



EXPRESSION OF INTEREST (EOI)

Invitation for Empanelment/ Selection of Strategic Partner for Resource Mobilisation through Corporate Social Responsibility (CSR), Sponsorship, Branding, Marketing and Event Management for the Flagship Sports Events of Sports Department, Haryana.

1. Introduction

The Sports Department, Haryana is committed to promoting excellence in sports and strengthening the sporting ecosystem of the State through mass participation, talent identification and professional event management.

The Department proposes to organize various flagship State-level multi-sport competitions, such as 'Khel Maha Kumbh 2026', involving participants from all districts of Haryana across various age groups and sporting disciplines.

To ensure professional execution of such events while minimising financial burden on the State Exchequer, the Department intends to engage a reputed agency/ organization/ company/ consortium for mobilisation of financial resources through **Corporate Social Responsibility (CSR), sponsorships, commercial partnerships and other lawful funding sources**, besides providing end-to-end event management support.

Accordingly, an **Expression of Interest (EOI)** is invited from eligible organisations having demonstrated experience in sports event management, CSR resource mobilisation, sponsorship acquisition, branding, marketing and execution of large sporting events.

2. Objectives

The selected agency shall assist the Sports Department in:

- Mobilising CSR contributions from eligible corporate entities.
- Securing sponsorships and strategic commercial partnerships.
- Enhancing the scale and quality of flagship State-level multi-sport competitions, such as 'Khel Maha Kumbh 2026'.
- Reducing financial burden on the Government.
- Developing the department's flagship State-level multi-sport competitions into a nationally recognised sporting event.
- Ensuring transparent, accountable and professionally managed execution.

3. Scope of Work

The selected agency shall be responsible for one or more of the following activities:

A. Resource Mobilisation

- Mobilisation of CSR funds from eligible companies.
- Sponsorship acquisition.
- Strategic partnerships with PSUs and private sector organisations.
- Association with banks, insurance companies, technology companies and other institutions.
- Development of sponsorship packages.
- Corporate outreach and engagement.

B. Branding and Marketing

- Event branding.
- Design of logo, identity and branding guidelines.
- Publicity campaign.
- Print, electronic and digital media promotion.
- Social media management.
- Content development.
- Public relations.

C. Event Management

- Overall planning.
- Venue branding.
- Venue management.
- Athlete services.
- Registration systems.
- Accreditation.
- Competition management.
- Logistics.
- Volunteer management.
- Hospitality.
- Protocol.
- Ceremonies.
- Award functions.
- Documentation.

D. Technology Support

- Online registration.
- Competition management software.
- Live scoring systems.
- Digital dashboards.
- MIS reporting.

E. Media & Broadcast

- Media coordination.
- Live streaming.
- Photography.
- Videography.
- Documentation.
- Digital archives.

F. Legacy Development

- Sustainability initiatives.
- Knowledge documentation.
- Event reporting.
- Best practices.
- Recommendations for future editions.

4. Eligibility Criteria

The applicant should satisfy the following minimum criteria:

1. Be a Company registered under the Companies Act, LLP, Society, Trust or other legally recognised entity.
2. Minimum five years' experience in sports management, event management, CSR consultancy, sponsorship management or related fields.
3. Experience of successfully executing at least three major sports events, Government events, national-level events or comparable programmes.
4. Experience in mobilisation of CSR funds and/ or sponsorships shall be preferred.
5. Average annual turnover of not less than Rs. 5 Crore during the last three financial years.
6. Positive net worth.

7. PAN, GST Registration and all statutory registrations.
8. The applicant should not have been blacklisted/ debarred by any Central Government, State Government, PSU or Autonomous Body.
9. Capability to deploy qualified manpower across Haryana.

5. Documents to be Submitted

Interested agencies shall submit:

- Covering Letter.
- Company Profile.
- Certificate of Incorporation.
- PAN.
- GST Registration.
- Audited Financial Statements of the last three years.
- Turnover Certificate.
- Experience Certificates.
- Details of similar assignments.
- Details of key professionals.
- CSR mobilisation experience.
- Sponsorship experience.
- Declaration regarding blacklisting.
- Authorization Letter.
- Any additional supporting documents.

The proposal must have the **Annexures** such as (i) EOI Submission, (ii) Technical Proposal, (iii) Financial Information, (iv) Details of Similar Assignments, (v) Declaration of Non-Blacklisting, (vi) Integrity Pact/ Conflict of Interest Declaration, and (vii) Draft Terms of Reference (ToR).

6. Technical Proposal

The technical proposal should include:

- Understanding of the assignment.
- Proposed implementation strategy.
- CSR mobilisation strategy.
- Sponsorship strategy.

- Branding strategy.
- Marketing plan.
- Resource deployment plan.
- Technology solution.
- Event management methodology.
- Risk mitigation plan.
- Governance framework.
- Project timelines.

7. Financial Proposal

The financial proposal should clearly indicate:

- Total proposed CSR commitment.
- Revenue sharing model, if any.
- Year-wise financial commitment, if applicable.
- Any proposed in-kind contribution.
- Financial sustainability model.

The Department reserves the right to negotiate the financial terms with the selected bidder.

8. Evaluation Criteria

EOIs shall be evaluated broadly on the following parameters:

- Organisational experience.
- Experience in sports events.
- Experience in Government projects.
- CSR mobilisation capability.
- Sponsorship acquisition capability.
- Financial capacity.
- Technical approach.
- Innovation.
- Availability of professional manpower.
- Presentation before the Evaluation Committee, if required.

Detailed evaluation criteria may be notified separately, if required.

9. Selection Process

The Department may adopt a two-stage process:

Stage-I

Scrutiny of EOIs and shortlisting of eligible applicants.

Stage-II

Presentation/ interaction with shortlisted applicants.

Submission of an EOI shall not confer any right upon an applicant for selection or award of work.

10. General Terms & Conditions

- The Sports Department reserves the right to accept or reject any or all EOIs without assigning any reason.
- The Department reserves the right to modify, cancel or withdraw this EOI at any stage.
- Submission of EOI shall not create any contractual obligation.
- All CSR contributions shall be received and utilised strictly in accordance with applicable CSR provisions, Government rules and financial regulations.
- Sponsorship arrangements shall require prior approval of the competent authority.
- Branding rights shall be governed by Government policy.
- Intellectual property generated shall vest with the Sports Department unless otherwise agreed.
- The selected agency shall maintain complete transparency and proper accounts.
- The Department may appoint independent auditors or third-party evaluators.
- The selected agency shall comply with all statutory requirements including labour laws, taxation laws and applicable Government instructions.
- Any dispute shall be subject to the jurisdiction of the Courts at Panchkula.

11. Performance Expectations

The selected agency shall strive to:

- Maximise CSR contributions.
- Secure high-value sponsorships.
- Enhance athlete experience.
- Promote grassroots sports.
- Ensure transparent financial management.

- Strengthen Haryana's sporting image.
- Create sustainable partnerships for future editions.

12. Submission of EOI

Interested agencies may submit their EOI in a sealed cover in the prescribed format containing Technical Proposal and supporting documents on or before the date specified in the detailed notice.

The envelope shall be superscribed:

"Expression of Interest for Resource Mobilisation through CSR, Sponsorship, Branding, Marketing and Event Management for Flagship Sports Events of Sports Department, Haryana "

13. Contact Details

Director,
Sports Department, Haryana,
Khel Bhawan, Tau Devi Lal Sports Complex,
Sector-3, Panchkula, Haryana.
Email: sportshry@gmail.com

Telephone: 0172-2992868

Website: [https:// haryanasports.gov.in](https://haryanasports.gov.in)

14. Disclaimer

The Sports Department, Haryana reserves the absolute right to amend the scope of work, eligibility conditions, evaluation methodology, timelines or any other provision of this EOI without prior notice. The decision of the Sports Department, Haryana shall be final and binding upon all applicants.
