

ALL INDIA FOOTBAL FEDERATION

REQUEST FOR PROPOSAL (RFP) – BRAND DEVELOPMENT CONSULTANCY FOR NATIONAL CENTRE OF EXCELLENCE

The RFP document has been made available for download by prospective Bidders at the www.the-aiff.com

Last deadline for submission: 23rd August 2019 before 18.00hrs IST

Your proposal with financial expectation should be sent via electronic mail to the following email id: specialprojects@the-aiff.com

DISCLAIMER

1. This Request for Proposals document (“**RFP**”) is being published to enable interested applicants (“**Bidders**”) to participate in the Selection Process (as defined later in this document) of consultants who are competent and eligible for the consultancy for the brand development of the National Center of Excellence for All India Football Federation (AIFF).
2. The information contained in this RFP or subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the All India Football Federation (AIFF) (“**Authority**”) or any of its employees, consultants or advisers, is provided to Bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is or may be provided.
3. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Bid pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Services. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or consultants or advisers to consider the objectives, expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy,

correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

4. Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
5. The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
6. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Bidder upon the statements contained in this RFP.
7. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
8. The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the selected Bidder for the Services and the Authority reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
9. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.

10. It shall not be assumed by any prospective Bidders that there shall be no deviation or change in any of the information mentioned herein pertaining to requirements or terms of reference or scope of work. While this document has been prepared in good faith, neither AIFF nor any of their employees, consultants or officers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions here from. Any liability is accordingly and expressly disclaimed by AIFF and any of their employees, consultants or officers even if any loss or damage is caused by any act or omission on the part of AIFF any of their employees, consultants or officers, whether negligent or otherwise.
11. By acceptance of this document, the recipient agrees that any information herewith will be superseded by any subsequent written information on the same subject made available to the recipient by or on behalf of AIFF. Further, AIFF and any of their respective officers undertake no obligation, among others, to provide the recipient with access to any additional information or to update this document or to correct any inaccuracies therein which may become apparent, and they reserve the right, at any time and without advance notice, to change the procedure for the selection of or any part of the interest or terminate negotiations or the due diligence process prior to the signing of any binding agreement.
12. Accordingly, interested applicants should carry out an independent assessment and analysis of the requirements of the information, facts and observations contained herein.

GENERAL OUTLINE.

As part of the legacy of the FIFA U-17 World Cup 2017, the Government of West Bengal awarded 15-acres of land to All India Football Federation (AIFF). The land would be used to develop a facility and set up a home base for Indian Football and its National teams. This one solution facility catering to all target audiences within the Indian Football ecosystem is described as “National Centre of Excellence” (NCE). The centre shall provide state of the art facilities to not only the Indian teams but set a new benchmark in the region and provide an alternative for various programs and initiatives for internal stakeholders to grow the game of football in the region.

1.1.- General Aspect

All India Football Federation is looking to create a state of the art facility in the form of the National Centre of Excellence to develop the football eco system in India with the cooperation of its key stakeholders ie. AFC and FIFA. This will be in line with the continuation plans for the overall development and growth of football in India.

The Centre shall be used to run several elite programs in a controlled environment including but not limited to training camps for national teams, advanced courses in coach education, referee education, sports injuries and rehabilitation etc.

The Centre will have a mini stadium that shall host youth competitions and practice matches for the national teams. The stadium will be an all seater facility. The centre will also have pitches (natural and hybrid) which will primarily be used for training purpose. The other facilities available at the centre would include but not be limited to accommodation, medical centre, teaching institution, dressing rooms, auditorium, futsal pitch, office space, dining area etc.

1.2.- Scope of Work

The Scope of Works for the Comprehensive Brand Design Services shall include, but not limited to, the following key items, inter alia:

Brand Development:

The NCE is a one of its kind facilities a state-of-the-art facility, that shall be the new home of AIFF national teams across all age groups of men and women. A home which has been the backbone of success for World Cup nations, providing the players a sense of belonging, a feeling of national pride. In order to achieve this, the facility must be developed as a brand and each element related to it must reflect the same language.

- 1.1.1 The Service Provider will develop a branding concept for NCE. The concept should be modern and simple that remains relevant for years to come.
- 1.1.2 The Service Provider will create a brand visual identity (colour palette) for NCE which will be incorporated in the design elements during the construction in the exterior and interiors of the campus.
- 1.1.3 The brand options should also take into consideration items such as building signs, vehicle signs and wayfinding signs.
- 1.1.4 The Service Provider will create the brand standards and identity guidelines including the logo design, brand identity system and image standards and templates. Templates should include brochures, Power Point Presentation templates, business cards, stationary, ID cards, and newsletter, website and calendar design templates, and other similar collateral.
- 1.1.5 The Service Provider will develop visual identity guidelines document that will specify, articulate, and depict the defining elements of the visual identity system and provide examples for marketing communications materials. For budgeting purposes, we are suggesting the following items to be included:
 - Brand creative parameters (i.e. fonts, design styles, photo styles, colour palette, etc.)
 - Acceptable and unacceptable uses of the brand
 - Permission guidelines for logo use
 - Samples of how the brand could be applied to website and social media pages
- 1.1.6 The Service Provider develop graphic standards for future use by NCE's in house designer/graphics personnel.
- 1.1.7 The Service Provider will develop the Brand Guidelines which all specifications related to the NCE brand and its usage.
- 1.1.8 The Service Provider will be responsible for the trademarking the Logo and design elements that they are creating for NCE.

1.3.- Payment Milestones:

The payment to the Service Provider will be made as per the following payment schedule, subject to furnishing of relevant documents mentioned.

FIRST PAYMENT MILESTONE	25% of the contract value paid after the 1 st Cut of the Logo
SECOND PAYMENT MILESTONE	35% of the contract value on completion of brand Guidelines
THIRD PAYMENT MILESTONE	40% of the contract value on completion and final handover.

1.4.- Deliverables

S.no.	Description	Deliverables
1.	Logo Creation	1 hard copies and 1 soft copies
2.	Logo Animation	1 soft copy

3.	Brand Guidelines	As required
4.	Open Files of Logo & Elements	As required
5.	Overlay Design Samples	As required

The service provider will design the signage for the campus, keeping in mind the elements and look and feel of the NCE which has been created.

- The fabrication of this design will be subject to approval depending cost and deliverable time lines.
- The fabrication cost will be submitted for approval after the approval of the final logo.

1.5.- **Proposed Project Timelines:**

Signing of Agreement	28 th August 2019
Logo - 1 st Cut	13 th September 2019
Finalizing the Logo	24 th September 2019
Samples of Design Elements	4 th October 2019
Final Logo Animation	4 th October 2019
Completion the Brand Guidelines	7 th October 2019
Submission of Final Logo and Files	11 th October 2019

1.6.- **Technical and Financial Evaluation**

Only suppliers who fulfil all the below mentioned technical evaluation criteria will be considered eligible for carrying out the works.

Technical Evaluation Criteria:

Technical Proposal shall comprise the following

S. No	Criterion	Supporting Documents to be submitted
1.	Experience – Financial & Physical	Format I below
2.	CV's of Key Personnel	Team Leader – Brand Expert with 7 years of experience and at least 3 eligible projects experience

3.	Annual Turnover	Audited statement for 1 year
4.	The Bidder should be a company registered under the Companies Act, 1956	Certificate of incorporation, GST Certificate and Pan Card
5.	The Bidder does not have any direct/indirect holding in any of the other bidding company. There should be no cross ownership between any Bidders.	Attach self-certification /undertaking on company letterhead duly signed and stamped by the competent authority of the Bidder.
6.	The Bidder should have submitted an undertaking that there are no major legal cases pending against it.	Attach self-certification /undertaking on company letter head duly signed and stamped by the competent authority of the Bidder.
7.	The Bidder should have submitted an undertaking that it is not blacklisted by Government of India or the State Government West Bengal or any other relevant authority or private organisation.	Attach self-certification /undertaking on company letterhead duly signed and stamped by the competent authority of the Bidder.
8.	Branding Concept	As per the scope of work, project timelines and relevant information, the Bidder(s) should submit a Branding Concept. The plan should be submitted on company letter head duly signed and stamped by the competent authority of the Bidder.

Note:

1. Technical Proposal should be uploaded duly page numbered and indexed.
2. Technical Proposal uploaded otherwise will not be considered.

Financial Evaluation Criteria:

The bidders should have average annual turnover not less than **Rs 20 lacs** during any one of the last two years, starting from April 2017. This evidence must be shown by the bidders in technical proposals supported with audited financial statements/balance sheet for 1 year.

1.8. The Bidders should make sure that the technical and financial bid is emailed as per the formats provided in Annexure A (format I & II)

1.8.1 The committee, during the time of evaluation, may seek clarification from the Bidder(s) on the amount quoted in the Bid.

1.8.2 The authority reserves the right negotiate with all the bidders in case the rates quoted by the lowest bidder are found unreasonable by the bid evaluation committee.

ANNEXURE A: EXPERIENCE: FINANCIAL & PHYSICAL: FORMAT 1

The bidder should have completed either of the below:

- i. three similar works, where the all aspects of the scope of work are covered in different projects
- ii. two similar works, which include rebranding/ creating logos for different companies
- iii. one similar project where they have completed all or more elements mentioned in our scope of work.

To be filled in by the bidder:

Details of successfully completed similar works shall be furnished in the following format

Agreement Number & Year	Name of Work	Date of Work Order	Date of Completion	Amount of Contract	Employer's Name and Address

Note:

- i. Similar works: The similarity shall be based on the size, complexity and other characteristics involved.

(Format: I)

ANNUAL TURNOVER

Requirement:

- i. Average annual turnover for 1 year on the Design and Brand Consultancy works not less than 20 Lakhs during the last 2 financial years;

To be filled in by the bidder:

Financial Year	Payments received for contracts in progress or completed
2018-19	
2017-18	

Note:

1. Annual turnover should be certified by the Chartered Accountant.
2. Audited balance sheet including all related notes, and income statements for the above financial years to be enclosed.