

ALL INDIA CHESS FEDERATION

**Hall No. 70, Jawahar Lal Nehru Stadium, Periamet
Chennai – 600 003 (TAMIL NADU)
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**EXPRESSION OF INTEREST (EOI)
FOR
EMPANELMENT OF SPONSORSHIP SELLING AGENCY**

1. BACKGROUND

All India Chess Federation is a recognized National Sports Federation.

2. MARKETING & SPONSORSHIP PROGRAM

i) To exploit the potential revenue opportunities, All India Chess Federation is embarking on an aggressive marketing plan ahead of and during the events, which is expected to give high degree of visibility to various CHESS events. With such marketing initiatives, All India Chess Federation also aims to attract fair degree of Sponsorships.

ii) All India Chess Federation envisions using the chess events as a Platform for inculcating a “Sports Culture” among the youth of our nation. Additionally, a high degree of awareness and excitement will be created in the build-up to the Games, translating into maximum spectator presence in the Games Venue.

iii) Given the high degree of interest among the people of India in sporting events and after the successful completion of 44th CHESS OLYMPIAD the game will enjoy great visibility among the target demographics.

iv) The Sponsors can be offered a number of avenues for giving them high visibility during the Games.

3. The indicative list of possible deliverables during the events that may be offered to the Sponsors is detailed below.

- (a) In-stadia advertisement billboards.
- (b) Banners on Games Web Portal and Social Media Platforms
- (c) “Branding and Logo exposure in Games” own promotion activities, including Publicity and Information ads in Press Meets, PR Events, Brochures, Manuals, Handbooks etc.

In order to leverage on the revenue potential of the Chess and attract maximum possible revenue, AICF is planning to avail the services of “*Sponsorship Selling Agencies*” on a “*success fee*” model.

3. EMPANELMENT OF SPONSORSHIP SELLING AGENCIES

- a. The actual sponsorship selling will be carried out by a set of ***Sponsorship Selling Agencies who*** will be empanelled by AICF through this EOI process. Up to 3 Agencies in may be empanelled for this project. In case more than 3 applications meeting the technical requirements are received, AICF reserves the right to shortlist and empanel applicants scoring the highest marks in the technical evaluation criteria as per technical evaluation in **Annexure-3**.
- b. Interested Agencies, who meet the eligibility criteria specified in **Annexure-2**, may submit their applications as per the terms of this EOI document.
- c. The benefits to sponsors are being packaged for different scales of privileges like in-stadia branding, logo exposures during Games, out-stadia branding, credits in TV promos, FCT on National Media, outdoor advertisement banners, other branding, etc. However, the packages are only **indicative** innature.
- d. There are more avenues for providing visibility to sponsors through Logo on Outfit, Rights Sale (Hospitality Rights, Ticketing Rights), Merchandise Licensing etc. which can be further discussed & designed after empanelment of agencies with AICF. The actual selling of sponsorship andservicing sponsors etc. will be carried out by the agencies to be empanelled by this process.

4. PRE-QUALIFICATION CRITERIA FOR PARTICIPATION

- (a) The Applicant should have been in the business of providing Advisory and Implementation Services in the area of Sponsorship and Rights sales forthe last 3 years.
- (b) The Applicant should have achieved average annual turnover of at least Rs.3.00 crores of any 3 financial years during the last 4 FY (2019- 20, 2020-21, 2021-22 & 2022-23)
- (c) The Bidder should have completed at least one sponsorship deal worth minimum value of Rs.2.00 crores in the last 5 years.
- (d) The Applicant should have a Registered Office in India, with strong presence in at least 1 metro city or regional presence in at least 2 large States and must be GST registered.
- (e) The applicant should have positive net worth as on 31 Mar 2023.
- (f) The Applicant should have successfully completed at least 2 assignments of similar nature, scope and complexity. during the past five years.
- (g) The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.

5. SCOPE OF WORK OF SPONSORSHIP SELLING AGENCIES

- (a) Finalise sponsorship packages and presentation materials as per the available scope for branding, in consultation with AICF, based on the overall sponsorship strategy.
- (b) Secure meetings with potential Sponsors in Private Sector Companies and Public Sector Companies and make appropriate sales presentations.
- (c) Prepare sponsorship proposals and undertake appropriate follow up with potential Sponsors.
- (d) Negotiate sponsorship arrangements and finalize contracts between AICF and the Sponsors.
- (d) Secure other sponsorship rights as required to secure a sponsorship deal.
- (e) Coordinate all sponsorship matters with AICF, as required.
- (f) Report all developments in sponsorship sales on a regular basis to AICF.

Sponsor Servicing

- (h) Assist and coordinate the sponsor rights with Sponsors with the development of leveraging plans to support the achievement of their business objectives.
- (i) Manage the relationship between AICF and each of its Sponsors to ensure a favourable and pleasant experience for both parties.
- (j) Ensure delivery by AICF of all contracted benefits committed to the Sponsors including signages and ticketing.

6. PAYMENT OF COMMISSIONS TO THE AGENCY

a. The selected Sponsorship Selling Agency shall be highly attractive commissions on the sponsorship amount mobilized, as given in the following table.

Sponsorship Revenue (in Cr.)	Commission Slabs
Upto 2.00	10%
2.01 to 5.00	10% + 15%
5.01 & above	15% + 20%

Examples of commission eligibility:

Sponsorship Revenue (in Cr.)	Commission to the Agency (Rs. Cr.) & (nett %)
2.00	0.20 (10%)
3.00	0.20+0.15 = 0.35 (11.6%)
4.00	0.20+0.30 = 0.50 (12.5%)
5.00	0.20+0.45 = 0.65 (13.0%)
10.00	0.65+1.00 = 1.65 (16.5%)

The Commission shall be paid after receipt of the sponsorship amount.

Note:

AICF will actively assist the agencies in promoting sponsorship sales and procuring business. AICF, however, will reserve the right to accept direct sponsorship from any sponsor as long as there is no direct conflict with any of the empanelled agencies.

7. SUBMISSION OF APPLICATION

Interested parties may send their applications to the address mentioned below, enclosing the following:

The last date for submission of bids in sealed cover is 23rd October 2023 and pre-bid online meeting will be held on 12th October 2023

- (a) Letter of EOI submission in the format attached as **Annexure-1**.
- (b) Documentary Proofs to meet the eligibility criteria, as specified in **Annexure-2**.

Address for submission:

ALL INDIA CHESS FEDERATION, Hall No. 70, Jawahar Lal Nehru Stadium, Periamet, CHENNAI-600003. indiachessfed@gmail.com

8. TERMS & CONDITIONS

- (a) The application shall be submitted in a single sealed cover superscribing "**Application for Empanelment of Sponsorship Selling Agencies**."
- (b) AICF will not take any responsibility for the misplacement of the Application or any part thereof, which is not sealed or marked as per aforesaid instructions.
- (c) Bids sent telegraphically or through other means of transmission (E- mail, WhatsApp, tele-fax etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.
- (d) AICF may in their absolute discretion reject or accept any

Application, modify/cancel the EOI process and reject all Applications without assigning any reason.

9. TIMELINES

Sl. No.	Events	Date
1.	Issuance of EOI document	23 rd September 2023
2.	Pre-Bid Meeting	12 th October 2023 at 16.00 hrs.
3.	Last date & time for Submission of Applications	23 rd October 2023 (1100 hrs)
4.	Date and Time for Opening of Applications	23 rd October 2023 at (1600 hrs)

10. DISQUALIFICATION

Even if an Applicant meets the above criteria, AICF may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Applicant if the Applicant has:

- (a) Made misleading or false representations in the forms, statements and attachments submitted; or
- (b) The Bidder has been blacklisted by any Government Agency after the Pre-Qualification Stage

Annexure - 1

Letter of Submission (on the Agency's letterhead)

To

ALL INDIA CHESS FEDERATION
Hall No. 70, Jawaharlal Nehru Stadium
Periamet,
CHENNAI-600003 Tamil Nadu

Sub: "Application for Empanelment of Sponsorship Selling Agencies.

Dear Sir,

1. We, the undersigned, duly authorized to represent and act on behalf of [-----] ("the Applicant"), and having reviewed and fully understood all information provided in the EOI document, hereby apply as Applicant for the above project.
2. Our Application is valid till [--date in figures and words--]
3. Our terms and conditions are:

For and on behalf of (name of Applicant)

Signature and seal _____

Full Name _____

Organization's Name

.....

Address

.....

Annexure - 2**Eligibility Criteria**

Sl. No.	Criteria	Documentary Proof to be submitted
1.	The Applicant should have been in the business of providing Advisory and Implementation Services in the area of Sponsorship and Rights sales for the last 3 years.	Certificate of Incorporation/ Service Tax Registration
2.	The Applicant should have achieved average annual turnover of at least Rs.3.00 crores of any 3 financial years during the last 4 FY (2019-20, 2020-21, 2021-22 & 2022-23)	Certificate from Chartered Accountant certifying the turnover
3.	The Bidder should have completed at least one sponsorship deal worth minimum value of Rs.2.00 crores in the last 5 years.	Letters/documents executed with Clients
4.	The Applicant should have a Registered Office in India, with strong presence in at least 1 metro city or regional presence in at least 2 large States and must be GST registered.	Proof of Address as well as GST Registration Certificate
5	The applicant should have positive net worth as on 31 Mar 2023.	Certificate from C.A
6.	The Applicant should have successfully completed at least 2 assignments of similar nature, scope and complexity. during the past five years.	Letters/documents executed with Clients
7.	The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.	An affidavit declaring that the Bidder has not been blacklisted by any Government/Public sector undertakings.

