

Corrigendum No. 3

BidReferenceNo.01-23002(01)/4/2022-HO - Khelo India Division

Dated: 11.03.2022

Sub: Corrigendum No.3 to the above referred tender document for Hiring Of Sponsorship Agency For Khelo India Youth Games2021

The following changes are incorporated to the bidding document:

S. no	Clause No	Existing :	ReadAs:
1.	ANNEXURE 'II' CLAUSE J PAYMENT TO COMMISSION TO AGENCY	The commission pay-out shall be made within three weeks upon realisation of the fees for each edition.	The commission pay-out shall be made within three weeks upon realisation of the fees for this edition .
2.	4. BID SECURITY/ EARNEST MONEY DEPOSIT	Clause 4.8 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder's Bid Security will be returned without any interest, after receipt of Security Deposit from that Bidder	Clause 4.8 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder's Bid Security will be returned without any interest, after receipt of Performance Security from that Bidder.
3.	4. BID SECURITY/ EARNEST MONEY DEPOSIT	A/C NAME : KHELO INDIA A/C NO. : 108510100037232 BANK NAME : ANDHRA BANK BANK BRANCH : J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING CGO COMPLEX, NEW DELHI BRANCH CODE : 1085 IFSC CODE : UBIN0810851	A/C NAME : SECRETARY SAI (KHELO INDIA) A/C NO. : 108510100037232 BANK NAME : UNION BANK OF INDIA BANK BRANCH : J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING CGO COMPLEX, NEW DELHI BRANCH CODE : 1085 IFSC CODE : UBIN0810851

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4.	CLAUSE 12 INTELLECTUAL PROPERTY	The Sponsorship Agency must ensure that all intellectual property including but not limited to SAI/ Khelo India/ Fit India logo, creatives any work, brand name, trade name, service mark, trademark etc., related to SAI/ Khelo India/ Fit India shall belong to SAI. 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 Sponsorship Agency must ensure that all intellectual property including but not limited to SAI/ Khelo India/ Fit India logo, creatives any work, brand name, trade name, service mark, trademark etc., related to SAI/ Khelo India/ Fit India shall belong to SAI. 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 (sponsorer) may use the Khelo India Logo only for the intended purpose of naming themselves as Official Sponsor (in that category) to the Khelo India Youth Games 2021.. However, the same may be used only for 120 days after the last day of Khelo India Youth Games 2021. The Agency 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, which may include de-empanelment of agency.
5.	ANNEXURE I “COMMERICAL BID FORMAT”	If any bidder does not quote for all the three categories of the sponsorship, the bid will still be treated as responsive.	If any bidder does not quote for all the three categories of the sponsorship, the bid will still be treated as responsive. However, if the bidder quotes lower than the table mentioned in Clause G (Minimum Sponsorship Fee For Different Categories Of Sponsors) of Annexure II, the bid will be treated as non responsive.
6.	ANNEXURE ‘II’ CLAUSE B OBLIGATIONS OF OFFICIAL MEDIA PARTNER OF KIYG	The Media Partner (Star Sports) shall mandatory broadcast the event on its top channels on Television and Digital Platforms for 7 (seven) hours per day out of which minimum of five hours will be live. • A dynamic logo (comprising of the KIYG logo along with presenting sponsor and the event co presenter logo units) will be inserted at the top left corner of broadcast feed by Media Partner (this is	The Media Partner (Star Sports) shall mandatory broadcast the event on its top channels on Television and Digital Platforms for 7 (seven) hours per day out of which minimum of five hours will be live. • A dynamic logo (comprising of the KIYG logo along with presenting sponsor and the event co presenter logo units) will be inserted at the top left corner of broadcast feed by Media Partner (this is

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		<p>subject to approval from SAI)</p> <ul style="list-style-type: none"> • The broadcast feed by the media partner would also be transmitted to Prasar Bharti for transmission on its non pay television platforms including DD Free dish. • The official media partner has the right to appoint broadcast sponsor with respect to primary product category of the event sponsor. However such right shall first be offered to event sponsor. In case of denial by the event sponsor, Media Partner has the liberty to appoint the broadcast sponsor including any person who is competitor of the event sponsor. • The media partner will produce highlights in atleast 3 languages and broadcast the same on language specific channels and on the digital platform 	<p>subject to approval from SAI)</p> <ul style="list-style-type: none"> • The broadcast feed by the media partner would also be transmitted to Prasar Bharti for transmission on its non pay television platforms including DD Free dish. • The official media partner has the right to appoint broadcast sponsor with respect to primary product category of the event sponsor. However such right shall first be offered to event sponsor. In case of denial by the event sponsor, Media Partner has the liberty to appoint the broadcast sponsor including any person who is competitor of the event sponsor. • The media partner will produce highlights in atleast 3 languages and broadcast the same on language specific channels and on the digital platform <p>Note- Event Sponsor means any or all of the 3 categories of sponsors (i.e., Presenting, co-presenting & associate).</p>
7.	<p>ANNEXURE 'II' CLAUSE E</p> <p>RIGHTS OFFERED TO DIFFERENT SPONSORS</p>		<p>In continuation of the table</p> <p>17. Right to make promo film/content pre, during or post event at their own cost (promotional purposes) or usage of athlete/player images for promotional purposes.</p> <p>The shoot time or usage of logo on digital properties or brand communication or use of image of brand ambassador along with Khelo India logo or Khelo India logo for marketing communication can also be undertaken by the sponsorer</p> <p>All communication elements needs to be approved by SAI before the launch of the same</p> <p>Available for all categories of sponsors.</p> <p>Note – With regard to S. No 17, the same may be used only for 120 days after the last day of Khelo India Youth Games</p>

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			2021. The Agency shall be responsible to ensure that the sponsorer does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empnelment of agency.
8	<p>CLAUSE I</p> <p>“SELECTION PROCEDURE”</p>	<p>SELECTION PROCEDURE</p> <p>The sponsorship value for KIYG 2022 edition shall be the basis of selection of Agency. All the bidders shall submit their offers as per the commercial bid format. After opening of commercial bids, highest offers in each category in terms of value shall be selected and awarded the bid. However, in case, the highest bidder for category 2 or 3 is more than the category 1, then the rights of category 1 will be conferred to category 2 or 3, considering the highest quoted amount. Second highest amount offered in any category shall be given preference in category 2. In case, that bidder refuses for category 2 rights, then the next highest shall be offered category 2 rights and so on. In case of tie between the bidders, meaning thereby two or more bidders emerging as H1 in any category, equal opportunity shall be extended to the respective bidders and they will be called for upward negotiations. Any bidder whoever is offering higher value than others shall be awarded the bid. In case the negotiations fail, the decision shall be finalised through a draw of lots done in presence of bidders as well as third party observers.</p> <p>In case of less than three bids are received of value more than prescribed value in this RFP, SAI shall have the right to consider the bidder offering the next highest value.</p> <p>Note :- If the empanelled agency and the bid winner is same, then there should be</p>	<p>SELECTION PROCEDURE</p> <p>The sponsorship value for KIYG 2022 edition shall be the basis of selection of Agency. All the bidders shall submit their offers as per the commercial bid format. After opening of commercial bids, highest offers in each category in terms of value shall be selected and awarded the bid. However, in case, the highest bidder for category 2 or 3 is more than the category 1, then the rights of category 1 will be offered to category 2 or 3, considering the highest quoted amount. Second highest amount offered in any category shall be given preference in category 2. In case, that bidder refuses for category 2 rights, then the next highest shall be offered category 2 rights and so on. In case of tie between the bidders, meaning thereby two or more bidders emerging as H1 in any category, equal opportunity shall be extended to the respective bidders and they will be called for upward negotiations. Any bidder whoever is offering higher value than others shall be awarded the bid. In case the negotiations fail, the decision shall be finalised through a draw of lots done in presence of bidders as well as third party observers.</p> <p>In case of less than three bids are received of value more than prescribed value in this RFP, SAI shall have the right to consider the bidder offering the next highest value.</p>

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		no commission given to the agency. If the bid winner is a separate legal entity, then the commission will be given.	Note :- If the empannelled agency and the bid winner is same, then there should be no commission given to the agency. If the bid winner is a separate legal entity, then the commission will be given.																		
9	CLAUSE K PAYMENT OF SPONSORSHIP FEE	<p>PAYMENT OF SPONSORSHIP FEE After a Sponsor is finalised, the Non-refundable Sponsorship fee shall be paid in following manner:</p> <p>a. An agreement shall be signed between SAI and the Agency.</p> <p>b. The Agency shall initially deposit 10% of the committed amount before the signing of the agreement and the remaining amount may be deposited within 7 days of the signing of agreement or 21 days before the event which ever is earlier</p> <p>Note: Once the bid is accepted by SAI, the respective agency shall be responsible for payment of Sponsorship amount to SAI and shall have to pay the committed amount irrespective of the its further realization from sponsors</p>	<p>PAYMENT OF SPONSORSHIP FEE& TIMELINE</p> <table border="1" data-bbox="991 506 1453 1290"> <thead> <tr> <th>Ts</th> <th>Timeline</th> <th>Activity</th> </tr> </thead> <tbody> <tr> <td>T</td> <td>T</td> <td>Notification of Award</td> </tr> <tr> <td>T1</td> <td>T+14 days</td> <td>Deposit of 10% of the Committed Amount</td> </tr> <tr> <td>T2</td> <td>T+15 days</td> <td>Signing of Agreement and Deposit of Performance Security (If Staggering not allowed)</td> </tr> <tr> <td>T3</td> <td>T2 + 7 days or 21 days before the event whichever is later</td> <td>Deposit remaining 90% of the Committed Amount & Performance Security if staggering is allowed.</td> </tr> <tr> <td>T4</td> <td>T3 + 21 days</td> <td>Commission pay out to agency</td> </tr> </tbody> </table> <p>Note: Once the bid is accepted by SAI, the respective agency shall be responsible for payment of Sponsorship amount and shall have to pay the committed amount irrespective of the its further realization from sponsors</p>	Ts	Timeline	Activity	T	T	Notification of Award	T1	T+14 days	Deposit of 10% of the Committed Amount	T2	T+15 days	Signing of Agreement and Deposit of Performance Security (If Staggering not allowed)	T3	T2 + 7 days or 21 days before the event whichever is later	Deposit remaining 90% of the Committed Amount & Performance Security if staggering is allowed.	T4	T3 + 21 days	Commission pay out to agency
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10	ANNEXURE I COMMERCIAL BID FORMAT	<p>a. Account Details for the money to be deposited for sponsorship shall be intimated later.”</p> <p>b. No conditions should be attached to the proposal.</p> <p>c. 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.</p>	<p>Insertion in Commercial Bid Format as point (e) “Taxes due to SAI will be considered part of the sponsorship but taxes due to the sponsor will not be considered part of the bid and need to be borne by the sponsor separately and shall not be made part of the bid.”</p>																		

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		<p style="text-align: center;">:</p> <p>If any bidder does not quote for all the three categories of the sponsorship, the bid will still be treated as responsive.</p>	
11	<p>CLAUSE 13</p> <p>PENALTY CLAUSE</p>	<p>13. PENALTY CLAUSE</p> <p>13.1 No commission shall be paid to the Agency in case the contractual obligation is not fulfilled or the sponsorship value is not realized for any reason.</p> <p>13.2 If the agency fails to submit the 90% of the sponsorship fee within the stipulated 7 days after signing of agreement, a penalty of 0.25% per day will be levied on the 90% of the sponsorship value upto a period of 7 days. After the expiry of 14 days from the date of agreement, if the remaining sponsorship fees is not paid, the sponsorship rights will be withdrawn as per the terms and conditions of the agreement.</p> <p>13.3 SAI is entitled to forfeit the Performance Security submitted by the agency in case the sponsor backs out or fails to make payment in accordance with the schedule mentioned in this RFP.</p> <p>13.4 Furthermore, any failure of the agency in fulfilling its contractual obligations may render it liable for termination of empanelment.</p> <p>13.5 In case the event is , terminated or postponed, SAI shall be entitled to seek immediate refund of the commission paid to the agency in accordance with Clause J of the Terms of Reference. For sake of clarity, if money is returned to sponsors in event of cancellation, termination or postponement of the Games, the commission amount paid to sponsorship agency shall also be returned to SAI.</p> <p>13.6 SAI shall be entitled to terminate this contract immediately upon a written notice, in case the Agency is in material</p>	<p>13. PENALTY CLAUSE</p> <p>13.1 No commission shall be paid to the Agency in case the contractual obligation is not fulfilled or the sponsorship value is not realized for any reason.</p> <p>13.2 If the agency fails to submit the 90% of the sponsorship fee within the stipulated 7 days after signing of agreement or 21 days before the event whichever is later, a penalty of 0.25% per day will be levied on the 90% of the sponsorship value upto a period of 7 days, if the remaining sponsorship fees 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 sponsorship rights will be withdrawn as per the terms and conditions of the agreement.</p> <p>13.3 SAI is entitled to forfeit the Performance Security submitted by the agency in case the sponsor backs out or fails to make payment in accordance with the schedule mentioned in this RFP.</p> <p>13.4 Furthermore, any failure of the agency in fulfilling its contractual obligations may render it liable for termination of empanelment.</p> <p>13.5 In case the event is, terminated or postponed, SAI shall be entitled to seek immediate refund of the commission paid to the agency in accordance with Clause J of the Terms of Reference. For sake of clarity, if money is returned to sponsors in event of cancellation, termination or postponement of the Games, the commission amount paid to sponsorship agency shall also be returned to SAI.</p> <p>13.6 SAI shall be entitled to terminate</p>


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		<p>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.</p> <p>13.7 Any dispute or difference arising between Agency and SAI 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 SAI. 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.</p>	<p>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.</p> <p>13.7 Any dispute or difference arising between Agency and SAI 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 SAI. 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.</p>
12	<p>CLAUSE 11</p> <p>PERFORMANCE SECURITY</p>	<p>11. PERFORMANCE SECURITY</p> <p>11.1 For Sponsors: Not Applicable 11.2 For Agency: 3% of the calculated sponsorship value to be paid against the sponsorship value to be submitted within 15 days of finalisation of Sponsor in each category.</p> <p>11.3 The Agency shall be required to give Performance Security for the amount equivalent to 3% of the sponsorship value. Performance Security will be in the form of Insurance Surety Bonds(OM No. F.1/1/2022- PPD Ministry of Finance, Department of Expenditure, Procurement Policy Division dated 02.02.2022), Bank Guarantee (BG) of any Commercial Bank drawn in the name of "SECRETARY (SAI), KHELO INDIA" payable at New Delhi to be deposited in the office of Khelo India Secretariat, Ramp 5, North Block, JLN Stadium, Lodhi Road, New Delhi - 110003.</p> <p>11.4 SAI will have the right to invoke the Performance Security without assigning any reasons if the selected Agency defaults or deemed to have defaulted or in case the proposed sponsor withdraws</p>	<p>11. PERFORMANCE SECURITY</p> <p>11.1 For Sponsors: Not Applicable</p> <p>11.2 For Agency: 3% of the calculated sponsorship value to be paid within 15 days of finalisation of Sponsor in each category. However, in case the amount is substantially higher then SAI may allow for the deposition of the Performance security in staggered manner with valid justification, but this shall not exceed 7 days of the signing of agreement or 21 days before the event whichever is later.</p> <p>11.3 The Agency shall be required to give Performance Security for the amount equivalent to 3% of the sponsorship value. Performance Security will be in the form of Insurance Surety Bonds, Bank Guarantee (BG) of any Commercial Bank drawn in the name of "SECRETARY (SAI), KHELO INDIA" payable at New Delhi to be deposited in the office of Khelo India Secretariat, Ramp 5, North Block, JLN Stadium, Lodhi Road, New Delhi - 110003.</p> <p>11.4 SAI will have the right to invoke the Performance Security without assigning any reasons if the selected</p>

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		<p>and/or default in any terms of the tender documents and empanelment may be cancelled.</p> <p>11.5 Successful Agency shall be required to give Performance Security within 14 days of issuance of Notification of Award by SAI. In the event of default in submission of PBG within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the "committed sponsorship value" per day of delay subject to a maximum delay of 7 (seven) days. If delay continues beyond 7 (seven) days, SAI shall have the right to cancel empanelment with the right to other legal remedies that may be available under law.</p> <p>11.6 The Performance Security shall be immediately replenished by the Bidder in the event PBG is invoked by SAI.</p> <p>11.7 The Performance Security should remain valid for an additional period of 30(thirty) days beyond the timelines mentioned in the "Letter of Award". For example, if the timelines mentioned to submit the sponsorship amount is 10 days, the PBG shall be valid till 10 days + 30days from the date of project initiation.</p>	<p>Agency defaults or deemed to have defaulted or in case the proposed sponsor withdraws and/or default in any terms of the tender documents and empanelment may be cancelled. 11.5 Successful Agency shall be required to give Performance Security within 15 days of issuance of Notification of Award by SAI. In the event of default in submission of Performance Security within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the "committed sponsorship value" per day of delay subject to a maximum delay of 7 (seven) days unless payment in staggered manner is allowed, If delay continues beyond 7 (seven) days, SAI shall have the right to cancel empanelment with the right to other legal remedies that may be available under law.</p> <p>11.6 The Performance Security shall be immediately replenished by the Bidder in the event Performance Security is invoked by SAI.</p> <p>11.7 The Performance Security should remain valid for an additional period of 30(thirty) days beyond the timelines mentioned in the "Letter of Award". For example, if the timelines mentioned to submit the sponsorship amount is 10 days, the Performance Security shall be valid till 10 days + 30 days.</p>
13	INTRODUCTION	<p>INTRODUCTION</p> <p>Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an 'Event of National importance' as on 2nd Jan, 2020 as per sub-section (I) of section 2 of the Sports Broadcasting Signals Act,2007.</p>	<p>INTRODUCTION</p> <p>Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. One of the five verticals of Khelo India scheme is Sports competition and Talent Development which provides for organizing sports competitions including Khelo India Youth Games. Khelo India Games is</p>

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14	CLAUSE 3 ELIGIBILITY CRITERIA	Note :- All the empanelled agencies are expected to participate in the bid, failing which suitable action may be taken.	Note :-All the empanelled agencies are expected to participate in the bid.SAI reserves the right to take suitable action as deemed fit including cancellation of empanelment in case of non-participation without valid justification.																
15	CLAUSE J OF A PAYMENT OF COMMISSION TO AGENCY	The agency will be paid commission on reaching desired targets as per the following: A) For Sponsors	The agency will be paid commission on reaching desired targets as per the following: A) For Sponsors																
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More than 1.00Crores but less than 1.50 crores	A+ 10% of realized amount in this slab=B																		
More than 1.50 Crores	B + 15% of realized amount beyond INR 1.50 Crores																		

S. no	Clause No	Existing	ReadAs:
16	CLAUSE 9 RIGHT TO VARY SCOPE OF WORK	SAI may at any time at the time of RFP process or even after award of the contract, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.	SAI may at any time during RFP process, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.
17	CLAUSE 6 SIGNING OF BID	Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duty authorized (as mentioned in RFE for Empanelment of Sponsorship Agencies) to bind the Bidder to the contract.	Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duty authorized (as mentioned in RFE for Empanelment of Sponsorship Agencies) to bind the Bidder to the contract. In case of non-availability of authorized signature as mentioned in the RFE, the bidder can authorize any other person to sign the bid documents. An under taking to this effect shall be submitted (As per format attached in Annexure IV)
18	ANNEXURE III LOGO PLACEMENT	The logos of sponsors shall be placed only on playing kits.	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).

All other contents of the Bid Document including terms & conditions remain unaltered.


Harish Babu P. 11/03/22
Link Officer to DD - KI

The prebid queries received from various perspective bidders and the reply to the same is attached below for information

S. No	Query	Clarification
1	Can the winning bidder in each category mentioned create commercial short form content before, during and after the games at their own cost and with the approval of SAI and/or relevant authorities?	Winning Bidder in each category may do so for promotional purposes subject to prior approval of SAI and by sharing Concept plan & Promo However, the same may be used by the sponsor only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsor is using the said content beyond 120 days, suitable action may be taken against the agency, which may include de-panelsment of agency.
2	Once a name of sponsor is submitted, under any circumstances, can the sponsor's name be replaced at the same value at which the bid was won? Can the agency name multiple potential sponsors for a category and select one from the provided names?	The name of the sponsor submitted in the bid shall be firm and final. No, the bidder is required to provide only one sponsor name in one category. However, it is not mandatory for the bidder to quote for every category.
3	Can agency submit multiple bids in a single category?	No, the agency is required to submit a single bid in a single category.
4	What exactly does it mean by playing kits only? What is the quantity of apparel/kits?	Only Jersey's which are used by players while playing in Khelo India Youth Games 2021. The quantity of playing kits is around 4000.
5	What if bid is lower than minimum value in a respective category?	Bid will be treated as non responsive. Please refer Clause G (Minimum Sponsorship Fee For Different Categories Of Sponsors) of Annexure II. If any bidder does not quote for all the three categories of the sponsorship, the bid will still be treated as responsive. However, if the bidder quotes lower than the table mentioned in Clause G (Minimum Sponsorship Fee For Different Categories Of Sponsors) of Annexure II, the bid will be treated as non responsive.
6	Can the winning bidder use the KheloIndia Logo or other credentials on their own digital or other properties as official sponsors to the Khelo India Youth Games?	The winning bidder may use the Khelo India Logo only for the intended purpose of naming themselves as Official Sponsor (in that category) to the Khelo India

S. No	Query	Clarification
		Youth Games 2021. However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empanelment of agency.
7	We request SAI to kindly intimate the date of final selection of the successful bidder.	SAI intends to complete the selection process at the earliest. Please refer to Bid Schedule for opening of bids.
8	We request SAI to kindly clarify when will the successful bidder receive the security deposit/ Earnest Money Deposit (EMD) in case of non-selection.	Please refer Clause 4.8 of the RFP.
9	We request SAI to kindly clarify that after selection of the successful bidder within how many days will the successful bidder receive the Agreement from SAI? After receiving such Agreement within how many days shall the bidder sign and send the Agreement back to SAI?	SAI intends to complete the selection process at the earliest.
10	We request SAI to clarify if the bidders can give details of potential sponsors / product categories and SAI can provide a reasonable timeline to finalize the same once the bidder is declared successful.	The name of the sponsor submitted in the bid shall be firm and final.
11	Kindly let us know if the evaluation and final selection by SAI for the bid depends on the bid value or the sponsors that the bidder propose to engage or both?	Please refer Clause F and I of Annexure II of RFP.
12	We kindly ask for clarity on the possibility of having flexibility to get more than one sponsor for a particular slot? Eg- we divide the entitlements for the associate sponsor slot between two or more sponsors.	Only one (1) sponsor for each category to be quoted as defined in RFP.
13	We request SAI to give us clarity on if there are important benefits like athlete/player images and shoot time which will be required by the presenting/ co-presenting partner. Can bidders look at including them in the packages?	Winning Bidder in each category may do so for promotional purposes subject to prior approval of SAI and by sharing Concept plan & Promo However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empanelment of agency.

S. No	Query	Clarification
14	We request SAI to clarify that in the unfortunate event, if the nominated brand backs out post the bid being awarded to a bidder, would SAI allow some time The brand that we're getting if the brand back out after the bid, will we have some time to procure a new brand with the same value as quoted under the bid	No change in RFP.
15	We request SAI to clarify that with what authority shall the bidder approach a brand for proposing sponsorship opportunities in the event where the bidding result is still notreleased.	No change in RFP.
16	We kindly request SAI toas to what should be interpreted with the word "edition".	Edition is defined as Khelo India Youth Games 2021 (Haryana) The clause in Annexure II under Clause J Sub Clause b. may be read as : "The commission pay-out shall be made within three weeks upon realisation of the fees for this edition "
17	We request SAI to kindly clarify the if the 10% of the committed amount to be deposited is inclusive of the EMD paid or over and above the EMD paid at the time of bidding.	The EMD is different from the deposit of 10% of the Committed Amount of sponsorship value before the signing of agreement Clause 4.8 of the RFP may be read as : Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder's Bid Security will be returned without any interest, after receipt of Performance Security from that Bidder.
18	Will a sponsor have access to content/ footage from the games to create a film either pre, during or post the event?	Winning Bidder in each category may do so for promotional purposes subject to prior approval of SAI and by sharing Concept plan & Promo. However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empnelment of agency.
19	Can a sponsor continue their brand communication using the KIYG logo unit post event and for how long?	Winning Bidder in each category may do so for promotional purposes

S. No	Query	Clarification
		subject to prior approval of SAI and by sharing Concept plan & Promo. However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empnelment of agency.
20	What is the media and PR plan of the event in terms of hoarding, print ad inserts, and radio integration? Will sponsors be included/ mentioned here?	Please refer Clause E of the Annexure II of the Terms of Reference.
21	Can sponsor representatives be present at the press conference? How many press conferences in total are expected during the event?	No change in RFP.
22	Can pain relief and deo brands be excluded from the 'over the counter' restricted categories?	Please refer to Clause F of Annexure II of RFP.
23	Can a sponsor use the image of their brand ambassador along with the KIYG logo unit in their media/ brand communication?	Winning Bidder in each category may do so for promotional purposes subject to prior approval of SAI and by sharing Concept plan & Promo. However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days , suitable action may be taken against the agency, which may include de-empnelment of agency.
24	What are the number of participants, officials, and support staff expected to be present at the event? How many venues would the games be played at?	The total participants and officials no. will be approximately 9000+ and 5 Cities namely Panchkula, Chandigarh, Shahabad, Ambala & Delhi
25	Kindly share deck with previous editions media coverage and relevant statistics vide participation numbers and any other headlines + this edition proposed headlines on the same parameters	Please refer Clause B of Annexure II. For further details , please log on to Khelo India Website.
26	Do share SPOC details (decision making level contact details) who can come on for a short call during important closure meetings with a couple of our hot prospects (sponsors who are keen to submit bids)	Point of Contact will be shared only after award of sponsor in each category and in due course of time.

S. No	Query	Clarification
27	What would be the exact start and end date of the KIYG 2022 as this would be helpful while sharing proposals with potential sponsors?	KIYG 2021 is expected to be held in June 2022. Final dates will be intimated in due course.
28	What would be the earliest date by when the agencies will be receiving valuable information such as details of broadcast platforms, previous reach numbers of the games, statistics, PR coverage etc.?	Star Sports is the official Broadcast Partner. Please refer S. no 25 for other details.
29	What is the Term up to which the 3 categories of sponsors would be able to use content and association with the KIYG for promotion of their respective brands? Example: for how long will the sponsors be able promote this Sponsorship association in their own website / Marketing communication after the games get over	The winning bidder may use the Khelo India Logo only for the intended purpose of naming themselves as Official Sponsor (in that category) to the Khelo India Youth Games 2021. However, the same may be used by the sponsorer only for 120 days after the last day of Khelo India Youth Games 2021. The Agency shall be responsible to ensure that the sponsor does not continue to use the said content beyond 120 days. In case the sponsorer is using the said content beyond 120 days, suitable action may be taken against the agency, which may include de-empanelment of agency.
30	Due to the paucity of time, will SAI be able to provide a dedicated point of contact from their organization to assist the sponsorship agencies in replying to essential queries that may come up during discussions with potential sponsors?	Please refer clarification at S. No 26.
31	There is a mention of the term "event sponsor" in Annexure II B. We would please like you to clarify the exact meaning of the term event sponsor and how different it is from the 3 categories of sponsors (i.e., Presenting, co-presenting & associate).	Event Sponsor means any or all of the 3 categories of sponsors (i.e., Presenting, co-presenting & associate).
32	We would please like to know the possibility of extending the sponsorship logo placement to training kits of athletes participating in the KIYG 2022 as this would result in maximum coverage for sponsors.	No change in RFP. Please refer Annexure III (Logo Placement)
33	We would please like to know the size (in terms of scale & ratio) of the presenting & co-presenting logos and where it would be placed as part of the composite logo of KIYG 2022. It would be extremely helpful for our sponsorship pitch if this could be explained in terms of placement and size as part of the composite logo of KIYG 2022.	Please refer Annexure III and Clause E of Annexure II With regard to dynamic logo, suitable exposure will be given to presenting and co presenting sponsor.
34	Clause 4.5 (Bid Security/EMD) of the RFP A/C NAME : KHELO INDIA A/C NO. : 108510100037232 BANK NAME : ANDHRA BANK BANK BRANCH : J L N STADIUM, SPORTS AUTHORITY OF INDIA BUILDING CGO COMPLEX, NEW DELHI BRANCH CODE : 1085 IFSC CODE : UBIN0810851	Clause 4.5 (Bid Security/EMD) of the RFP may be read as A/C NAME : SECRETARY SAI (KHELO INDIA) A/C NO. : 108510100037232 BANK NAME : UNION BANK of INDIA BANK BRANCH : J L N STADIUM, SPORTS

S. No	Query	Clarification
		<p>AUTHORITY OF INDIA BUILDING CGO COMPLEX, NEW DELHI BRANCH CODE : 1085 IFSC CODE : UBIN0810851</p>