



HOCKEY INDIA
B1/E14, Ground Floor,
(1 km Ahead of Mohan Estate Metro Station)
Mathura Road, New Delhi – 110 044

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Tender Documents on Website : www.hockeyindia.org/tenders

Hockey India Website : www.hockeyindia.org

Proposal Reference No: HI/Media/Sponsors Evaluation/08/2024
dated 19 April 2024

Request for proposal (RFP) for
Hiring an agency for Media/Sponsors Global Evaluation for
Indian Hockey Teams Tournaments to be played home and away
till 31 March 2025

1. Introduction

Hockey India (HI):

Hockey India is the governing body with exclusive mandate to direct and conduct all activities for both men and women's hockey in India. It is recognized by the Ministry of Youth Affairs & Sports, Govt. of India as the sole body responsible towards promoting Hockey in India. Indian Hockey Teams are regularly participating in the International Tournaments home and away.

2. Request for Proposal

Hockey India invites proposal from experienced and reputed firms on Hockey India E-Tender Portal www.hockeyindia.org/tenders to conduct media and sponsor evaluation for the Men's and Women's Indian Hockey Teams' tournaments, both home and away, until March 31, 2025. The purpose of this evaluation is to assess the reach, impact, and effectiveness of media coverage and sponsorship activities associated with these tournaments.

3. Data Sheet

S. No.	Activity Description	Details
1	RFP No. and Date of Availability of RFP on the website	RFP No.: HI/Media/Sponsors/Evaluation/08/2024 Date: 19 April 2024 (18:00 Hours)
2	Type of RFP	Open Tender
3	Mode of tendering	E-tender
4	Pre-bid meeting (if required)	22 April 2024 (11:00 Hours)
5	Start date and time for online submission of proposals	22 April 2024 (11:00 Hours)
6	Last date and time for online submission of proposals	10 May 2024 (11:00 Hours)
7	Proposal Opening Date and time	10 May 2024 (14:00 Hours)
8	Letter of Award (LOA) / Work Order	To be communicated later to successful bidder(s) only
9	Office Address - Venue for pre-bid meeting, opening and evaluation of Bids	Hockey India, B1/E14, Ground Floor, Mohan Co-Operative Industrial Estate, (1 km Ahead of Mohan Estate Metro Station), Mathura Road, New Delhi – 110 044
10	Tender Documents on Website	www.hockeyindia.org/tenders
11	Proposal Validity Period	To be valid till completion of the events

4. General information about the RFP is as follows:

- (i) This Request for Proposals would not be binding on Hockey India in any form.
- (ii) Bidders are advised to study all instructions, forms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

- (iii) The Applicants must submit their applications in accordance with the requirements contained in this RFP document.
- (iv) This RFP does not bind Hockey India to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this RFP.
- (v) Hockey India reserves the right to update, amend and supplement the information in this document including qualification process before the last date and time of submission of applications.
- (vi) Hockey India reserves the right to cancel the proposal at any time or amend / withdraw any of the terms and conditions contained in the RFP document without assigning any reason thereof.

5. Scope of work: The selected firm will be responsible for conducting a comprehensive evaluation of media coverage and sponsorship activities related to the following tournaments:

1. Men's Hockey Tournaments (Home and Away)
2. Women's Hockey Tournaments (Home and Away)

Tentative Match schedule is as below:

S. NO.	DATES	CATEGORY	INTERNATIONAL TOURNAMENT	VENUE	MATCHES
1	07 Dec, 2023 - 30 Jun, 2024	Senior Men	FIH Hockey Pro League 2023-24 (Men)	Belgium & England	8
2	07 Dec, 2023 - 29 Jun, 2024	Senior Women	FIH Hockey Pro League 2023-24 (Women)	Belgium & England	8
3	02 Apr, 2024 - 15 Apr, 2024	Senior Men	India Tour of Australia, 2024	Perth, Australia	5
4	15 Jul, 2024 - 31 Jul, 2024	Senior Women	Tour of New Zealand	New Zealand/ Europe/ Korea	5
5	08 Sep, 2024 - 17 Sep, 2024	Senior Men	Men's Asian Champions Trophy 2024	Hulunbuir City, China	7
6	Sep 2024 - Nov 2024	Senior Women	Women's Asian Champions Trophy	TBC	7
7	Oct 2024 - Dec 2024	Junior Men	Men's Junior Asia Cup	TBC	6
8	Oct 2024 - Dec 2024	Junior Women	Women's Junior Asia Cup	TBC	6
9	2025-26	Senior Men	FIH Hockey Pro League 2024-25 (Men)	TBC	8
10	2025-26	Senior Women	FIH Hockey Pro League 2024-25 (Women)	TBC	8
Total Matches					68

The evaluation should encompass, but not be limited to the following aspects:

- Quantitative analysis of global media coverage including print, broadcast, online and social media platform.
- Qualitative assessment of media content, including tone, messaging and visibility of sponsors.
- Evaluation of sponsor activations and their impact on brand visibility and association with Hockey India.
- Comparative analysis of media and sponsor exposure across different tournaments and formats.
- Identification of key performance indicators (KPIs) and benchmarks for future evaluations.

6. Analysis Summary:

Event	As per the Hockey India Calendar at Serial 5 of this RFP
Tracking Period	1 April 2024 – 31 March 2025
Brand / Sponsor	Sponsors Logo
Output	<p>Global TV/Streaming Media Evaluation:</p> <ul style="list-style-type: none"> • Detailed Exposure Breakdown of all sponsors logo exposures • Audiences and breakdowns • Share of voice performance • Asset/Location breakdown • Recommendations to optimise performance <p>Number of Matches:</p> <ul style="list-style-type: none"> • 68 Matches <p>Number of Reports:</p> <ul style="list-style-type: none"> • 8 PDF reports in total to be delivered in 2 weeks after the respective event completion date

Proposal shall remain valid till completion of the event from the date of proposal submission.

7. Proposal Requirements: Interested firms should submit a detailed proposal addressing the following points:

1. Company Profile: Provide an overview of your firm’s experience in media/sponsor evaluation, especially in the sports industry.
2. Methodology: Outline the proposed methodology for conducting media and sponsor evaluation including data sources, tools and analytical frameworks.
3. Team Composition: Specify the team members who will be involved in the project along with their relevant expertise and experience.
4. Timeline: Provide a detailed timeline for the completion of the evaluation including key milestones and deliverables and in case the matches get

postponed/cancelled, then the same number of matches would be invoiced accordingly.

5. A copy of GST certificate.
6. A copy of self-attested PAN Card.

8. The bidder shall submit their proposal on the e-tender portal www.hockeyindia.org/tenders only as per the schedule. The proposals that are submitted beyond the stipulated date and time under any circumstances whatsoever will not be considered.

9. Earnest Money Deposit: No earnest money deposit required.

10. Proposals will be opened by a committee on due date and time. Authorised representative from your firm may attend the proposal opening. If due to any exigency the due date for opening off proposal is declared as closed holiday, in such cases the proposals will be opened on next working day at the same time or any other day/time as intimated by Hockey India.

11. The proposals should be uploaded on the e-tender portal www.hockeyindia.org/tenders , latest by 11:00 Hours on 10 May 2024. The proposals would be opened by a Committee at 14:00 Hours on 10 May 2024.

12. Proposals sent by FAX, Email, or unsealed proposals will not be considered. The proposals uploaded on the e-tender portal www.hockeyindia.org/tenders will only be considered.

To avoid any complications with regard to Late Receipt/Non Receipt of Proposals, it may please be noted that responsibility rests with the bidders to ensure that proposals uploaded on the e-tender portal www.hockeyindia.org/tenders on or before due date and time. Late proposals will be rejected out rightly.

13. The commercial offer must be firm and valid till completion of the event from the date of proposal submission.

14. **Commercial Aspects:** Service Fee must be quoted except taxes. Taxes would be charged separately and should not be included in the service fee.

16. The Commercial Offer will be opened by a Committee and if firm desires, may depute their representative, to be present at the time of opening of proposals. Further negotiations will be only with the lowest bidder (L1) who would provide the services.

17. **Evaluation Criteria:** Proposals will be evaluated based on the following criteria:

1. Experience and expertise in media/sponsor evaluation.
2. Relevance of the proposed methodology to the scope of work.
3. Qualifications and experience of the proposed team members.
4. Feasibility and realism of the proposed timeline.
5. Cost-effectiveness of the proposed budget.

18. Work to be commence as per the work order /direction provided by Hockey India to the lowest (L1) bidder. (This can be changed based on nature of urgency of services required).

19. The Payment will be made half yearly subject to submission of original tax invoice or as per the decision of the purchase committee of Hockey India.

20. The Lowest 'Acceptable' proposal shall be considered further for placement of Contract/Work Order after complete clarification and price negotiations if applicable.

21. This RFP is being issued with no financial commitment and Hockey India reserves the right to change or vary any part thereof at any stage. Hockey India also reserves the right to reject any/all proposals including the lowest one without assigning any reason.

Thanking you,

Yours sincerely,

-Sd/-
Authorised Signatory
Hockey India