

Sports Sector have always been a part of the social and cultural milieu of Kerala and the presence of exceptional sports persons has further accentuated the cause. Kerala is known for its variety of sports and games, and each sports event is like a festival the spirit of which is felt for miles and miles.

The Government Policy is to aggressively promote sports and the various activities /schemes of Department of Sports & Youth Affairs. The very concept of creating the brand “**Sports Kerala**” is aimed at targeting the various sections of society with the philosophy of catching them young and nurturing their latent talent to bring them to the forefront in domestic and international sports.

To achieve the overall objectives of Department of Sports & Youth Affairs, continuous relationship building is required with the community at large and the different forms of media – print, visual and social. For this a proactive Media Relations (MR) and Community Relations (CR) strategy is required for the Directorate of Sports and Youth Affairs. For implementing such strategy, the services of a professional PR Agency is required for developing strong MR and CR backbone for DSYA.

#### Eligibility Criteria

- The agency should be company registered under Indian Companies Act 1956, a company incorporated under the Companies Act 1956/2013 or Society/ Trust/ Partnership/ Proprietorship/ or Consortium/Joint Venture of any of the above, that submits, or intends to submit, a proposal in response to this RFP; either directly or in association/tie-up with expert agencies.
- The Agency should have proven track record in the business of PR and media consultancy services in India for at least 5 years with operations in Kerala for at least 2 years (Attach proof)
- The agency should have a full-fledged office preferably in Trivandrum (attach proof/undertaking)
- The agency should have minimum average annual revenue of **Rs 50 Lakhs** from advertising and media consultancy services in the last three financial years. (attach certificate from CA)
- The agency should have handled the advertising and marketing of at least one major government event in the past two years (attach proof)

#### Background:

**Media Relations (MR)** programs focus on building relationships with members of the mass media to maximize positive publicity and minimize the negative one. This involves creating a group of journalists in various media organizations to cover all sports related news. Constant supply of news material and information from DSYA will foster good relations with the media and this will help them to cross-check information they receive from other sources thus preventing negative publicity.

**Community Relations (CR)** programs are structured mainly using Social Media to allow members of the sport organizations to come in direct contact with their constituents. Globally, major sports

and games brands, starting from clubs to national level teams, maintain, manage and engage their audience through social media. Since sports and games inherently possess ability to capture attention of audience, possibility of creating engaging content is huge. Recent statistics prove that sports is more viewed on social media platforms than on television.

Scope of work includes but not limited to planning and creation of visual and print media content for Department of Sports & Youth Affairs. The Agency shall carry out all PR related activities with different tools through print, visual, social media platforms in the form of advertisements both organic and paid to give wide publicity about the positive activities of Directorate of Sports & Youth Affairs. Agency may also cater to the general requirements for Department of Sports & Youth Affairs and conduct market research and strategy development based on the market study. The typical scope of services and deliverables of such Agency shall be as listed below:

### **DELIVERABLES**

A Sports media advertisement and marketing consulting agency will

1. Brand building exercises to lift the brand :-  
Develop and implement 2 brand enhancement campaigns bi-annually
2. Create 360 degree advertising campaigns :-  
Include at least 4 different media channels per campaign(TV, Print, Radio, Online, Outdoor etc)
3. Sponsor identification (execution through SKF only) :-  
Identify and secure at least 10 potential sponsors annually.  
Ensure 5 successful sponsorship agreements per year.
4. Inside branding- spot allocation :-  
Identify and set-up branding spots in 10 key facilities under the department.
5. Publicity for events & programs :-  
Publicize all major events and minor programs annually.  
Achieve media coverage in at least 10 local (which includes at least 3 TV, 2 Radio, 5 Print) and 3 national outlets per event.
6. Development of content in English and Malayalam :-
7. Preparation of press notes/ releases :-  
Prepare and distribute at least 30 press notes/releases annually.  
Ensure each release reaches a minimum of 15 major media houses.
8. Distribution of press releases :-  
Distribute all prepared press releases within 24 hours of approval.
9. Documentation of events & programs with photographs :-  
Document all events with professional photography and videography.

10. Notifications/ other publicity matters :-

Issue notifications for all DSYA activities and updates within 48 hours.  
Maintain a log of all notifications sent.

11. Social media content creation & promotion :-

Create and post 5 engaging social media posts weekly across all platforms.  
Run at least 2 social media ad campaigns per month.  
Ensure a mix of promotional, informational, and engaging content.  
Produce content in both English & Malayalam annually.  
Ensure all content is culturally and contextually relevant.

12. Design notices/brochures/pamphlets/flyers/hoardings of schemes and events :-

Design and distribute 60 different promotional materials annually.  
Ensure materials are distributed in all key locations.

13. Assign one dedicated staff :-

Ensure a dedicated PR professional is available at all times.  
Staff member to attend all DSYA major events and meetings.

14. Market research and strategy development :-

Conduct comprehensive market research studies quarterly.  
Develop and present strategic reports quarterly.

15. Submission of periodic progress reports :-

Submit detailed progress reports every month.  
Include analytics and insights on all activities.

16. Results Vs cost analysis reports :-

Provide cost-benefit analysis reports quarterly  
Ensure each report covers all major campaigns and activities.

17. Periodic review of each activity :-

Conduct activity reviews on a quarterly basis.  
Adjust strategies based on review outcomes.

18. Create regular social media content (Facebook, Instagram, Youtube) :-

19. Carry out promotions on social media to generate more leads for the products and services offered by DSYA :-

Run targeted ad campaigns monthly to generate leads.  
Achieve a minimum of 100 new leads per campaign.

**The financial quote should include the entire activities listed above. (Eg. Content development and design for social media, etc.)**

Apart from the above, the selected firm/agency should be able to provide a competent, experienced person on a fulltime basis to support the activities of the Directorate of Sports & Youth Affairs (DSYA). These services are to be provided exclusively and at the disposal of the DSYA. This person should be well versed in English and Malayalam. The services of this person shall be productively put in to use for coordinating the activities of "PR CAMPAIGNS FOR SPORTS KERALA (for the activities of Department of Sports & Youth Affairs)"

### **Project Objectives**

The main objective of this project is to promote and create awareness about the facilities and activities under the anvil of Department of Sports and Youth Affairs among the sports enthusiasts and related populace across the State. The target group is the people who interested in health and wellness, active sportsmen, sports enthusiasts, subscribers of health magazines and followers of competitors

- **Media management**

This is to give maximum publicity to the events and facilities of Directorate of Sports & Youth Affairs. This includes press briefing, preparations of press notes and photography and documentation of events and activities related to the department and arranging press meets as and when required.

- **Brand Building**

Showcasing Kerala's great sporting history and achievements of the iconic Kerala Athletes has the power to attract high potential youngsters to the playing fields. TDSYA can bring in star athletes who can be used as the greatest brand advocates available, thereby leveraging upon them for building up the brand **Sports Kerala**. This can be done through well thought out campaigns.

- **Social Media Management**

Social media promotion will help work towards gaining a substantial presence in the society and potential customers can be easily targeted through proper Social Media management. With advanced targeting and tracking provided by social media platforms, it will be easy to analyze the data and optimize social media promotions. Hence, continuous engagement on the Social Media handles is essential to reach out to the community. The agency shall be responsible to create regular social media content (Facebook, Instagram, Youtube) and carry out promotions on social media to generate more leads for the products and services offered by DSYA.

- **Crisis management:**

A quick response through social media will also ensure that the public will also receive the true version of DSYA, before forming an opinion about the situation at hand. Once the public makes up its mind, this opinion is very hard to change, even if it's based on false information.

These tasks are to be carried out regularly, in order to reach out to all stakeholders of Department of Sports & Youth Affairs disseminating information about its programme . This creates a "feel good"

impression about Department of Sports& Youth Affairs in general and will also help to attract more and more youhgsters to the sporting arena.

### **Expected outcomes**

Even with DSYA creating better infrastructure facilities and sports programmes for the sports persons and the public in general, if the information fails to reach the targeted audience, the benefits as well as print media will not reach the stakeholders. Hence, continuous engagement on the Social Media handles is essential to reach out to the community. The responsibility of the agency shall include preparation of press briefing, press note, documentation of various activities and events related to the department and arrange press meet as and when required. It is expected to build media relationship to maximize positive publicity and reduce negative ones and engage general public with the activities of Sports Department through social media handles through the implementation of the project. .

### **Project benefits**

The State of Kerala had a long tradition of being one of the leading sporting States in India. In the past decade there has been a slackening from this lead position with other influences diverting the Kerala Youth from the sporting arena.

The Sports Department of Government of Kerala, through its arms has launched numerous programmes to regain the glory of Kerala as the leading sporting State of India. An effective 360 degree PR management will help to reach out to the society at large and the young generation in particular, to create awareness about all the Government programmes and initiatives to them. Thereby their interest in sports programmes, coaching initiatives, etc. will be publicized among the citizens. Public relations is more dominant function because building relationships with publics is an over-riding concern and such coordinated relationships with various publics is essential to gain public acceptance and approval of organization's activities.

### **Application Process**

The EOI shall be submitted in the format given hereunder and shall be accompanied by following details:

No.	Criterion	Supporting Documents to be Submitted
1.	The agency should be a registered company in India(Public/Private Ltd/ Company/ Society/ Trust/ Partnership/ Proprietorship/ Consortium/Joint Venture Should be in existence for three years as on 31.05.2023 in advertising campaign	Details of the company/ agency covering its address, formation details and type of business, Registration details etc. (Format 1 attached) CA Certificate to be furnished [Consortiums / joint ventures may provide above details of each partnering firms and the joint declaration of the partnership. But the financial details (net worth and turnover, as given below) of the lead partner only need be provided.]

2.	Should be in existence for three years as on 31.05.2023 in advertising campaign	Certificate of Incorporation/CA Certificate to be furnished
3.	Financial capacity of the agency The Firm/Agency should have a minimum average annual turnover of <b>Rs. 50 Lakhs</b> during the last three financial years (i.e. 2021-22 , 2022-23 & 2023-24 ).	<p>1. Details of the company/ agency covering its address, incorporation details and type of business (format 1 attached)</p> <p>[Consortiums / joint ventures may provide above details of each partnering firms and the joint declaration of the partnership. But the financial details (net worth and turn over, as given below) of the lead partner only need be provided.]</p> <p>2. Details of Turn over for past three years ( 2021-22 , 2022-23 &amp; 2023-24 ) (format 2 attached)</p> <p>3. Auditor certified Statements of income from advertising campaign services for past three years.</p> <p>4. Certificate of CA for a minimum 5 years in operation with at least 2 years' experience in providing service in advertising campaign as on 31<sup>st</sup> May 2024. (Provide Pan Card and GST Registration Details)</p>
4.	The agency must have a currently valid GST registration certificate and PAN number.	Copies of GST/ PAN to be enclosed.
5.	Technical capability in terms of quality & experience of key in house team The Firm/Agency must have a minimum of 5 experienced professionals in the area of PR Campaigning	<p>Details of Key In-house Personnel (format 4)</p> <p>[Consortiums / joint ventures/tie-ups may provide details of personnel in each of the partnering firms whose service would be made available for this proposed project]</p>
6.	The firm should have never been blacklisted / barred /disqualified by any regulator / statutory body.	Declaration by the company
7.	Agency's understanding on the scope and technical requirement of the project	Concept Plan proposed
8.	Proposed implementation strategy for <b>t h e Advertising Campaign for Department of Sports &amp; Youth Affairs</b> covering the details of the	Creative approach and strategy presentation with a social

media promotion plan approach and methodology, time & cost phasing, format of deliverables, etc.
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**Note: Proposals of agencies who do not fulfill the above criteria or who fail to submit any documentary evidence (as per the formats mentioned) thereon would be rejected.**

The EoI Evaluation Committee constituted by the Directorate will carry out evaluation and the applicant found suitable to carry out the research will be selected by evaluating:

- Minimum Average Annual Turnover for the past three financial years
- Company Profile
- Work Experience with Government/Ministries/PSUs (last 2 years)
- Experience in handling one major event (last 2 years)
- Agency's understanding on the scope and technical requirement of the project
- Presentation – Proposed Implementation Strategy

#### **Submission**

- Interested agencies which meet the prescribed eligibility criteria may submit Expression of Interest along all the specified documents and shall reach before 3p.m on ~~14.08/2024~~ at the following address.

**The Director  
Sports & Youth Affairs  
Jimmy George Indoor Stadium,  
Vellayambalam  
Thiruvananthapuram-33**

The EOI should be enclosed in sealed envelope super scribed with the words "Expression of Interest for **"Selection of Service Provider for PR CAMPAIGN FOR SPORTS KERALA"**".

#### **Other Relevant Information**

- There is no fee for participating in this EoI.
- EOI will be screened by a Committee constituted by Directorate and the selection will be based purely on merit.
- Application not complete in all respect or not accompanied by relevant documents will be summarily rejected.
- Directorate reserves the right to cross check the documents furnished by the applicant as per self declaration and if any of the information furnished is found to be wrong or misrepresentation the application shall be summarily rejected.
- Directorate reserves the right to accept or reject the EOI from any applicant without assigning any reason whatsoever.

**For all queries and clarifications on the EoI**

The Director,  
Sports & Youth Affairs,  
Jimmy George Indoor Stadium,  
Vellayambalam, Thiruvananthapuram-695033,  
Kerala, India

Phone: +91 471 -2326644

Email: [dsyagok@gmail.com](mailto:dsyagok@gmail.com);

Website: [www.dsya.kerala.gov.in](http://www.dsya.kerala.gov.in)



Vishnu Raj. P. IAS  
Director Sports & Youth Affairs

### Format 1: Expression of Interest

(To be submitted in the letter head of the applicant)

Date :

From

To

The Director

Sports & Youth Affairs

Jimmy George Indoor Stadium

Vellayambalam

Thiruvananthapuram-33

Ref. : Expression of Interest for Selection of Service Provider for PR CAMPAIGN FOR SPORTS KERALA" published on...

We, the undersigned are hereby submitting below our Expression of Interest for the aforementioned project, which includes Technical Information.

Sl. No.	Information sought	Details to be furnished
1	<b>Contact Details of the Applicant</b>	
1.1	Name of the Company / Agency (Lead Partner in case of Consortium / Joint Venture)	
1.2	Address for communication	
1.3	Telephone Numbers Office Number Mobile Number of Authorized contact person	
1.4	Email address	
1.5	Website address	
1.6	Name of key functionary and designation	
1.7	Email Id of key functionary	
1.8	Mobile No of key functionary	
2	<b>Business Information</b>	
2.1	Registration Number	
2.2	Registration Status of the Organization (Public/Private Ltd/ Company/ Society/ Trust/ Consortium/Joint Venture)	

2.3	Year of Establishment	
2.4	Details of Registration (attach the photocopy of the Incorporation Certificate/ registration/ Agreement) as Annexure A	
2.5	Details of board of Directors/Governing Body	
2.6	Self- Declaration for Non- Blacklisting by Sate/UT/Central Govt./PSU (Attach as Annexure B)	
2.7	Whether an accredited agency of the State of Kerala (If yes, provide GO No of accreditation)	
2.8	In case of Consortium or Joint Venture, to provide Name, Address and status/type of each of the partners (Attach the joint declaration of partnership as Annexure C)	1. 2.
Date Signature of the Authorized signatory:  Name:  Designation: Company Seal:		

We hereby declare that all the information and statements made in this Proposal are true and accept that any of our misrepresentations contained in it may lead to our disqualification. We further declare that, in the event of award of the assignment, the services of the personnel having relevant experience as per the terms of invitation of EoI shall be the Key Personnel for this assignment.

Yours sincerely,

..... (Signature)

Name and Title of Signatory:

**Format 2: Financial Capability of the Company/ Agency**  
**(Lead Partner in case of Consortium/ Joint Venture)**

**Details of Turnover (to be provided in Rs. Lakhs)**

Particulars	FY 2021-22	FY 2022-23	FY 2023-24
1. From 360 Degree Advertising and Marketing Activities			
2. Other revenues			
Gross Turnover (1+2)			

Signature of the Authorized person:

Date:

Name:

Designation:

Company Seal:

**Certificate**

Certified that the above details are based on the audited Financial Statement and are correct.

Chartered Accountant:

Name:

Membership Number:

*Note:*

*Agency shall attach copies of (the audited balance sheets, including related notes, and income statements for the last three years, as indicted above). Rate of exchange to be used for converting to equivalent INR shall be the selling rates at the end of the respective financial year notified by the central bank of the country where the work has been executed/completed or the reserve bank of India.*

**Format 3: Details of Major assignments related to Advertising and Media Management**  
**Consultancy successfully undertaken in past 5 years**

Signature of the Authorized person:

Name:

Date:

Company Seal:

Designation:

*Note:*

*Agency shall attach format 3 as separate sheets for each of the partners in case of Consortium or Joint Venture.*

**Format 4: Details of Key in-house Personnel to be deployed for this assignment**

Signature of the Authorized person:

Name:

Date:

Company Seal:

Designation:

*Note:*

*1. Agency shall attach format 4 as separate sheets for each of the partners in case of Consortium or Joint Venture.*

*2. Details of Key personnel whose service would be made available for the proposed project/assignment only may be provided*

## Format 5

Name:

Date:

Company Seal:

Designation:

*Note:*

*Agency shall attach format 5 as separate sheets for each of the partners in case of Consortium or Joint Venture.*