

**TENDER No 005/2023 : FOR SELECTION OF BRAND STRATEGY AND DESIGN AGENCY FOR  
THE ALL INDIA FOOTBALL FEDERATION (AIFF)**



# **VISION 2047**

**ALL INDIA FOOTBALL FEDERATION**

**Football House, Sector 19, Dwarka,**

**New Delhi-110075**

Date of Issue of Tender	16 March 2023
Pre-Bid Meeting	27 March 2023
Last date of submission	4 April 2023
Date of opening of Technical Bids	5 April 2023

## DEFINITIONS

**'AIFF'** shall mean All India Football Federation

**'Agency'** shall mean

**'Authority'** shall mean All India Football Federation (AIFF).

**'Bid'** shall mean the Eligibility Proposal and Financial Proposal collectively submitted by a bidder in response to the Request for Proposal (RFP)

**'Board'** means the Executive Committee of the AIFF.

**'Chartered Account'** shall mean and include such person(s) defined and eligible under the applicable Chartered Accountants Act 1949.

**'Company'** shall have the meaning ascribed to it in the Companies Act 2013.

**'Contractor'** shall mean the Entity selected to carry out the

**'Letter of Intimation & Demand'** or **'LOID'** is as defined & explained in this RFP.

**'Partnership Firm'** shall have the meaning ascribed to it in the Partnership Act 1932.

**'Performance Security'** is as defined & explained in this RFP

**'RFP'** shall mean Request for Proposal.

**'Schedule of Payment'** is as defined & explained in this RFP.

**'Subsequent Instalments'** is as defined & explained in this RFP.

All India Football Federation invites sealed quotations from agencies for the **Brand Identity Design** of All India Football Federation.

## **SCOPE OF WORK**

The scope of work for the assignment shall be, but not limited to, the following tasks:

### **1. Conceptualize and develop new Brand Identity**

1.1. The identity should communicate the roles, objectives and the values of the All India Football Federation. A brief of the above is as follows:

The All India Football Federation (AIFF) is the apex body for governance of football in India. It is a member of FIFA, the international governing body of football and affiliated to Asian Football Confederation. AIFF manages the national men's and women's football teams which represent India in international football competitions. Additionally, AIFF manages, sanctions, conducts, schedules and runs all national level football tournaments and leagues in India. The federation also indirectly manages local football competitions through its member state associations.

For more information, log on to: <https://www.the-aiff.com>

For information on AIFF's mission, vision and values, visit: <https://www.the-aiff.com/media/uploads/2023/01/Vision-2047-The-Indian-Football-Strategic-Roadmap-2023-2047.pdf>

1.2. The brand identity must be simple and aesthetically balanced but unique, and should communicate the essence of the organization clearly and precisely.

1.3. The brand identity should be scalable in both small and large sizes without affecting the quality of the application.

### **2. Designs and Artworks of the Brand Identity to be prepared for the following branding applications:**

2.1. Designing of the logo for the All India Football Federation

2.2. Design Templates for regular mediums – Print, TV (logo closure), Below the Line (BTL) (perimeter boards, standee, gate arch, booklet, posters, banners), promotion of staff events like Internal Backdrops, Invitations etc; promotion in sponsorships, co-branded events etc.

2.3. Corporate Stationery – Business Card, Identity Card, Letterhead – A4, A5, Legal, Continuation sheet – A4, A5, Legal, Envelope for A4/ legal, A5 size sheets.

2.4. Branding and Advertising in Digital Medium - Corporate Website (Home Page, Inside Page and Campaign Landing page), Intranet (Home Page, Landing Page), Existing Social Media Pages, Digital (incl. Social Media) Posts and Advertisements.

2.5. Term of the tender shall be for a period of at least 2 years from the date of this instant acceptance and communication of such bid acceptance or till completion of the herewith defined work scope.

### **3. Comprehensive Branding Guidelines**

3.1. A comprehensive Brand Identity Manual – covering the brand identity and its applications mentioned above and various other branding applications which have not been specified above.

3.2. The guidelines must include the preferred material / make, suitable substitute material etc for various applications of brand identity and other branding like office interiors, furniture, painting, wallpapers, vinyl branding etc.

3.3. The guidelines should also explain the reasoning behind dos and don'ts for brand identity guidelines and special cases for better understanding by the user

## **PREPARATION OF PROPOSALS**

Agencies are required to submit a Technical proposal and a Financial proposal as specified below:

### **1. Technical Proposal**

1.1. The Agencies are expected to provide the Technical Proposal as specified in the RFP Document.

1.2. The technical proposal shall contain the following documents:

1.2.1. Letter of Technical Proposal Submission:

In line with the Appendix 1 as attached herewith this instant RFP.

1.2.2. Profile and Track Record of the Agency:

- The Company/Sole Proprietorship/Partnership must be in existence for at least 4 years.
- The Company/Sole Proprietorship/Partnership firm must have executed and completed at least five such similar projects in the last three years.
- The Company/Sole Proprietorship/Partnership firm must have at least two such similar ongoing projects in the current financial year.
- Provide allotment letters, proof of finance, prints of similar projects as handled and to be submitted as part of this instant bid process.
- Details of dedicated key personnel who shall be responsible for dealing and maintaining real time communication with AIFF.

- 1.3. An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would be binding on the Agency.
- 1.4. The Technical Proposal shall not include any financial information.
- 1.5. Technical Proposals shall be send by email at [aiff.tenders@the-aiff.com](mailto:aiff.tenders@the-aiff.com) and sent by hard copy to:

**All India Football Federation**  
**Football House, Sector 19, Phase 1, Dwarka, New Delhi: 110075.**  
**Subject : Application for the Brand Design**

## **2. Financial Proposal**

- 2.1. In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.
- 2.2. Letter of Financial Proposal should include:
  - 2.2.1. Complete cost of the project as listed in the Scope of Work are to be submitted.
- 2.3. Taxes / VAT as applicable in India will be paid as per actuals and the same are not required to be indicated in the financial bid.
- 2.4. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by AIFF.
- 2.5. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- 2.6. The lowest financial quote shall be considered to be the final and selected financial quote.
- 2.7. Financial Proposals shall be sent by email at [aiff.tenders@the-aiff.com](mailto:aiff.tenders@the-aiff.com) and hard to be sent to :

**Secretary General**  
**All India Football Federation**  
**Football House, Sector 19, Phase 1, Dwarka, New Delhi: 110075.**  
**Subject : Application for the Brand Design**