



TENDER NOTICE

IOA/Tenders/VI-64/2021/0540

September 7, 2021

TENDER FOR MARKETING AGENCY

Indian Olympic Association is inviting proposal for Sponsorship Marketing Agency for appointment from 1st January, 2022 till 31st December 2024.

Terms & Conditions - Indian Olympic Association (IOA), an apex body of sports in India registered with Registrar of Societies under societies registration act 1860 in 1965 an active member of International Olympic Committee, Olympic Council of Asia, Commonwealth Games Federation & South Asian Olympic Council, having its office at B-29, Qutub Institutional Area, New Delhi 110016 and having 80G of the Income Tax Act with 100% tax exemption. The IOA is a non-governmental not-for-profit organization of unlimited duration, which exercise its jurisdiction over the whole territory of India. The IOA being part of the Olympic movement, undertake to respect provisions of the Olympic Charter, the Olympic Movement, the World Anti-Doping Code and to abide by the decisions of the International Olympic Committee.

The IOA has sole right to send the Indian sports teams for participation in Olympic Summer & Winter Games, Olympic Youth Summer & Winter Games, Asian Games, Asian Winter Games, Asian Youth Games, Asian Indoor & Martial Games, Commonwealth Games, Commonwealth Youth Games and South Asian Games. Besides these, the National Games is also the property of the IOA.

Submission Guidelines & Requirements - The following submission guidelines and requirements apply for submitting the proposal: -

- a. First and foremost, only qualified individual or firms with prior experience on projects should submit proposals.
- b. Bidders intent on submitting a proposal should so notify the representative identified at the bottom of this page no later than 15 days of publish of this on website.
- c. Bidders must list at least 5 projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
- d. A technical proposal must be provided with overview of the proposed solution as well as resumes of all key personnel performing the work and also provide a proposed schedule and milestones, as applicable.

INDIAN OLYMPIC ASSOCIATION

Olympic Bhawan, B-29, Qutub Institutional Area, New Delhi-110016, INDIA

T: +91 11 2685 2481, 83 | E: ioa@olympic.ind.in | W: www.olympic.ind.in



-2-

- e. A price proposal must be provided. This price proposal should indicate the overall fixed price for the project as well as the aggregate revenues that the bidder is willing to commit / guarantee.
- f. Proposals must be signed by a representative that is authorized to commit bidder's company.
- g. If the bidder has a standard set of terms and conditions, please submit them with the proposal.
All terms and conditions will be subject to negotiations.
 - Proposals must be received by 5 pm on or before 21st September, 2021 to be considered.
 - IOA anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firm.

Project description - IOA is willing to make a request for proposal of Sponsorship for any interested firms to come forward to sponsor the product and services of the IOA which are as follows: -

- a. To sponsor Indian Contingent for the above said Games for the period of 2 years or event / games wise.
- b. To sponsor IOA's meetings, press conferences, event organized in India by the IOA.

Evaluation and finalization of the proposals - IOA is having sole discretion to evaluate the proposals and deciding / finalizing / selecting the bidder.

Tenure - appointment of selected agency will be from 1st January, 2022 till 31st December 2024. (3 years)

Time Line to submit the proposal - Proposal may be submitted in a sealed envelope by 5 pm on or before 21st September, 2021, addressed to;

*The Secretary General,
Indian Olympic Association
B-29, Qutub Institutional Area
New Delhi 110016.*

Sd/-
Secretary General
Indian Olympic Association

INDIAN OLYMPIC ASSOCIATION

Olympic Bhawan, B-29, Qutub Institutional Area, New Delhi-110016, INDIA

T: +91 11 2685 2481, 83 | E: ioa@olympic.ind.in | W: www.olympic.ind.in