

Additional Agenda Item No. 1

RFP for sponsorship for KIYG, KIWG and KIUG

The Khelo India scheme has been launched with the twin objectives of mass participation and promotion of excellence in sports. In pursuit of the aforesaid objectives, the scheme inter-alia envisages encouraging private sector participation so as to harness the capability, management and expertise of private sector in strengthening and transforming the sports eco system.

In the context of above, it is to be mentioned that Khelo India scheme aims to make events such as Khelo India Youth Games, Khelo India University Games and Khelo India Winter Games which comes under Sports Competitions and Talent Development Vertical, a self-sustaining model of excellence.

A proposal for Empanelment of Sponsorship Agencies was placed before 99th meeting of the Finance Committee (as agenda item no.7) to identify agencies who will be responsible for generating sponsorship or organizing events of Khelo India, Fit India, SAI and MYAS. FC vide its minutes dated 06.09.2021 concurred with the proposal and recommended for the approval of the Governing Body (as agenda item no.11). Accordingly, the agenda was placed before the Governing Body in its 55th meeting dated 28.09.2021, wherein the approval to float the RFE for Sponsorship Agencies was approved vide its minutes dated 06.10.2021.

Subsequent to the published Request for Empanelment (RFE), the following 6 agencies were empanelled with following due process

- I. Game Plan Sports Private Limited
- II. ITW Consulting Private Limited
- III. JSW Sports Private Limited
- IV. Laqshya Event IP Private Limited
- V. SFA Sporting Services Private Limited
- VI. Twenty First Century Media Private Limited

The above agenda pertaining to empanelment of above agencies and proposal to float a limited RFP among these agencies was placed before 101st meeting of Finance Committee meeting dated 06.12.2021. Wherein the Finance Committee concurred for empanelling the agencies for a period of 3 years and constituted a committee comprising of the following officials to finalize the RFP.

1. JS (Sports), DOS
2. Secretary, SAI
3. Mission Director (Fit India)
4. Director (MDSD), DOS

The RFP finalized by the committee was placed before 103rd meeting of the Finance Committee dated 16.02.2022 which concurred with the proposal and subsequently the RFP was revised post a pre bid meeting and the same along with the corrigendum was also placed before 104th meeting of the Finance Committee dated 17.03.2022.

However, it is mentioned that as the proposal received in response to the RFP did not realise the full potential of Khelo India Games hence it was decided with the approval of the Chairman, Governing Body to cancel the RFP. Subsequently, a revised mechanism was drafted through which the sponsorship categories of “Title Sponsor, Powered by, Co – Powered by” among others were explored. Accordingly, an Expression of Interest was floated and in response to the EOI, four responses were received out of which three sponsors namely State Bank of India (SBI), Dream Sports and Punjab National Bank (PNB) were finalized for Khelo India Youth Games 2021. The revised mechanism was also placed before the 106th meeting of the Finance Committee dated 27.06.2022 which noted the same.

Keeping in line the above format, an open tender for sponsorship was floated before the commencement of Khelo India Youth Games, 2022 Madhya Pradesh for 3 categories. However, bid was only received for ‘Powered by’ category from SFA Sporting Services Pvt. Ltd. which was eventually onboarded for 5 continuous editions of Khelo India Youth Games as the ‘Powered by’ sponsor.

In the light of the above keeping in mind the previous experience, prevailing market conditions and after consultation with different stakeholders, it is proposed that for the upcoming editions of Khelo India Games that are, Khelo India Youth Games (19th January – 31st January 2024), Khelo India Winter Games (2nd February – 6th February 2024) and Khelo India University Games (18th February 2024 onwards), a single RFP may be floated for the purpose of inviting sponsorship for all 3 editions so that it offers enough marketing opportunity, visibility and leverage for the interested parties.

It is proposed that a limited RFP for sponsorship of all the above-mentioned Khelo India Games may be floated with the categories; Principal Sponsor, Powered by Sponsor and Co-Powered by Sponsor for the empanelled agencies. However, it is important to note that since SFA Sporting Services Pvt Ltd has already been onboarded as the ‘Powered by Sponsor’ for the Khelo India Youth Games for 5 editions, accordingly for Khelo India Youth Games, only ‘Principal’ and ‘Co-Powered by’ category may be retained in the RFP.

Salient features of the RFP are mentioned below:

S. No.	Features	Description
1.	Categories	a) For Khelo India Youth Games: <ul style="list-style-type: none"> • Principal Sponsor • Co-Powered by Sponsor b) For Khelo India Winter Games: <ul style="list-style-type: none"> • Principal Sponsor • Powered by Sponsor • Co-Powered by Sponsor c) For Khelo India University Games: <ul style="list-style-type: none"> • Principal Sponsor • Powered by Sponsor • Co-Powered by Sponsor
2.	Minimum Sponsorship Fee	a) Principal Sponsor- INR 3 Crores b) Powered by Sponsor – INR 2 Crores d) Co-Powered by Sponsor – INR 1 Crores
3.	Rights given to sponsors *	e) Logo Placement on bottom panel of venue branding collaterals f) Inclusion in press conference on mutually agreeable terms g) Mention in all official press releases as partners h) Rights to display product / service at venue (other than FOP and VVIP Lounge) with the prior alignment of Khelo India Sect. as for the type of product and its placement & exposure levels i) Rights to undertake a joint consumer contest with Khelo India (Subject to approvals from SAI) j) Rights to undertake a joint consumer contest with Khelo India (Subject to approvals from SAI) k) Product display at FOP (subject to approval of GTCC) and VVIP lounge l) FOP branding static boards Standard perimeter boards with size 8 feet x 2.5 feet
4.	Space for undertaking promotions	a) Principal Sponsor- 30 x 30 sq. ft. b) Powered by Sponsor – 20 x 20 sq. ft. c) Co-Powered by Sponsor – 15 x 15 sq. ft.
5.	Restrictive Product Categories	Tobacco Products, Weapons and Explosives, Derogatory Personal, Political, and Religious Content, Spy Cams and Surveillance Equipment, Counterfeit Goods, 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, Lottery, Multi-Level Marketing, Over-the-Counter Drugs, Payday and Short-Term Loans, Personal Loans, Online Pharmacies, Politics , Recreational Drugs, Prescription Drugs, Rehab.
6.	Term for Sponsorship	For 3 upcoming editions of Khelo India Games

* Note- Shall vary for different categories of sponsors.

Concurrence of the Finance Committee is solicited for floating of RFP for Sponsorship.