



BID REFERENCE NO.: LOC/FIFA/RFP/003

THE LOCAL ORGANISING COMMITTEE (LOC) FOR  
THE FIFA U-17 WOMEN'S WORLD CUP, INDIA 2022

INVITES PROPOSALS TO  
APPOINT OF A DIGITAL MEDIA AGENCY TO CONCEPTUALISE,  
PLAN, DESIGN AND CREATE CONTENT FOR THE LOCAL  
ORGANISING COMMITTEE OF  
THE FIFA U-17 WOMEN'S WORLD CUP INDIA 2022

LAST DATE FOR PROPOSAL SUBMISSION:

15<sup>TH</sup> MAY 2022 BY 17:00 HRS

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### DISCLAIMER

1. This Request for Proposal (“RFP”) is being published to enable interested applicants (“Bidders”) to participate in the Selection Process (as defined later in this document) to appoint a Digital Media Agency to conceptualise, plan, design and create content for the Local Organising Committee (“LOC”) for the FIFA U-17 Women’s World Cup India 2022 (“Tournament”)
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 Local Organising Committee for the FIFA U-17 Women’s World Cup India 2022 (“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 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 services. While this document has been prepared in good faith, neither AIFF nor LOC of the Tournament, 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 or the LOC of the Tournament 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 or the LOC of the Tournament or 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 or LOC of the Tournament. AIFF and LOC of the Tournament 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.

## 1. BACKGROUND

The FIFA U-17 Women's World Cup, is the world championship of association football for female players under the age of 17 organized by Fédération Internationale de Football Association ("FIFA").

## 2. FIFA U-17 WOMEN'S WORLD CUP INDIA 2022

The FIFA U-17 Women's World Cup India 2022 will be the 7th edition of the FIFA U-17 Women's World Cup, the biennial international women's youth football championship contested by top 16 U-17 national teams of the member associations of FIFA. The tournament will be hosted by India and will comprise of 32 matches to be held in three Host Cities. This will be the first FIFA tournament for women hosted by the country.

## 3. OVERVIEW OF REQUEST FOR PROPOSAL DOCUMENT

- 3.1. The Local Organising Committee ("**Authority**") for the Tournament, a part of the All India Football Federation ("**AIFF**"), and having its principal office at Football House, Sector 19, Phase 1, Dwarka, New Delhi - 110075 has been entrusted by the by Fédération Internationale de Football Association ("**FIFA**") with the organisation, hosting and staging of the Tournament
- 3.2. The FIFA U-17 Women's World Cup India 2022 is envisaged to have a long lasting influence on Indian football, help spread awareness of initiatives taken to improve and develop the game, advocate for gender equality and increase representation of women in football.
- 3.3. As part of this endeavour, the Authority plans to appoint a Digital Media Agency to conceptualise, plan, design and create content for the Local Organising Committee to promote, increase awareness, engage audience and drive key messaging as specified in detail in Section 6 of this RFP ("Scope of Services"). Through this RFP, the Authority wishes to initiate the Selection Process for suitable Service Providers registered in India who are competent and eligible for providing the services as per the eligibility criteria mentioned in this RFP document.
- 3.4. The Authority invites proposals (the "Proposals" or "Bids") for selection of a Service Provider through an open competitive bidding process in accordance with the procedure set out herein.
- 3.5. A detailed description of the objectives, scope of services and other requirements including the terms and conditions for providing services are specified in this RFP. In case a Bidder possesses the requisite experience and capabilities required for undertaking the assignment, it may participate in the Selection Process in response to this invitation. The manner in which the Bid is required to be submitted, evaluated and accepted is explained in this RFP.

- 3.6. The selected Bidder would be required to undertake the required works, in accordance with the agreement to be entered separately between the Authority and the selected Bidder (the **“Agreement”**).

#### **4. OVERVIEW OF SELECTION PROCESS**

- 4.1. The Authority has adopted a 2 (two) stage selection process (collectively the **“Selection Process”**) for evaluating the Proposals. The evaluation of the bids will be done by the Technical and Financial Evaluation committees of the Authority.
- 4.2. In the first stage, the credentials of Bidders would be evaluated to assess their compliance as per the Evaluation criteria specified in Section 8.1 (**“Evaluation Criteria”**) and based on this evaluation, a list of technically qualified Bidders shall be prepared. The rest would be considered technically non-qualified and would not participate in the process.
- 4.3. In the second stage, a Financial Evaluation (QCBS) will be carried out as per criteria mentioned in Section 11 of this RFP from the technically eligible Bidders for providing the services as mentioned in the Scope of Work. (**“Financial Evaluation”**).

#### **5. INSTRUCTIONS TO THE BIDDERS**

- 5.1. Interested Bidder(s) are advised and encouraged to study this RFP document carefully and inform themselves fully about the assignment before submitting their Proposals in response to the RFP. Submission of a Proposal in response to this RFP document shall be deemed to have been made after careful study and examination of this document with full understanding of its terms, conditions and implications. Proposals must be made strictly in accordance with the terms and conditions specified in this RFP.
- 5.2. The RFP document has been made available for download at <https://www.the-aiff.com/documents>. Any corrigenda to the RFP will also be available under the same section. The bidders are advised to regularly check the website for any corrigenda.
- 5.3. Any failure, oversight or delay to read any such addenda will not entitle any Bidder(s) to any additional time for submission of Bids or any other relief or create any liability in any manner of the Authority towards the Bidder(s).
- 5.4. The Bid should be unconditional. In case of any condition, the Bid shall be treated as non-responsive and may be disqualified.
- 5.5. The Bid should be accompanied by all the requisite supporting documents, else it may be rejected.

## 6. SCOPE OF SERVICES

Detailed Scope of Services is listed at Annexure II

## 7. TIMELINES

| CRITICAL TIMELINES   |                                      |
|--|--------------------------------------|
| TASK   | DATE & TIME                          |
| Last date of receiving queries                                 | 11 <sup>th</sup> May 2022; 17:00 HRS |
| Last date of response to queries                               | 12 <sup>th</sup> May 2022; 17:00 HRS |
| Last date of Bid Submission                                    | 15 <sup>th</sup> May 2022, 17:00 HRS |
| Evaluation of Eligibility Criteria                             | 16 <sup>th</sup> May 2022            |
| Technical Presentation   | 17 <sup>th</sup> May 2022            |
| Financial Evaluation of Bids and Selection of Service Provider | 18 <sup>th</sup> May 2022            |

## 8. SUBMISSION OF PROPOSALS

The bidders are required to submit the proposals for the above-mentioned scope of work. The proposals for the above-mentioned services are to be submitted on bidder's company letterhead signed by the Authorised Representative and submitted online via email to **tenders@india2022wwc.com** within the stipulated time frame.

**Please state the Bid Reference No.: i.e. "LOC/FIFA/RFP/003" in the subject line of the email.**

### 8.1. Evaluation Criteria

The bidders are also required to submit the following documents to ascertain the technical compliance of the bidder. The proposals of only those bidders who are technically compliant with the below requirements will be considered.

Further, the Authority reserves the right to seek clarifications or more details as may be deemed appropriate. The following must be complied with:

| Sr. No. | Eligibility Criteria   | Supporting Documents to be submitted   |
|---------|--|--|
| 1       | The Bidder must be registered under the Companies Act, 1956 or Partnership Firm registered under the Partnership Act 1932 or Proprietorship Firm or LLP under Limited Liability Partnership Act of 2008. | Bidder must submit the Proprietorship / Partnership / Company Registration Certificate / Incorporation details along with a copy of PAN Card and GST No. |

|   |  |   |
|---|--|---|
| 2 | Financial details of the Bidder.<br>The Bidder should have an average annual turnover of INR 50 Lakhs in the last 3 years.   | The Bidder must provide a certificate from a Chartered Accountant stating turnover for the last 3 years from FY 2018-19 to FY 2020-21 |
| 3 | The Bidder must have provided digital media services in the past 3 years for at least 3 large scale projects with sports organisations, private organisations, State or Central level government departments / PSU's / Trade Organization's etc. of order value of minimum 10 lakhs.   | The Bidder must provide copies of work order / contract / completion certificate.   |
| 4 | The Bidder should submit an undertaking stating: <ul style="list-style-type: none"> <li>• There are no major legal cases pending against it</li> <li>• Not blacklisted by Government of India or any State Government or any other relevant authority or private organisation</li> <li>• Does not have any direct / indirect holding in any other bidding company. There should be no cross ownership between any bidders</li> </ul> | Attach self-undertaking on Letterhead duly signed and stamped by the competent authority of the Bidder.                               |

8.2. The Shortlisted bidders who would meet the eligibility criteria as mentioned in Clause 8.1 will be called to make their Presentation by the Technical Evaluation Committee. The date for Presentation will be 17<sup>th</sup> May 2022 as mentioned in Clause 7 above. The presentation will have to be done virtually. Links for the same will be shared only with the technically qualified bidders. Mentioned below are the criteria for the Technical Evaluation. Each of the item type has been allocated a particular mark, based on which the final technical score will be calculated.

| Sr. No. | Criteria   | Marks | Documents to be submitted   |
|---------|--|-------|---|
| A       | The Bidder must have provided digital media services in the past 3 years for at least 3 large scale projects with sports organisations, private organisations, state or central level government departments/ PSU's / Trade Organization etc. of order value of minimum 10 lakhs.<br><br>At least one of the three work executed should include in the area of sporting events | 30    | The Bidder must submit on Company Letterhead a detailed summary of the work executed along with value and number of years experience they have. Copy of work order should be enclosed for this effect |



|   |  |     |                          |
|---|--|-----|--------------------------|
| B | <p>Presentation by bidder for 30 minutes which shall include Understanding of the Authority’s requirement, proposed solution, relevant experience and proposed plan to execute the project.</p> <p><b><u>Evaluation will be based on the under mentioned criteria:</u></b></p> <p><b>Understanding of concept and proposed execution in terms of creativity (25 Marks)</b></p> <ul style="list-style-type: none"> <li>• Bidder's understanding of the FIFA U-17 Women's World Cup India 2022 theme and key message.</li> <li>• Digital treatment of mentioned LOC events drawing upon examples/case studies of three relevant projects already executed/being currently executed by the bidder.</li> <li>• Further, variety in treatment of recurring events such as Football For All and Coach Education Scholarship Programme.</li> <li>• Response to questions posed by the LOC</li> </ul> <p><b>Evaluation of work done by LOC (15 Marks)</b></p> <ul style="list-style-type: none"> <li>• Critique existing digital media content of the LOC and suggest changes to enhance delivery and outreach of intended message(s)</li> </ul> <p><b>Team Profile (10 Marks)</b></p> <ul style="list-style-type: none"> <li>• Experience of team working in relevant projects, their specific roles in said projects as well as composition of team in the LOC Project.</li> </ul> <p><b>Stakeholder / Advertiser outreach (10 Marks)</b></p> <ul style="list-style-type: none"> <li>• Understanding existing local markets of FIFA U-17 Women’s World Cup India 2022 host cities to create digital media buzz and consequently attract potential sponsors to India’s first-ever FIFA Women’s tournament.</li> </ul> <p><b>Influencer Network (10 Marks)</b></p> <ul style="list-style-type: none"> <li>• Network of relevant influencers available pro bono (best effort basis) to assist LOC in amplifying content.</li> </ul> | 70  | Power Point presentation |
|   | Total  | 100 |                          |

- 8.3. The Minimum score of 70 marks is required in the technical evaluation process. Only those bids having minimum score would be eligible for opening of financial bids. All the bidders which meet the minimum qualifying marks prescribed will stand technically qualified for consideration of their financial bids.

## 9. **QUERIES FROM BIDDERS**

The bidders may request clarifications about this RFP document, only in writing, by sending an email to tenders@india2022wwc.com. The subject line for the email should be specified as “**QUERY – LOC/FIFA/RFP/003**”

## 10. **VALIDTY AND MODIFICATION OF PROPOSAL**

- 10.1. The Bids shall be valid for a period of 120 days from the date of evaluation of the Bids. A Bid valid for a shorter period may be rejected as non-responsive.
- 10.2. No Bid shall be modified, substituted, or withdrawn by the Bidder on or after the Bid Due Date.
- 10.3. Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections error will be entertained after the Bid Due Date has passed.

## 11. **EVALUATION OF BIDS**

Financial bids of only the Bidders who fulfil the technical evaluation will be opened. **The financial bids should be submitted in a password protected PDF File along with all other technical documents. The password will only be requested once the Bidder qualifies the Technical Evaluation Process.**

**Prospective Bidders are required to quote a monthly fee for their proposal.**

### **Quality cum Cost based Selection (QCBS)**

Under QCBS, the technical proposals will be allotted weightage of 70% while the financial proposals will be allotted weightages of 30%. Proposal with the lowest cost may be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices (as explained below in example).

The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

**Highest points basis:** On the basis of the combined weighted score for quality and cost, the Bidder shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1, the proposals securing second highest will be ranked as H-2, and so on.

**The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract.**

As an example, the following procedure will be followed:

In a particular case of selection of Bidder, it was decided to have minimum qualifying marks for technical qualifications as 70 and the weightage of the technical bids and financial bids was kept as 70:30.

In response to the RFP, 3 proposals, A, B & C were received. The technical evaluation committee awarded them 75, 80 and 90 marks respectively. The minimum qualifying marks were 70. All the 3 proposals were, therefore, found technically suitable and their financial proposals were opened after notifying the date and time of bid opening to the successful participants. The price evaluation committee examined the financial proposals and evaluated the quoted prices as under:

Proposal Evaluated cost:

- A Rs. 120
- B Rs. 100
- C Rs. 110

Using the formula  $LEC \times 100 / EC$ , where LEC stands for lowest evaluated cost and EC stands for evaluated cost, the committee gave them the following points for financial proposals:

- A:  $100 \times 100 / 120 = 83$  points
- B:  $100 \times 100 / 100 = 100$  points
- C:  $100 \times 100 / 110 = 91$  points

In the combined evaluation, thereafter, the evaluation committee calculated the combined technical and financial score as under:

- Proposal A:  $75 \times 0.70 + 83 \times 0.30 = 77.4$  points
- Proposal B:  $80 \times 0.70 + 100 \times 0.30 = 86$  points
- Proposal C:  $90 \times 0.70 + 91 \times 0.30 = 90.3$  points

The three proposals in the combined technical and financial evaluation were ranked as under:

- Proposal A: 77.4 points     H3
- Proposal B: 86 points     H2
- Proposal C: 90.3 points     H1

Proposal C at the evaluated cost of Rs. 110 was, therefore, declared as winner and recommended for negotiations/approval, to the competent authority.

## **12. LIQUIDATED DAMAGES FOR UNSATISFACTORY SERVICES**

- 12.1. The selected Bidder will ensure that all the services are being carried out as per Scope of Services section of this RFP unless otherwise informed by the Authority. In the event of unsatisfactory quality of services by the successful Bidder, the Authority reserves the right to subject the successful Bidder to liquidated damages up to 10% (ten percent) of the contract value. For every event of unsatisfactory services as notified by the Authority in writing, liquidated damages up to 1% (one percent) will be levied upon the selected Bidder. In case the Authority feels there are severe issues with the services, the Authority shall have the right to make alternate arrangements for satisfactory carrying out the required services, solely at the risk and cost of the Selected Bidder

## **13. TERMS OF PAYMENT AND PAYMENT MILESTONES**

- 13.1. The Selected Bidder(s) will need to submit an invoice in hard & soft copy to the Authority. Upon verification of the invoice by the Authority, the payment will be released as per the payment terms mentioned in this RFP document.
- 13.2. The payment to the selected bidders will be made on a monthly basis.
- 13.3. The prices, once offered, must remain fixed and must not be subject to escalation for any reason whatsoever within the period of the validity of the Bid and the contract. An invoice submitted with an adjustable price quotation or conditional proposal may be rejected as non-responsive.
- 13.4. The Authority reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated within specified time frames.

## **14. TERMS AND CONDITIONS**

- 14.1. It should be noted that entities which are controlled or owned, fully or in part, by the same individual or entity may not submit separate bids under this RFP, either as separate Bidders or as part of the same consortium.
- 14.2. Any failure, oversight or delay to read any such addenda will not entitle any Bidder(s) to any additional time for submission of Bids or any other relief or any claims against the Authority
- 14.3. The selected Bidder shall ensure completion of services in accordance with the provisions of the scope of services mentioned in this document and the Agreement which will be entered into subsequently.
- 14.4. The issuance 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.

- 14.5. 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.
- 14.6. The Authority makes 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.
- 14.7. The Bidder(s) must ensure that all its relevant employees, officers, affiliates, advisors and subcontractors, permanently treat as confidential any data gathered which may pertain to, or be incidental to, this RFP, irrespective of whether the Bidder is subsequently awarded the Agreement. The undue use by any Bidder of confidential information related to the process may result in rejection of its bid.
- 14.8. The Bidder(s) shall not have a Conflict of Interest that may affect the Selection Process or the award of Services Agreement hereunder. Any Bidder found to have a Conflict of Interest shall be disqualified. For the purposes of this RFP Conflict of Interest may refer to any situation where a person could improperly influence the performance of duties and responsibilities of the Authority and/or the Selected Bidder(s) by itself or through any other person, or result in a breach of public trust, or be calculated to further the private or commercial interest of any person or organisation.
- 14.9. The Authority may, in its sole discretion, extend the Bid Due Date at any point of time.
- 14.10. The Authority reserves the right to verify all statements, information and documents, submitted by the Bidder in response to the RFP. Any such verification or the lack of such verification by the Authority to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.
- 14.11. All documents and other information provided by the Authority or submitted by a Bidder to the Authority shall remain or become the property of the Authority. Bidders are to treat all information as strictly confidential. The Authority will not return any Bid, or any information related thereto. All information collected, analysed, processed or in whatever manner provided by the Bidder to the Authority in relation to the assignment shall be the property of the Authority.
- 14.12. The Authority reserves the right to make inquiries with any of the clients listed by the Bidders in their previous experience record.
- 14.13. The Selected Bidder shall not at any time use All India Football Federation or FIFA trademark(s) or trade name(s) in any advertising or publicity. If the Selected Bidder is

found violating this norm it will be considered an IP right violation.

- 14.14. The Selected Bidder will be responsible for welfare of its deployed staff and ensuring that all the equipment's being used are in perfect working conditions. The Authority will not be responsible for any of them.
- 14.15. The Selected Bidder will co-ordinate with the Authority for access to hotels, stadiums and training sites prior to starting their testing duties The selected Bidder would also be required to submit progress reports to the authority specifying the execution status reaffirming that timelines decided by the Authority are met.
- 14.16. Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any bid and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

## **15. MISCELLANEOUS**

- 15.1. The Selection Process shall be governed by, and construed in accordance with, the laws of India and the courts in New Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.
- 15.2. The Authority, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
  - 15.2.1. Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto.
  - 15.2.2. Consult with any Bidder in order to receive clarification or further information.
  - 15.2.3. Retain any information and/or evidence submitted to the Authority by, on behalf of and/or in relation to any Bidder; and/or
  - 15.2.4. Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder.
- 15.3. It shall be deemed that by submitting the proposal, the Bidder agrees and releases the Authority, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or future.

**For,**

**LOC, FIFA U-17 Women's World Cup, India 2022**

A handwritten signature in blue ink, appearing to read 'Nandini Arora', with a horizontal line underneath.

**Nandini Arora  
Project Director**

A handwritten signature in blue ink, appearing to read 'Ankush Arora', with a horizontal line underneath.

**Ankush Arora  
Project Director**

## ANNEXURE – I – CHECKLIST

| Sr. No. | Document  | Attached (Yes / No) |
|---------|---|---------------------|
| 1       | Registration Certificate / Incorporation Details  |                     |
| 2       | PAN Card  |                     |
| 3       | CA Certificate for Annual Turnover  |                     |
| 4       | GST No.   |                     |
| 5       | <p>On Letterhead – List of projects executed with a summary of the work executed along with <b>value</b> thereof. The Bidder must also provide a Statement of number of years’ experience they possess.</p> <p>Copy of work order / invoice / completion certificate should be attached</p> |                     |
| 6       | Proposed Presentation [To be submitted with all documents by 15 <sup>th</sup> May 2022]   |                     |
| 7       | Financial Bid [In Password Protected PDF File to be submitted by 15 <sup>th</sup> May 2022. Password will be requested from the Bidder after the Technical Evaluation]  |                     |
| 8       | Profiles of people working on the project   |                     |
| 9       | <p>Self-Undertaking on Letterhead</p> <ul style="list-style-type: none"> <li>- No Blacklisting by Government / Others</li> <li>- No Cross Ownership</li> <li>- No Major Legal Cases Pending</li> </ul>  |                     |



## ANNEXURE – II – SCOPE OF SERVICES

### **Background:**

The brand communications designed should be consistent across the digital platform – clear, concise, crisp, catchy, memorable and most importantly, resonate the essence of ‘Kick Off The Dream’

“Kick Off The Dream” is the slogan of the youth tournament. The FIFA U-17 Women’s World Cup is a celebration of the vibrant spirit of youth as well as of growth and development of women’s football. In keeping with the same, the slogan of U17WWC stands for the watershed moment this tournament is for women’s football in India.

Kick Off The Dream also stands for Women in Leadership. Those who will participate in the youth tournament, as well as the coaches benefitting from the programme, all of them will be inculcated with leadership qualities – a theme that shall remain constant throughout our activities.

Kick Off The Dream, in its implementation, also caters to the idea of having fun while learning. In delivering important messages, the essence of a youth tournament – fun, vibrant and celebratory – should not be lost. The tonality – in general – can be seen from some of the links of previous work attached below.

### **What we expect in your pitch:**

Thorough evaluation of our digital content – a detailed study of our content that has been done to promote the idea of Kick Off The Dream. Understand the story telling pattern and accordingly plan out the series of content that will fall in line with the messaging of the tournament.

### **Previous LOC Work for reference:**

| Content Type                 | Event  | Link                  |
|------------------------------|--|-----------------------|
| Marquee Event                | Official Emblem Launch                                     | <a href="#">Video</a> |
|                              | Official Slogan Launch                                     | <a href="#">Video</a> |
|                              | Official Mascot Launch                                     | <a href="#">Video</a> |
| Events                       | IWD 2020   | <a href="#">Video</a> |
|                              | IWD 2022   | <a href="#">Video</a> |
|                              | Coach Education Scholarship Programme                      | <a href="#">Video</a> |
| Catching Up with the Seniors | Aditi and Dalima Car Interaction Video                     | <a href="#">Video</a> |
|                              | Bala Devi Lunch Interaction Video                          | <a href="#">Video</a> |
| Fan Interaction              | Five Female Fans Talk about their Football Support Journey | <a href="#">Video</a> |
| Legacy                       | Shabana Qureshi  | <a href="#">Video</a> |
| Parents with daughters       | Bhaichung Bhutia with his daughters                        | <a href="#">Video</a> |

|                            |                                   |                       |
|----------------------------|-----------------------------------|-----------------------|
| Image Creatives            | Sam Kerr quote on Indian heritage | <a href="#">Post</a>  |
|                            | Introducing Official Mascot       | <a href="#">Post</a>  |
|                            | IWD 2022                          | <a href="#">Post</a>  |
|                            | AFC WAC Fan Banner submission     | <a href="#">Post</a>  |
|                            | AFC WAC Know Your Teams - India   | <a href="#">Post</a>  |
| Venue Introduction         | AFC WAC Venues                    | <a href="#">Video</a> |
| Broadcaster Announcement   | AFC WAC Broadcasters              | <a href="#">Post</a>  |
| Stakeholder Engagement     | NMSA Training Ground story        | <a href="#">Video</a> |
| Moving on from AFC to FIFA | Story Continues                   | <a href="#">Video</a> |

**Digital plan Activation Points** – To give bidders an idea of the events planned so that they can pitch their ideas accordingly. The bidders are required to be **innovative** and **improve** over the existing work done by the Authority.

- A thorough digital plan for keeping our social presence at the top during the tournament. The plan has to be divided into two phases. The content division has to be done in a manner where the awareness of the tournament should blend in when the tournament starts. The quality of the content should reflect that.
- **Pre-tournament**
  - Tentative Calendar – FIFA U-17 WWC India 2022
    - Football For All – Monthly event starting April 2022 till September 2022 with the aim of promoting higher participation of girls by normalising the game through fun activities as part of regular life, while imparting leadership skills.
    - Coach Education Scholarship Programme – Legacy programme offering scholarship-based football coaching certificate courses to women across the host cities.
    - Official Draw – The official draw will reveal the path to the coveted trophy. A major event in the lead up to the tournament, the official draw kick starts the definitive path of all 16 teams to ultimate glory.
    - Volunteer Programme Launch – A significant milestone of any FIFA event is the Volunteer Launch Programme as this programme provides a unique opportunity for fans, enthusiasts and the general public to be involved with the tournament. Our campaign must feel exclusive, exciting and pique the interest of fans – especially women – to apply for this programme and become a volunteer.

- Stakeholder engagement – Creating posts and videos for various stakeholders including host cities
  - Creatives with quotes from various stakeholders
  - Videos for stakeholders
- Conceptualizing Radio campaign
- Stakeholders OOH Branding

### **Tournament Assets**

The content has to focus on the official assets of the tournament.

- The Official Slogan
- The Official Mascot
- The Official Emblem

### **Outcomes**

Propose ideas for activations that can target fan engagement along with focus on:

- Awareness of the Tournament
- Promotion of the legacy events
- Promotion of the Marquee events
- Promotion to drive ticket sales

### **Deliverables**

Based on the aforementioned events in the lead up to the tournament and post-tournament, the following deliverables are expected throughout the duration of the contract:

- Up to 7 posts per week on a roll over basis
- Up to 5 videos per month on a roll over basis
- Dedicated Point of Contact to discuss and fine tune ideas
- Basis need, resource to shoot videos for Coach Education Scholarship Programme
- Dedicated resource to edit videos of Coach Education Scholarship Programme.
- Post tournament roundup film – about the tournament
- Post tournament roundup film – activities and legacy of the tournament

### **Constraints:**

- No dedicated Digital Media handles – we share handles with Indian Football Team and FIFA Women’s World Cup
- Unavailability of match footage and photos from previous editions of the tournament
- Copyright free Music usage
- Access to players
- No communication through social media handles during the tournament
- Access to social media channels will not be with the agency, content needs to be transferred to the Authority for vetting and posting.

### **Detailed Scope of Work**

- The Selected Bidder shall plan the details of and execute the Digital Media Plan (**hereby referred to as “Plan”**) required to achieve the outcomes incorporating the Activation Points. The plan should indicate the social media posts across all platforms day-wise with the proposed graphics and the content. The said plan shall be reviewed from time to time with the selected bidder.
- Selected Bidder shall detail the activities that will be part of the Plan and map it to the objectives of the engagement
- Selected Bidder is responsible for buying, bidding and publishing of Display, Video, Paid, Search and any other forms of digital advertisements required for the Activation Points after receiving approval from the Authority. The budget for the same shall be mutually agreed upon between both the parties on a case-to-case basis.
- Selected Bidder shall provide the details of the personnel, their roles and responsibilities as part of Plan
- Selected Bidder shall clearly call out the dependencies on other stakeholders in the Plan. In case of any constraints with regards to stakeholders access or otherwise the agency shall come up with alternate strategies to keep up with the agreed digital media plan.
- Selected Bidder shall provide **weekly / monthly updates** on the communication Plan as per the events calendar that will be shared
- Selected Bidder shall create all the content in adherence to the FIFA U-17 World Cup India 2022 brand guidelines. The brand guidelines shall be shared with the successful bidder
- Selected Bidder & Authority shall review the effectiveness of the content planned and make suitable changes to the plan **in order to optimise and improve campaign performance based on the learnings from the current and past campaign data.**
- Campaigns have to be launched as per the pre-agreed timelines in the Plan
- Upon completion of the Program, Selected Bidder shall provide a detailed report on the Program including a comprehensive summary of any periodic reports submitted, lessons learnt and any recommendations