

Ref No. 01-23008(01)/3/2022-HO -Khelo India Division

Date: 30.04.2022

## **Sports Authority of India Invites Expression of Interest (EOI) for Engagement of Partners for Khelo India Youth Games 2021**

### **1. INTRODUCTION AND BACKGROUND:**

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 January, 2020 as per sub-section (l) of section 2 of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007. Khelo India Youth Games (KIYG), 2021 is going to be held from 4<sup>th</sup> June 2022 to 13<sup>th</sup> June 2022 at Panchkula, Haryana with anticipated participation of all 36 States/UTs and more than 8,500 athletes and officials. Prior to the upcoming edition in Panchkula, the Khelo India Youth Games were held successfully in Delhi 2018, Pune 2019 and Guwahati 2020. All the editions of Khelo India Youth Games are telecasted live on Star Sports, affiliated channels and OTT platform, including the upcoming edition. The games have witnessed an average viewership of close to 100 million viewers.

#### **1.1 Khelo India Youth Games & Partnerships**

With sports being an extremely important component for development in India, Khelo India aims to create the Khelo India Youth Games as a self-sustaining model of excellence. A step ahead to this long-term aim can be achieved with the continuous support from various entities across different industries such as travel, food, beverage, media, IT etc. These businesses can extend their contribution to sports by coming on board as partners to optimize the potential of various products of Khelo India Youth Games. Therefore, support is sought from entities known for their barter partnership. Such offerings will lead to improvement in athlete experience as well as increased outreach of the Games.

### **2. PARTNERSHIP CATEGORIES**

The following table provides an indicative list of partners that may be considered for the Khelo India Youth Games 2021 to be held at Panchkula, Haryana.

SN	Category	Support to be extended
1	Travel	Helps with travel of athletes/technical officials during games
2	Radio	For advertisement of Games
3	Ed Tech	Help athletes with education

4	Insurance	Insurance for the games
5	IT	IT Support for the games
6	Nutrition & Wellness	Helps athletes with products of nutrition and wellness
7	Beverage	Provides water and other related beverages during games
8	Food	Provide food during games for athletes and other stakeholders

The above is indicative in nature and there are possibilities of having more partners. Any intended partner can file application indicating intention to partner with the Games. In exchange of such goods and services these entities may be allowed branding opportunity/marketing activities through Khelo India athletes/ brand exposure at Field of Play (FOP) and venue of games or any other mutually agreed marketing activity. A fee of Rs10 lakh will be mandatory to join as a partner. As against that tent for kiosk for the product display or service would be made available.

### 3. **ELIGIBILITY CRITERIA**

The prospective bidders must fulfill the following minimum conditions:

S N	Criteria	Documents Required
1	Multiple organisations including multinational corporates, Indian corporates, government/semi government organisations, NGOs, PSUs, trusts, LLPs, foundations, educational bodies/foreign bodies sole proprietorships and any other entity which comes under the ambit of the MCA, Government of India can provide with such goods and services.  The bodies (participants) from the countries sharing land border etc. with India will be allowed only if they are registered with the competent authority subject to the restriction from Govt. of India	A. Copy of Certificate of Incorporation, Partnership Deed with appropriate authority  B. Copy of GST & IT (PAN) registration certificates

### 4. **RESTRICTED PRODUCT CATEGORIES:**

The following product categories shall be restricted for any kind of association with KIYG 2021:

S N	Category	S N	Category
1	Tobacco Products	18	Lottery
2	Weapons and Explosives	19	Multi-Level Marketing
3	Derogatory Personal, Political, and Religious Content	20	Over-the-Counter Drugs
4	Spy Cams and Surveillance Equipment	21	Payday and Short-Term Loans
5	Counterfeit Goods	22	Personal Loans

6	Fake Documents	23	Online Pharmacies
7	Adult Products and Services	24	Politics
8	Penny Auctions	25	Recreational Drugs
9	Alcohol	26	Prescription Drugs
10	Body Parts	27	Rehab
11	Cannabis	28	Reproductive Health
12	Dating	29	Spyware and Malware
13	Drug Tests and Exam-Taking Services	30	Subscription Services
14	Fake Followers Services	31	Unauthorized Set-Top Boxes
15	Gambling	32	Unsafe Supplements
16	Hacking and Surveillance	33	Binary Options
17	Illegal Automobile Modification Products	34	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor

## 5. APPLICATION PROCEDURE

The proposal shall be submitted to email id: [procurement.kheloindia@gmail.com](mailto:procurement.kheloindia@gmail.com). The proposals received till 14th May, 2022 will be processed in first slot. The proposals received after 14th may will be processed in every two (2) days as a batch. The last date to submit the proposals for 2nd slot would be 25th May 2022. Queries, if any may be sent on the above email Id by 6th May, 2022. The request can be processed any time after receipt of proposal based on its utility for SAI.. The following will be mandatorily submitted:

- a. Name of the Organization.
- b. Registration/Incorporation date & Certificate.
- c. Name of Authorized signatory with Designation.
- d. Partnership Category.
- e. Support items.
- f. Type of Partnership proposed.
- g. Expectation from SAI.

It is the sole discretion of SAI to award partnership to more than 1 bidder belonging to same category.

Sports Authority of India (SAI) has the right to accept or reject or abort any proposal at any stage in its sole discretion.

**Covering Letter on Letter Head along with EOI**

To,  
Senior Director (Khelo India),  
Khelo India Secretariat ,  
JLN Complex, East Gate,  
Lodhi Road  
New Delhi-110003

Sub-Proposal for Partnership at Khelo India Youth Games 2021

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

We have fully understood the Terms of Reference provided herein.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

The following information is submitted:

- a. Name of the Organization.
- b. Registration/Incorporation date & Certificate.
- c. Name of Authorized signatory with Designation.
- d. Partnership Category.
- e. Support items.
- f. Type of Partnership proposed.
- g. Expectation from SAI.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL