates/Associations etc. and/or its agents towards any person, party, company, organization in connection with pending obligations, the finance, employment of other contractual and non- contractual.

Agreements/arrangements of whatsoever nature, whether or not in relation to the event and Agency shall continue to be solely responsible for the same

11. PENALTY CLAUSE

11.1 If the bidder fails to submit the 100% of the bid fee within the stipulated 7 working days after signing of agreement or 15 days before the event whichever is later, a penalty of 0.25% per day will be levied on the 100% of the BID value up to a period of 7 days, if

the remaining BID amount is not paid, after the expiry of 14 days beyond the stipulated period for paying the same or start of the event whichever is later the BID rights will be withdrawn as per the terms and conditions of the agreement, and amount so far paid to AKFI including EMD will be forfeited. AKFI will have right to allot it to any other one.

11.2 AKFI shall be entitled to terminate this contract immediately upon a written notice, in case the Agency is in material breach and/or fail to fulfill its obligations as promised under this agreement provided Agency fails to remedy such breach within 5 days upon notification of the breach.

11.3 Any dispute or difference arising between Agency and AKFI shall be mutually resolved through amicable discussions failing which a sole arbitrator as mutually appointed by both the parties, arbitration proceedings would be held under the provisions of Arbitration and Conciliation Act, 1996 as amended. The procedure and fee of the Arbitrator shall be in accordance with prevailing policies and procedures of AKFI. Any dispute / differences not being the subject matter of such arbitration shall be subject to the jurisdiction of the Courts of Law at Delhi only, as per governing laws.

12. MINIMUM BID FEE

| S. No. | Description | Royalty Amount In figures and words | Taxes as applicable |
|---------------|--|--|---|
| 1. | KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE (FY 2022-2023) | Rs. 1,50,00,000.00 (Rs. One Crore Fifty Lacs. Only) | To be paid by the Bidder as applicable |

The minimum bid (offer submitted by bidders) shall not be less than the amount given in the above table:

Annexure I
BID FORMAT

To: The Administrator / President,
Amateur Kabaddi Federation of India
E-386 Basement, Greater Kailash Part – 1, New Delhi - 110048

Sub: Commitment letter regarding Royalty for KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE (FY 2022-2023)

| S. No. | Description | Royalty Amount In figures and words | Taxes |
|---------------|--|--|---|
| 1. | KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE (FY 2022-2023) | | To be paid by the Bidder as applicable |

Note:

- a. No conditions should be attached to the proposal.
- b. 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.
- c. If any bidder does not quote for all the three categories, the bid will still be treated as responsive.

Signature & Seal of the Bidder:

Address:

Email Id:

Mobile No. of Contact Person

Date:

Annexure II

A. RESTRICTED PRODUCT CATEGORIES

The following product categories shall be restricted for any kind of association with KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE and KHELO INDIA (FY 2022-2023)

1. Tobacco Products
2. Weapons and Explosives
3. Derogatory Personal, Political, and Religious Content
4. Spy Cams and Surveillance Equipment
5. Counterfeit Goods
6. Fake Documents
7. Adult Products and Services
8. Penny Auctions
9. Alcohol
10. Body Parts
11. Cannabis
12. Dating
13. Drug Tests and Exam-Taking Services
14. Fake Followers Services
15. Gambling
16. Hacking and Surveillance
17. Illegal Automobile Modification Products
18. Lottery
19. Multi-Level Marketing
20. Over-the-Counter Drugs
21. Payday and Short-Term Loans
22. Personal Loans
23. Online Pharmacies
24. Politics
25. Recreational Drugs
26. Prescription Drugs
27. Rehab
28. Reproductive Health
29. Spyware and Malware
30. Subscription Services
31. Unauthorized Set-Top Boxes
32. Unsafe Supplements
33. Binary Options
34. Any other category that AKFI on its sole discretion feels inappropriate to be included for Sponsorship.

Accepted as above

(Signature & Seal of the Bidder)

Annexure III

LOGO Placement

The names used are for diagrammatic purpose only



For Presenting Sponsors- The logo shall be placed on the Chest and Back of the athletejersey/ apparel as Length 3 inches and Width 6 inches.

For Co Presenting Sponsor - The logo shall be placed on one side the sleeve of the athlete jersey/ apparel as Length 1.5 inches and Width 3 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).

Accepted as above

(Signature & Seal of the Bidder)

Annexure IV

Power of Attorney

Power of Attorney

Know all men by these presents, we,.....(name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. /Ms.....son/daughter/wife and presently residing at , who is presently employed with us and holding the position ofas our true and lawful attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our BID/Proposal for KHELO INDIA - AKFI JUNIOR GIRLS KABADDI LEAGUE and KHELO INDIA (FY 2022-2023) but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to AKFI, New Delhi, representing us in all matters before AKFI, New Delhi, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with AKFI, New Delhi in all matters in connection with or relating to or arising out of our Proposal for said Project and/or upon award thereof to us till the entering into of the Agreement with AKFI, New Delhi.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,.....THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF , 2022

For..... (Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarized Accepted

.....

(Signature, name, designation and address of the Attorney)

Notes: The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of INR 50 (fifty only) or as per the applicable law and duly notarized by a notary public.

Annexure V (Colly)

Please attached duly audited Balance sheets for last 3 (Three Financial Years)