



U-17 WORLD CUP
INDIA 2017

Request for proposal – PR Agency

January 24, 2017





REQUEST FOR PROPOSAL – PUBLIC RELATIONS AGENCY

GENERAL OVERVIEW

India will host the FIFA Under 17 World Cup in 2017. The Local Organising Committee (LOC), entity in charge of organizing this Tournament, is an organization within the All India Football Federation (AIFF) and acts through a mandate by FIFA to host the event.

It will be the first time the country hosts an event from the world football governing body. This is the third most important event of the FIFA calendar, with 24 countries playing 52 games in 6 venues across India. The FIFA Under 17 World Cup has been a key stepping stone in the careers of a large part of world football stars, among them 16 senior FIFA world champions. It will be the most important event ever to be hosted in Indian football history.

The tournament has a huge worldwide reach, with an estimated global audience of about 200 million viewers from almost 200 different countries, which is a golden opportunity to showcase India across the world, its cities, culture and the capability of organizing an event of the highest standards.

The FIFA Under 17 World Cup will have a lasting influence in Indian Football, upgrading the infrastructure, setting up proper game operations standards and improving the overall quality of the game. Undoubtedly, the FIFA Under 17 World Cup India 2017 is primed to be a game changer for Indian Football.

GENERAL ASPECT

The LOC, in its mission to promote a specific activity in relation with the FIFA Under 17 World Cup India 2017, requires the services of a Public Relations (PR) Agency from 7th February 2017 to 30th November 2017.

ASSIGNMENT BRIEF

On 9th November 2015, 3:30 AM IST, the finals of the FIFA U-17 World Cup Chile 2015 was played at the Estadio Sausalito in Chile. After that, it is now India's turn to host the event in 2017.



The next edition of the FIFA U-17 World Cup will be in India in October 2017, and it is seen not just as a tournament, but a tipping point for Indian football. As the World Cup approaches closer, the LOC will push for World Cup news, milestone events and behind the scene stories on all our social media assets (Facebook & Twitter).

Possible engagement opportunities

- Various milestone events like the official Volunteer Launch, Mascot Launch, Official Draw, Anthem Launch among others.
- The legacy and school contact programme, Mission XI Million is a product of the AIFF and the Indian Government, and will provide several opportunities to for communication engagement.
- Print and television interviews with key personnel across the industry discussing the importance of grassroots and how it will positively impact Indian Football in the long run.
- Sharing our message across industry wide online media assets.
- To make the Indian audience aware of the World Cup approaching closer.

It's a huge one for Indian football, and we would be delighted if you could help us make this as big as possible.

SPECIFIC ASPECTS

a) The agency needs to come up with an all-encompassing PR Strategy to promote the news that India is approaching the FIFA Under 17 World Cup India 2017.

b) The agency must come up with the following deliverables in relation to the specific services required:

- i. Daily press clipping and online media coverage with all the relevant sport news to be distributed every morning via email to the LOC
- ii. Press content generation and management with all the relevant media outlets
- iii. Create and manage the publication of press notes in other areas of the LOC (such as Economic Impact of the Event), across non-sports media
- iv. Media management and supervision for the key milestone events hosted by the LOC.

SELECTION TIMELINE

[Click here and write Title and Date]

- Jan 24, 2017 – RFP distributed to agencies
- Jan 25, 2017– Agencies clarify questions
- Jan 31, 2017– Completed RFPs due 5:30pm
- Feb 6, 2017– Awardee notification and contract signing

ISSUING PROPOSALS

All proposals must be sent to media@india2017wc.com

The proposal must be presented in 2 parts, namely: (1) Technical Proposal; and (2) Financial Proposal; which must contain the information below:

TECHNICAL PROPOSAL

- a) Please summarize research and key findings you conduct for background and implications of the PR plan. This may include primary and secondary research and an assessment of risks and opportunities. This may also include existing assets that can be used to broaden the reach across media outlets.
- b) Thoughts on appropriate strategies including:
 - i. Campaign theme/s
 - ii. Program Recommendations
- c) Details for the PR plan, including:
 - i. Possible tactics
 - ii. Key alliances/advocates
 - iii. Events and activities
 - iv. Material development ideas
- d) Campaign Measurement:
 - i. Please provide information on how you would measure milestones and outcomes of the campaign.
- e) Describe how you would propose structuring the team to take on the assignment at hand.
- f) Agency Details:

- i. Please provide brief details (fewer than 500 words) for each of the questions below:
 - I. Company name and point of contact
 - II. Company Name
 - III. Headquarters address
 - IV. Primary Contact
 - V. Title
 - VI. Phone
 - VII. Mobile
 - VIII. Email
 - ii. Please provide a brief overview for your agency's expertise in covering sports assets and communication in general.
 - iii. Please provide a brief overview for your agency's expertise in media including content strategy and audience mapping.
 - iv. Please list some sports business clients you've had long-term relationships with and describe why the relationship has been successful. If not, describe the relationships with any other relevant clients.
 - v. Please provide a brief case study of a PR campaign for the launch of a new product or event campaign targeting kids, parents and other stakeholders within the sports business. Please include details on how multiple practice areas and/or offices collaborated.
 - vi. Please provide any additional information that your company would like to share that has not been covered. Please limit answer to 500 words.
- g) References:
- i. Please provide two current references
 - I. Company Name
 - II. Contact Name
 - III. Phone Number
 - IV. Email

FINANCIAL PROPOSAL

The proponents must give clear reference rates for their work during the service period outlining

the costing with break-up (personnel/platform/production/etc.) of utilization.

PROPOSAL EVALUATION

The LOC will make an evaluation of the proposal regarding the technical and financial matters, in accordance with the needs and reality of the LOC.

The LOC can disqualify any proposal that may have exclusions or conditions that set them apart from what has been established by the brief. Likewise, it may ask for clarifications on a certain proposal, as well as complementary background or documents that may be deemed necessary.

The LOC will communicate in writing to all the proponents the result of the bid, keeping the right to accept the one that is the most convenient to the LOC. Likewise, it can reject all the proposals in case none complies with the expectations of the LOC.

The LOC keeps the rights to disqualify from the bid those proponents that are currently undergoing bankruptcy, debts or any lack of financial or technical capacity.

CONFIDENTIALITY

The proponents should maintain absolute confidentiality about the terms and conditions of the current brief and all the information that was given by the LOC throughout the process in writing or in person.