



**BID DOCUMENTS FOR REQUEST FOR PROPOSAL FOR
SPONSORSHIPS OF BADMINTON SPORTS
TO BADMINTON ASSOCIATION OF INDIA (BAI)**

**BAI Office,
Badminton Association of India,
D-6/10,
Vasant Vihar,
New Delhi - 110 057 (INDIA)
Tel: +91-11-41450524 (O)**



**BADMINTON ASSOCIATION OF INDIA (BAI)
INVITES
BID DOCUMENTS FOR REQUEST FOR PROPOSAL FOR
SPONSORSHIPS OF BADMINTON SPORTS**

Badminton Association of India invites bid for proposal from reputed Sports Company directly or through its Indian Partner in Form of joint Bid dealing with Badminton equipment, accessories and apparels, who are interested to Sponsor Badminton Sports through Badminton Association of India. For detail information please visit our website :www.badmintonindia.org. Your offer along with the earnest money through DD/BG of Rs.50 Lakhs in favour of Badminton Association of India, Tender Fee of Rs.2000.00 in DD favour of Badminton Association of India and court fee stamp of Rs.8.25 or IPO of Rs 10.00 alongwith the Bid documents in a single sealed cover to reach: Badminton Association of India,D-6/10, Ground Floor Vasant Vihar, New Delhi - 110057(INDIA). Important Dates are:

| Sl. No. | Events | Date |
|---------|---|--------------------------------|
| 1. | Issuance of Bid document | 01/01/2025 |
| 2. | Date of Pre-bid meeting | 07/01/2025 03:00 PM |
| 3. | Last date & time for Submission of Bid documents is | 13/01/2025 02:00 PM |
| 4. | Date and Time for Opening of Bids | 13/01/2025 03:00 PM |

Hony. General Secretary
Badminton Association of India

1. BACKGROUND

- i. Badminton Association of India (BAI) is the Governing Body for Badminton in India. Based in New Delhi, BAI is an association registered under the societies act. It was formed in 1934 and has been holding National and International-level tournaments in India since 1936.
- ii. BAI has 33 Affiliated State Associations and 04 other organizations as its members that conduct Badminton tournaments.

2. BAI Mission

- i. To regulate, promote, manage and develop the sport of 'Badminton' in the Country transparently.
- ii. To create comprehensively established progressive pathway for Badminton Players, Coaches and other Technical persons of the Country.
- iii. To seek support of Govt. of India, Sport Authorities, Executive Council Members, all Member Associations, Indian and International Media and Sponsors for the continuous promotion and growth of Badminton India.
- iv. To effectively Co-ordinate with Badminton Asia (BA), Badminton World Federation (BWF), Indian Olympic Association and all other National & International Sports Organizations for the progress of the Sport of Badminton.

3. MARKETING & SPONSORSHIP PROGRAM

- i. To effectively Co-ordinate with Badminton Asia (BA), Badminton World Federation (BWF), Indian Olympic Association and all other National & International Sports Organizations for the progress of the Sport of Badminton, BAI aims to attract fair degree of Sponsorships for the Promotion of Game of Badminton.
- ii. BAI envisions using the Games as a Platform for inculcating a Sports Culture among the youth brigade. Additionally, a high degree of awareness and excitement will be created in the build-up to the Games, translating into maximum spectator presence in the Games Venue.
- iii. The Sponsors can be offered a number of avenues for giving them high visibility during the Games.
- iv. ***The list of deliverables/obligations that may be offered to the Sponsors by BAI is detailed below.***
 - a) Endorse exclusively all the items of the sponsor like Racquets, Clothing, Accessories, Badminton Court Mats, Strings and all other Sponsors products related to the game of Badminton as the exclusive "Official Equipment of BAI and the Indian National Badminton Team".
 - b) Endorse exclusively the Sponsor as the "exclusive Official Shuttlecock of BAI and the Indian National Badminton Team".
 - c) Endorse exclusively the Sponsor as the "exclusive Official Attire of BAI and the Indian National Badminton Team".
 - d) Endorse exclusively the Sponsor as the "exclusive Official Court mats Supplier of BAI and the Indian National Badminton Team"
 - e) Endorse exclusively the Sponsor as the "exclusive Official Net Pole Supplier of BAI and the Indian National Badminton Team"
 - f) Endorse exclusively the Sponsor as the "exclusive Official Badminton Net Supplier of BAI and the Indian National Badminton Team"

- g) Endorse exclusively the Sponsor as the "exclusive Official Stringing Machine of BAI and the Indian National Badminton Team"
- h) Endorse exclusively the Sponsors as the exclusive "**Principal Sponsor of BAI**"
- i) BAI shall use the Sponsor's logo and mention the Sponsors along with their logos as the "Official Equipment Supplier" on all stationery items, official communications and branding materials.
- j) Endorse exclusively the Sponsors as the "exclusive official Equipment Supplier to BAI" for all activities organized or affiliated by BAI in India or its territory. The Sponsor will make best efforts for participation of their Sponsored individual players in such tournaments.
- k) Endorse exclusively the Sponsors as "exclusive Official Equipment Supplier" on BAI website and on all its social media channels. No competitor brand is allowed to be endorsed on BAI website and on any of its social media channels.
- l) Endorse exclusively the Sponsors as "exclusive official equipment supplier" on all applications/registration forms, posters, newsletters, websites, advertisement on television, electronic media, event banners, press releases and all other printed materials during any activity for enhancement of sports.
- m) Endorse exclusively the Sponsors as "exclusive official equipment supplier" on magazines where BAI is directly involved.
- This shall be made known and the Sponsors logos and this designation will be printed on BAI letter head by organizing tournaments such as BWF World Tour 300, Two BWF World Tour Super 100 etc, newsletters, websites, press releases etc. as far as possible.
- n) BAI grants the Sponsors the exclusive rights and licenses to use BAI's logo and any other logos associated with the tournaments, the above designations and any other designations granted to Sponsors in the Agreement in any of its advertisements, promotions, and on the Sponsors products and packaging. It is hereby agreed between the Parties that the Sponsors logo will be printed on all communications and stationery.
- o) In the national/ domestic events, if any of the Tournaments as set out in Schedule 2 is held, namely National Championships, Ranking Tournaments Inter Zonal and any other tournament/activity conducted by BAI in India, presently or in future; the Sponsors will automatically become the title sponsors for all such tournaments. However, BAI is free to source for a second title sponsor for national championship i.e. U-11 Nationals, Sub Junior nationals championship, Junior Nationals championship. Senior national championship and veteran national's championship, provided that such second title sponsor is a non-competing brand and has been appointed with approval in writing from the Sponsors. The Sponsors shall be granted by BAI, the following promotional benefits as Title Sponsor.
- The Sponsors shall be acknowledged as "Tournament Title Sponsor" ; "Principal Sponsor of BAI" and as the sole and exclusive "Official Equipment Supplier for the Tournament", "Official Equipment Supplier", "Official Equipment of the Tournament" and "Official Approved Equipment", "Exclusive Official Shuttlecock of the Tournament", "Exclusive Official Shuttlecock Supplier" of

the Tournament. This shall be made known and the Sponsors will be entitled for 20% branding rights on all applications/registration forms, posters, newsletters, websites, advertisement on television, electronic media, event banners, press releases and all other printed materials that are applicable. The Sponsors shall have the exclusive right to use any of these designations on its Products, packaging, advertising and promotional materials and for its advertising and promotional activities.

- BAI will ensure the exclusive use of The Sponsor court mats from BAI's stock, without the name THE SPONSOR being covered, blocked from view or removed in anyway. No other logos, trade names or advertising materials including BAI's shall be allowed physically or visually on them.
- An announcement shall be made by the official commentator at regular intervals during the Tournament that the Sponsors are the "Title Sponsor of Tournament"; "**Principal Sponsor of BAI**" and sole and exclusive "Official Equipment Supplier for the Tournament", "Official Equipment Supplier", "Official Equipment of the Tournament" and "Official Approved Equipment", "Exclusive Official Shuttlecock of the Tournament", "Exclusive Official Shuttlecock Supplier" of the Tournament.
- (15) Fifteen - 13 A Board/electronic at 1st Tier and 2 A Board/electronic at 2nd Tier or 60% of the total no.s of a signage/electronic boards per court, whichever is higher. The Sponsor A signs per court with 2 a signages on the base line (facing TV) and 2 signage on the secondary baseline (2nd tier) within main camera view (Refer to Schedule 5). If there is no 2nd tier, Sponsors will be having the rights to choose the most prominent location on the base line. The size shall be in accordance with the BWF Grade 3 - Level 4 specifications.
- Fifty (50%) of the total number of skirting panels to be placed around the courts.
- 30% Sponsor's banners of total banners to be placed in, around and outside the Tournament venue at the cost of Sponsors, where the Sponsor shall be given the first priority to select the most prominent placements.
- 30% Sponsors' banners of total banners to be placed in, around and outside the Tournament venue at the cost of Sponsors, where the Sponsor shall be given the first priority to select the most prominent placements.
- One (1) shuttlecock box per court.
- One (1) 2-minute interval sign per court.
- Exclusive Sponsors logo on the Umpire Chair.
- Exclusive Sponsors logo on all Service Judges' boxes.
- One (1) exclusive sales booth of Sponsors inside the playing arena or the entry foyer to the playing arena and no other booth for the sales and/or promotional activity for any competitors of Sponsors shall be allowed. Sponsor's sales booth shall be the sole and exclusive sales booth for Accessories, Clothing, Equipments, Racquets and other Sponsors Products at the tournament venue and located within 500meters of the stadium premises.

- One (1) corporate message in the souvenir program.
- Colour advertisement of the Sponsor, one in the front inside cover and back outside cover of the souvenir magazine / programme. Artwork to be supplied by Sponsors. There shall not be any other sports brand advertisement in the souvenir magazine.
- Sponsors shall have the right to receive 30% branding opportunities by being acknowledged "Official Equipment Sponsor" of BAI in the most prominent position at the top left corner and having the Sponsors logo and acknowledged as the sole and exclusive "Title Sponsor" and "Official Equipment Supplier" for the Tournament to appear on all printed material namely but not limited to Tournament passes, tickets, promotional, advertising and publicity materials, backdrops (including but not limited to the backdrop for all medals ceremony, prize presentation backdrop, backdrop for opening or closing ceremony, backdrop for press conference, and backdrop for media mixed zone area), arena advertising, shared advertising, media advertising and new media marketing materials and activities for the Tournament (FOC); including without limitation in all printed matter, publicity materials, correspondences, press releases, souvenir programme trophies, messages, badges, circulars, souvenirs, films, videos, advertisements, television broadcast, television wipes, television screens inside and around the Venue, mock winner's cheques, print advertising, official website, outdoor advertisement, signages, flyers and posters and through any medium at any Tournament, Event or function whatsoever. For the avoidance of doubt, the guideline for such opportunities is that 15% of the available space for Sponsors.
- The Sponsors shall have the right to receive 30% branding opportunities by being acknowledged "Exclusive Equipment Sponsor" of BAI in the most prominent position at the top left corner along with the Sponsors logo and acknowledged as the sole and exclusive "Title Sponsor and Official Equipment Supplier for the Tournament "on the front cover of the souvenir, magazine and/or programme.
- A minimum of three (3) Sponsor's representatives to present main prize or a mock prize cheque at the presentation ceremony at each Tournament, at the discretion of the organizer but with BAI recommendation.
- 20VVIP Passes, 35 VIP Passes, 50 Regular Tickets, 25 Regular Passes and 15 "All Access" Passes for Sponsors' "Activation" Staff or Staff on duty at the Event Venue or such quantity as may be requested by Sponsors, whichever is smaller, for each day of each Tournament for use by Sponsors at its sole discretion or the maximum BAI can provide depending on the capacity of the stadium.
- A minimum of Ten (10) car parks on each day of each Tournament nearest to the Event venue main entrance
- One (1) stringing stand within the playing arena at the most prominent location.
- One (1) hospitality room and 1 Storage room at tournament venue

- A minimum of 2 and a maximum of 4 Players' boxes on each side of the Umpire Chair per court.
 - The Sponsors will have the right to use all the Tournament and mascot logos on its Products and for its marketing and promotional activities.
 - If the Tournament is telecasted, to make best efforts to provide a detailed breakdown of the TV distribution including, markets, types of broadcasters, and their household penetration, the TV and news highlight distribution coverage report including but not limited to date, time and duration, as far as reasonably statistically available to BAI or its TV Licensee, to the Sponsors free of charge within 30 days after the conclusion of the Tournament.
 - The Sponsor shall be granted the first right of refusal of sponsorship of any additional items required during / to be used in conjunction with the Tournament.
 - No competing brands of any of the Sponsors are allowed to display or conduct any marketing and/or advertising materials within 500 meters inside, outside, perimeter or in the vicinity of the competition arena and venue.
 - Any other additional mileage, which may be mutually agreed.
- v. Any taxes, duties, levies or payments required including Income tax, Service Tax, GST, VAT or any other similar or other tax being in force from time to time in India and all fees assessed or charges, and expenses incurred by BAI in connection with this projector payments made by the Sponsor to BAI shall be solely to the account of and at the expense of BAI and shall not be the responsibility or liability of the Sponsor at any time.
- vi. In the event any International tournament/Future Badminton league is held at any level of BWF/BAI tournament calendar, as an organizer of the tournament/under the aegis of BAI, BAI will grant the Sponsor who shall be providing shuttlecocks as per the level of tournaments the following promotional benefits in accordance with BWF specifications and within the rights of the Host Organization:
- The Sponsors shall be acknowledged as the sole and exclusive "Official Equipment Supplier for the Tournament", "Official Equipment Supplier", "Official Equipment of the Tournament" and "Official Approved Equipment", "Exclusive Official Shuttlecock of the Tournament" / "Exclusive Official Shuttlecock Supplier" of the Tournament and shall have the exclusive right to use any of these designations on its Products, packaging, advertising and promotional materials and for its advertising and promotional activities.
 - BAI will ensure the exclusive use of the Sponsor equipments from BAI's stock without the name THE SPONSOR being covered, blocked from view or removed in anyway. No other logos, trade names or advertising materials including BAI's shall be allowed physically or visually on them.
 - An announcement shall be made by the official commentator at regular intervals during the Tournament that the Sponsors are the sole and exclusive "Principal Sponsor of BAI", "Official Equipment Supplier for the Tournament", "Official

Equipment Supplier", "Official Equipment of the Tournament" and "Official Approved Equipment", "Exclusive Official Shuttlecock of the Tournament", "Exclusive Official Shuttlecock Supplier" of the Tournament.

- Fourteen (14) or 50% the Sponsor A-signs; whichever is higher; per court with 2 A-signage on the base line (facing TV) and 2 A-signage on the secondary baseline within main camera view. The size shall be in accordance with the BWF Grade 3 - Level 4 specifications.
- Thirty percent (30%) (Inclusive of panels with BWF Grade 3 - Level 4 logo) of the total number of skirting panels to be placed around the court.
- 30 % Sponsors' banners of total banners to be placed in, around and outside the Tournament venue at the cost of Sponsors, where the Sponsor shall be given the first priority to select the most prominent placements.
- Fifty (50%) on all electronic boards.
- (1) One shuttlecock box per court.
- (1) One 2-minute interval sign per court.
- Exclusive Sponsors logo on the Umpire Chair.
- Exclusive Sponsors logo on all Service Judges' boxes.
- One (1) exclusive sales booth for Sponsors inside the playing arena or the entry foyer to the playing arena and no other booth for the sales and/or promotional activity for any competitors of Sponsors shall be allowed. For the avoidance of doubts, competitors shall mean as defined in clause 1.1(d). Sponsor's sales booth shall be the sole and exclusive sales booth for Accessories, Clothing, Equipments, Racquets and other Sponsors Products at the tournament venue and located within 500meters of the stadium premises.
- One (1) corporate message in the souvenir programme.
- One (1) the Sponsor colour advertisement in the front inside cover and back outside cover of the Souvenir magazine / programme. Artwork to be supplied by the Sponsor. There shall not be any other sports brand advertisement in the souvenir magazine.
- The Sponsors shall have the right to receive shared branding opportunities (shared with tournament sponsors) by having the Sponsors logo and acknowledged as the sole and exclusive "Official Equipment Supplier for the Tournament" in the most prominent position to appear on all Tournament passes, tickets, promotional, advertising and publicity materials, backdrops (including but not limited to the backdrop for all medals ceremony, prize presentation backdrop, backdrop for opening or closing ceremony, backdrop for press conference, backdrop for press conference room and backdrop for media mixed zone area), arena advertising, shared advertising, media advertising and new media marketing materials and activities for the Tournament (FOC); including without limitation in all printed matter, publicity materials, correspondences, press releases, souvenir programme, trophies, messages, badges, circulars, souvenirs, films, videos, advertisements, television broadcast, television wipes, television screens inside and around the venue, mock winner's cheques print advertising, official web-site, outdoor advertisement, signages, flyers and posters and through any medium at any

Tournament, Event or function whatsoever. For the avoidance of doubt, the guideline for such opportunities is that 15% of the available space is for the sponsors.

- The Sponsors logo and acknowledged as the sole and exclusive "Official Equipment Supplier for the Tournament" on the front cover of the souvenir magazine or programme.
 - A minimum of three (3) Sponsors' representative to present prizes at the presentation ceremony at each Tournament
 - The Sponsors logo and acknowledged as the sole and exclusive "Official Equipment Supplier for the Tournament" on the front cover of the souvenir magazine or programme.
 - A minimum of three (3) Sponsors' representative to present prizes at the presentation ceremony at each Tournament
 - 20VVIP Passes, 35 VIP Passes, 50 Regular Tickets, 25 Regular Passes and 25 "All Access" Passes for Sponsors¹ "Activation" Staff or Staff on duty at the Event Venue or such quantity as maybe requested by the Sponsors, whichever is smaller, for each day of each Tournament for use by the Sponsor at its sole discretion or the maximum BAI can provide depending on the capacity of the stadium.
 - A minimum of Ten (10) car parks on each day of each Tournament nearest to the Event venue main entrance.
 - One (1) stringing stand within the playing arena in TV camera view.
 - 1 storage room at the Tournament venue.
 - One (1) hospitality room and 1 VIP lounge (only for the Sponsor)
 - A minimum of 2 and a maximum of 4 Players' boxes on each side of the Umpire Chair per court.
 - The Sponsors will have the right to use all the Tournament names; mascot logos on its Products; POP material depicting the tournament name and mascot for its marketing and promotional activities.
 - If the Tournament is telecasted, to make best efforts to provide a detailed breakdown of the TVdistribution including, markets, types of broadcasters, and their household penetration, the TVand news/highlight distribution coverage report including but not limited to date, time and duration, as far as reasonably statistically available to BAI or its TV Licensee, to the Sponsor's free of charge within 30 days after the conclusion of the Tournament.
 - The Sponsors shall be granted the first right of refusal of sponsorship of any additional items required during / to be used in conjunction with the Tournament.
 - No competing brands of the Sponsors are allowed to display or conduct any marketing and/or advertising materials inside, outside, perimeter or in the vicinity of the completion arena and venue.
 - Any other additional mileages may be mutually agreed.
- vii. For all other tournaments organized, jointly organized or sanctioned by BAI: namely but not limited to Grade 2 - Level 5/ Grade 2 - Level 6/ Grade 3, International Test matches and BWF Prize Money Tournament, BAI shall grant the Sponsors the rights as exclusive Official

Equipment Sponsor including advertisement rights around the courts, BAI will grant the Sponsors the promotional benefits. BAI is free to source for Title sponsor/ Co-Sponsor (s) who are non-competing brands.

- viii. BAI will give due consideration to the Sponsors' interests at all times, and will ensure that in all of BAI's contractual undertakings with third parties, the Sponsor's rights and privileges are not infringed upon.
- ix. BAI will ensure and assist the Sponsors, if necessary, to eliminate any promotional activities of any competitors of the Sponsors within 500 meters of playing area and vicinity of any tournaments organized, jointly organized or sanctioned by BAI.
- x. For placement of a Non-Competing Sponsor's logo, the Sponsors will be consulted for finding amicable solution, as per BWF regulation.
- xi. One back page (outside cover) colour advertisement and one inside colour page advertisement space should be given as free of cost basis in any official newsletter or magazine endorsed or published by BAI. The Sponsors logo shall be printed on the front cover page and acknowledge as Principal Sponsor of BAI. BAI will ensure no articles, writes ups and/ or pictures exposing and/or promoting any competitors of Sponsors. BAI will ensure no other sports brands advertisement at the inside front page, and inside back page: of the any official newsletter or magazine endorsed or published by BAI.
- xii. BAI hereby warrants and accepts that it is eligible under applicable law(s) to receive all relevant payments under this tender from the Sponsor and all the relevant sports equipment from the Sponsor and BAI shall comply with all relevant laws, rules and regulations, permissions etc. applicable for receipt of sponsorship payments and equipments from the Sponsors under this tender.
- xiii. BAI will ensure that in all National/International level tournaments, sponsored by the Sponsor, there shall not be any competing brands or promotional activity present or conducted in any form or whatsoever in the radius of 500meters from the tournament venue (inside and outside stadium). BAI shall inform in writing to all State Associations well in advance for the same with copy to the Sponsors. BAI shall further ensure that there should not be any usage of sports equipments, accessories, official attires, caps, mementos, or any other type of product carrying competitor logo or branding, which will be giving promotional mileage to other competing brands during all National and International level tournaments.
- xiv. Sponsor will provide kitting on Free of Cost basis for the technical officials (umpires, linesmen& referees), for domestic and National level tournaments affiliated and organized

by BAI. Any additional quantity required by the organizers over and above the kitting, may be purchased by organizers or BAI from the Sponsors only at mutually agreed price.

- xv. BAI will ensure and inform all State Associations that there should not be any ambush marketing and to take all necessary steps to prevent such ambush marketing by any third parties during any National and International level tournaments during the term of the Agreement. BAI shall inform all state associations/organizers of tournaments/events about Sponsors rights in writing.
- xvi. BAI shall ensure usage of the Sponsors logo in a prominent position on all the press releases/communication, publicity materials, advertisements, arena advertisements or backdrops where other sponsors logo is also displayed.
- xvii. BAI shall not display or allow the display of any competitor's name or logo in its premises, Centers and Venues.
- xviii. BAI shall not use any other sports brands and direct and/or indirect competitors during the term of the Agreement.
- xix. BAI are to use Sponsors products exclusively during the contract period. In case any query to BAI, BAI will only recommend and praise Sponsors Products. BAI shall not promote other Sports brands. BAI shall support Sponsors in promotion, advertising and sale of the Sponsor brand through all channels i.e. website/tournaments/social media etc.
- xx. All Badminton activities, training camps and development programmes, organized and run by BAI where BAI supply or provide rackets, clothing, court mats, shuttlecocks and accessories, free of charge for these events, it should be only Sponsors products.
- xxi. BAI shall only recommend and purchase Sponsors products including without limitation the Sponsor's branded rackets, clothing, court mats, shuttlecocks and accessories and all other badminton related products. If any District/ State Association(s) purchase through BAI, BAI shall exclusively deal in Sponsors products.
- xxii. Whenever Multi-Event games are held namely: South Asian Games, Commonwealth Games, etc., organized by Sports Authority of India, BAI shall recommend the Sponsors as the "Official Equipment Supplier" for the said badminton events, but decision will be in the hands of Indian Olympic Association / National Olympic Committee. However if BAI is directly organizing any multi sports events, then the Sponsors will get all the promotional benefits.

- xxiii. For all Government subsidized sports events and programmes, BAI shall utilize the government funds to purchase only Sponsors products, whenever BAI utilizes the funds to purchase sports products, unless otherwise directed by Government.
- xxiv. Whenever tournaments or activities organized by BAI held in halls sponsored by other sports brands, BAI will ensure the other sports brand logo are covered. BAI will not sanction the tournament at those venues if the other sports brands logos are not covered.
- xxv. If BAI organizes any further/ Future Badminton League directly or indirectly, then the Sponsor shall automatically become the exclusive "Official Equipment Sponsor". All Teams, Officials, Line Judges and volunteers will wear THE SPONSOR brand attire at all times at all venues. No competitor brand shall be allowed to be part of league at any given point of time. The Sponsor will provide all equipments, accessories, clothing, rackets including without limitation Court mats, net poles, nets, shuttlecocks and kitting for officials and teams. The Sponsor will get the promotional benefits as per clauses above at all venues as mentioned and branding will be done at all venues.
- xxvi. BAI will exclusively use equipments, accessories, clothing provided by the Sponsors, including without limitation the Sponsor court mats; net poles; nets; shuttlecocks; attires for officials, line judges, volunteers, teams and other persons so associated.
- xxvii. The Sponsors shall be the exclusive sports company associated with the event and no competing brand shall be allowed
- xxviii. All equipments and goods provided by the Sponsors must display their logos and marks and BAI shall ensure that they are clearly displayed and not tampered, hidden or destroyed by anyone.
- xxix. The Sponsor shall be the exclusive official attire and equipment Sponsor for the event.
- xxx. The Sponsor being main sponsors of BAI, BAI will ensure that during any event including training and development initiatives of BAI; celebrity event cultural event, social event etc. where BAI is involved directly or indirectly, the Sponsor will be exclusive sports sponsors and no other competing sports brand is allowed.

3. EMPANELMENT OF SPONSORSHIP SELLING AGENCIES

- a. The actual sponsorship selling will be carried out by a set of ***Sponsorship Selling Agency*** who will be selected by BAI through this Tender process. BAI reserves the right to shortlist applicants as per technical evaluation.

- b. Interested Agencies, who meet the eligibility criteria specified in **Annexure-2**, may submit their applications as per the terms of this Bid document.
- c. The benefits to sponsors are being packaged for different scales of privileges like in-stadia branding, logo exposures during Games, out-stadia branding, credits in TV promos, FCT on National Media, outdoor advertisement banners, city bus branding, etc. A few sponsorship packages & corresponding deliverables to sponsors have been identified by BAI at this stage, and are detailed in **Clause 2 above**.
- d. There are more avenues for providing visibility to sponsors through Logo on Outfit, Rights Sale (Hospitality Rights, Ticketing Rights), Merchandise Licensing, etc. which can be further discussed & designed after empanelment of agency with BAI. The actual selling of sponsorship and servicing sponsors etc. will be carried out by the agencies to be empanelled by this process.

4. PRE-QUALIFICATION CRITERIA FOR PARTICIPATION

- a. The Applicant should have been in the business of providing Sports sponsorships and allied services for the last five years.
- b. The Applicant should have achieved average annual turnover of at least Rs.400 Crores globally from overall Sports business during the past 3 financial years 2021-22, 2022-23 and 2023-24.
- c. In case of a joint Bid the Indian Applicant should have achieved annual turnover of at least Rs.200 Crore from business in India and their International partner should individually have average turnover of Rs.200 Crores globally during the past 3 financial years 2021-22, 2022-23 and 2023-24.

While submitting the joint Bid the International partner should provide the letter of authority to his Indian Partner and the financial documents in support of credential of both the partners for the financial years 2021-22, 2022-23 and 2023-24 duly certified by the Chartered Accountant should be submitted.

- d. The Bidder should have completed sponsorship deal in India during the past three Financial Year 2021-22, 2022-23 and 2023-24 and the total value of Sponsorship should not be less than Rs.25 Crore in any one of the above financial year.
- e. The Applicant should have a Registered Office in India.
- f. The Applicant should not have been black-listed by any Government Departments, / Sports Authority of India and authorized Agencies in India.
- g. **Earnest Money Deposit (EMD)**

Earnest Money Deposit amounting to **Rs.50.00 Lakhs** (Rupees Fifty Lakhs) only in the form of Demand Draft/BG favoring **Badminton Association of India**. Earnest Money Deposit of the successful bidder will be adjusted from the installment payment. EMD of the unsuccessful bidder will be refunded, on application within 30days, on completion of the Selection process and allotment of work on the successful bidder.

5. SCOPE OF WORK OF SPONSORSHIP SELLING AGENCIES Assistance to BAI.

Detailed Scope of Work is enclosed at Annexure 3 and must be submitted by the Bidder with the tender document.

6. PERIOD OF CONTRACT

This Contract Agreement will come into force and effect on the date of signing of the Contract Agreement and shall remain valid for a period of three years from that date.

7. SUBMISSION OF APPLICATION

Interested parties may send their Bid documents to the address mentioned below, enclosing the following:

**Hony. General Secretary
Badminton Association of India,
D-6/10, Ground Floor
Vasant Vihar,
New Delhi - 110 057 (INDIA)
Tel: +91-11-41450524 (O)**

8. TIMELINES

| Sl. No. | Events | Date |
|---------|--|------------------------|
| 1. | Issuance of Bid document | 01/01/2025 |
| 2. | Date of Pre-bid meeting | 07/01/2025 03:00 PM |
| 3. | Last date & time for Submission of Bid Documents | 13/01/2025 02:00 PM |
| 4. | Date and Time for Opening of Bid Documents | 13/01/2025 03:00 PM |

9. TERMS & CONDITIONS

The Bid documents shall be submitted in a single sealed cover super scribing “**BID DOCUMENTS FOR REQUEST FOR PROPOSAL FOR SPONSORSHIPS OF BADMINTON SPORTS TO BADMINTON ASSOCIATION OF INDIA (BAI)**”

BAI will not take any responsibility for the misplacement of the Bid documents or any part thereof, which is not sealed or marked as per aforesaid instructions.

Bids sent telegraphically or through other means of transmission (tele-fax etc.), which cannot be delivered in a sealed envelope shall be treated as defective, invalid and shall stand rejected.

BAI may in their absolute discretion reject or accept any Bid document, modify/cancel the Bidding process and reject all Bid documents without assigning any reason.

10. DISQUALIFICATION

Even if an Applicant meets the above criteria, BAI may, at its discretion and at any stage during the selection process or execution of the Project, order disqualification of the Applicant if the Applicant has:

- a. Made misleading or false representations in the forms, statements and attachments submitted; or
- b. The Bidder has been blacklisted by any Government Agency after the Pre-Qualification Stage.
- c. The Bidder has indulged in unethical practices forbidding the bye Laws.

Letter of Submission (on the Agency’s letterhead)

To

The Hony. General Secretary
Badminton Association of India
D-6/10 Ground Floor
Vasant Vihar, New Delhi

Sub: BID DOCUMENTS FOR REQUEST FOR PROPOSAL FOR SPONSORSHIPS OF BADMINTON SPORTS THROUGH BADMINTON ASSOCIATION OF INDIA (BAI) “

Dear Sir,

1. We, the undersigned, duly authorized to represent and act on behalf of [-----] (“the Applicant”), and having reviewed and fully understood all information provided in the Bid document, hereby apply as Applicant for the above project.
2. Our Application is valid till [--date in figures and words--]
3. Our terms and conditions are:

For and on behalf of (name of Applicant)

Signed _____

Full Name _____

Organization’s Name

.....

Address

.....

Eligibility Criteria

| Sl. No. | Criteria | Documentary Proof to be submitted |
|---------|--|--|
| 1. | The Applicant should have been in the business of providing Sports sponsorships and allied service for the last five years | Certificate of Incorporation / Service Tax Registration |
| 2 | The Applicant should have achieved annual turnover of at least Rs.400 Crore globally from overall activities during the past 3 financial years 2021-22, 2022-23 and 2023-24 if bid submitted with International Partner jointly. | Annual Turnover Statement of the last three Financial years 2021-22, 2022-23 and 2023-24 as per Appendix A duly certified by Chartered Accountant. |
| 3. | In case of Joint Bid The Indian Applicant should have achieved annual turnover of at least Rs.200 Crore from overall activities in India during the past 3 financial years 2021-22, 2022-23 and 2023-24 and their Global Partner should have achieved Rs. 200 Crores annually during the past 3 financial years 2021-22, 2022-23 & 2023-24 | Annual Turnover Statement of the last three Financial years 2021-22, 2022-23 and 2023-24 as per Appendix B duly certified by Chartered Accountant. |
| 4 | The Applicant should not have been black-listed by any Government Departments, Sports Association/ Sports Authority of India and authorized Agencies in India. | A self-attested undertaking as per Appendix C to be submitted by the bidder. |

Scope of Work (to be filled in and submitted by the Sponsorship Agency with the Bid documents)

| Sl.No | Description of items/Cash to be provided to BAI | To be filled by the Sponsorship Agency |
|-------|---|--|
| 1 | Cash Sponsorship per year | Amount in Rs:..... |
| | Attire for the National team (for 5 events) | Agreed/Not agreed: |
| | Shuttle Cocks Tournament Quality | Describe:..... |
| | World Tour Super 300 Title Sponsorships | Amount in Rs:..... |
| | World Tour Super 300 Equipment Sponsorships | Amount in Rs:..... |
| | Two (02) World Tour Super 100 Title Sponsorships | Amount in Rs:..... |
| | Two (02) World Tour Super 100 Equipment Sponsorships | Name of the Equipment/Item to be given with quantity:..... |
| | Two International Challenge Equipment Sponsorships | Name of the Equipment/Item to be given with quantity:..... |
| | International Series /Junior Grand Prix Title Sponsorships | Amount in Rs:..... |
| | International Series / Junior Grand Prix Equipment Sponsorships | Name of the Equipment/Item to be given with quantity:..... |

Note:

(Please use additional sheets if required)

| | | |
|--|---|--|
| | BAI Official National Championships:- a) Senior National Championship b) Junior National Championship c) Sub-Junior National Championship d) Sub-Junior National Championship U/13 e) Senior Veteran National Championship f) Mini National Championships U-11 | Amount in Rs and Equipment/Item to be given with quantity for all the Tournament :..... |
| | Inter-State Zonal Championship | Equipment/Item to be given with quantity:..... |
| | All India Inter Institutional | Equipment/Item to be given with quantity:..... |
| | Public Sector Tournament | Equipment/Item to be given with quantity:..... |
| | Official Major Ranking Tournaments of BAI Senior-6 Junior-4 Sub-Juniors U/17 & U/15-5 Sub-junior U/13-4 Senior Veteran - 02 | Equipment/Item to be given with quantity:..... |

ANNUAL TURNOVER STATEMENT OF THE SPONSORSHIP AGENCY

The Annual Turnover of M/s _____ for the past three financial years of 2018-19, 2019-20 and 2020-21 **from related business activities** are given below and certified that the statement are true and correct.

| Sl No. | Year | Turnover in Lakhs |
|--------|------|-------------------|
| 1. | | |
| 2. | | |
| 3. | | |
| Total | | - Rs. _____ Lakhs |
| Avg. | | - Rs. _____ Lakhs |

Date :
Seal :

Signature of Auditor / Chartered
Accountant
(Name in Capital Letters)

APPENDIX B
ANNUAL TURNOVER STATEMENT OF THE SPONSORSHIP AGENCY

The Annual Turnover of M/s _____ for the past three financial years of 2021-22, 2022-23 and 2023-24 **from related business activities in India** are given below and certified that the statement are true and correct.

| Sl No. | Year | Turnover in Lakhs |
|--------|------|-------------------|
| 1. | | |
| 2. | | |
| 3. | | |
| Total | | - Rs. _____ Lakhs |
| Avg. | - | Rs. _____ Lakhs |

Date :
Seal :

Signature of Auditor / Chartered
Accountant
(Name in Capital Letters)

To

The Hony. General Secretary
Badminton Association of India
D-6/10 Ground Floor
Vasant Vihar, New Delhi – 57

DECLARATION

Dear Sir/Madam,

We,..... do hereby declare that presently we do not stand black listed by any Government Departments, / Sports Authority of India and authorized regulatory Agencies in India.

SIGNATURE :
NAME & DESIGNATION :
DATE :
NAME & ADDRESS OF THE FIRM :