



Invitation to Tender

SAFF CHAMPIONSHIP
SOUTH ASIAN FOOTBALL FEDERATION
TENDERS DUE BY: 2 JANUARY 2023

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Purpose

SAFF issues this Invitation to Tender (ITT) to allow company(ies) to submit their tenders to partner with SAFF for being the exclusive marketing partner of SAFF for the SAFF Championship (Competition). Sports marketing companies around the World (Tenderers) are encouraged to put forward their comprehensive tender in accordance with the requirements of this ITT to acquire all Commercial Rights (described below) relating to the SAFF Championship on an exclusive basis for each edition the tender comprehends up to a maximum of four editions (2023, 2025, 2027 & 2029). SAFF shall select the company(ies) which complies with the evaluation metrics set forth within this ITT. The Tenderers will then be allowed to utilise and/or sublicense on an exclusive basis the Commercial Rights upon entering into a binding contract for completing the goals by marketing and organisation of the SAFF Championship.

Organisation Background

The South Asian Football Federation (SAFF) is the unity of South Asian countries playing football which was formed in 1997. SAFF consists of seven Member Associations which includes Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. SAFF is also part of the larger Asian Football Confederation (AFC). The SAFF is therefore a regional football association recognised under the laws of Bangladesh working to develop football and improve its' landscape within the South Asian region. The SAFF Secretariat currently operates from Dhaka, Bangladesh and organises various international competitions including the SAFF Championship, SAFF Women's Championship and other SAFF Youth-Level Championship for both men and women.

Competition Overview

The SAFF Championship is the most prestigious and followed football Competition in the South Asian region. The SAFF Championship has been hosted since 1993 when it was titled "South Asian Association of Regional Cooperation Gold Cup". The SAFF Championship has had significant growth since its inception and following two editions of the SAFF Championship, the SAFF was formed in 1997 to ensure that the South Asian countries always have the opportunity to develop their football and related landscape by providing them a competitive platform. The love from the fans for the SAFF Championship is also unparalleled as they treat it like a World Cup for the region.

Competition Format

The SAFF Championship has always been held on a biannual basis (every two (2) years) which is participated by the senior men's national team of all SAFF Member Associations. Also, the SAFF Championship has continuously been held in a centralised manner where the SAFF selects a host Member Association. The host Member Association suggests the stadium and city which upon confirmation of SAFF becomes the host city for the SAFF Championship. Upon which, the participating teams of the SAFF Member Associations travel to the host city to participate in the SAFF Championship.

The precise format and schedule of the SAFF Championship are yet to be approved and therefore cannot be confirmed. However, for information purposes only, the current proposed format of the SAFF Championship are as follows:

1. It will consist of seven (7) teams;
2. It will have a group stage with two (2) groups, one with four (4) teams and another with three (3) teams;
3. It will then be followed by a knock-out stage comprising two (2) semi-final Matches with two (2) top teams from each group; and
4. It will conclude with a final Match with the winners of the two (2) semi-final Matches.

Therefore, the entire SAFF Championship may have a maximum of twelve (12) Matches.

Competition Goals

The goals of SAFF for the SAFF Championship include:

1. Making the SAFF Championship the most enticing competition in South Asia;
2. Ensuring quality for better fan engagement and experience;
3. Growing participation in football throughout the South Asian region; and
4. Increasing the brand value of the SAFF Championship.

To reach these goals, South Asian Football Federation is now accepting tenders in response to this Invitation to Tender.

Target Audience

The target audience for the SAFF Championship to be reached for achieving these goals are:

Targeted audience	Expectations
South Asian youth and children who follow or participate in football	SAFF aims to increase the participation in football throughout the region to increase competitiveness in football throughout the region. As such, it is imperative that youth and children are engaged and made aware of football and its culture to ensure that this group of people participate in football and support the same.
Parents of the aforementioned South Asian youth and children	SAFF aims to increase the participation in football throughout the region to increase competitiveness in football throughout the region. As such, it is important to ensure that the parents of these youth and children are made aware of football and its culture to ensure that they encourage the youth and children to participate in football.
Government and policy makers in the South Asian region	SAFF aims to increase the participation in football throughout the region to increase competitiveness in football throughout the region. Thus, SAFF has and will establish safe and educational practices around the Competition to ensure that all who participate in football are safe and their growth is ensured. As SAFF desires to ensure awareness and support for such practices, it is imperative to ensure these group of people interact and attend in the Competition to support the implementation of such practices.

Global and regional organisations which work in and with football	SAFF aims to develop football throughout the region and such can only be achieved with active participation from organisations which contribute to football to either provide development or sponsorship.
Individuals who follow football throughout South Asia	SAFF aims to make the Competition the most enticing Competition throughout the South Asian region and as such it is imperative to ensure that people who love and follow football are engaged.
Any other groups which may be mandated due to SAFF's partners	SAFF aims to grow forward with its partners, sponsors and key stakeholders, as such, it is imperative to take into account their requirements.

Commercial Rights

The Commercial Rights which will be granted to the successful Tenderer may include:

1. Advertising Rights
The right to promote brand, corporate names, products and/or services in relation to the Competition at the Stadium, Official Functions, press centers, ticket offices, official hotels, media areas, sponsor areas, official hospitality areas and information centers, in association with the SAFF logo and/or the SAFF Championship mark.
2. Concession Rights
Sampling, vending, displaying and other distribution methods and payment methods connected therewith for and of products or services at the Stadium.
3. Hospitality Rights
The opportunity to offer and sell hospitality and entertainment facilities at the Venues in combination with the Tickets.
4. Image Rights
The right to use still and/or moving images and/or representations of images of teams and officials participating in the Competitions.
5. Media Rights

The right and license to produce, edit, and transmit, on any platform a visual, audio-visual, and/or audio signal and/or image or recording of the Competition, and all interview activities and action forming part of the Competition.

6. Merchandising Rights

The right to design, in consultation with SAFF, and the right to exploit the Competition Marks and/or official status in connection with the promotion, manufacture, packaging, distribution and sale of goods and services related to the Competition.

7. Promotional Rights

Any rights to official publications, official suppliers, official products, sales promotion including right to organise promotional competitions and make awards and give prizes, official music rights, the right to grant official status and all other rights of commercial value in regard to the Competition.

8. Sponsorship Rights

An association with the Competition mark and/or SAFF logo by any combination of Commercial Rights, including title sponsor of the Competitions.

9. Travel and Tour Rights

The right to organise and/or sub-license official travel and tour activities in relation to the Competition, which travel and tour activities shall, for the avoidance of doubt, include the provision of Tickets to a Match of the Competition.

Tender Requirements

Tenderer details

Each tender must include:

1. Full corporate details of the company/companies (must be legally registered) submitting the tender and with whom SAFF would contract should such Tenderer be successful, including:
 - 1.1 certificate of incorporation and certified copy of memorandum and articles of association;

- 1.2 tax certificate, all government permits, registrations, licenses, concessions, permissions, approvals or memberships required to conduct the business, trade license and VAT certificate;
 - 1.3 permissions for currency remittance purposes; and
 - 1.4 other operational legal documents.
2. A detail of at least five (5) years of experience in undertaking and completing sports marketing projects, including:
 - 2.1 client profile/experience in similar work;
 - 2.2 previous work orders of similar projects; and
 - 2.3 specific related experience of the team.
3. A description of the shareholding(s) and/or other ownership of the Tenderer including share certificates of present shareholders. Tenderers should note that SAFF reserves the right to request further details as to the financial standing of any person or entity with a shareholding or other interest in the Tenderer; and
4. A copy of the latest set of audited accounts of the Tenderer (or equivalent financial information), including:
 - 4.1 audited financial statements of last three (3) years;
 - 4.2 bank statement and solvency of last one (1) year; and
 - 4.3 independent report that they have no bad debt and/or track record, including an undertaking stating:
 - a. that they have not been convicted by a final judgement for crimes of falsehood, against property and against the socio-economic order, bribery, embezzlement, influence peddling, disclosure of secrets, use of inside information, crimes against public finances and the social security, crimes against the rights of workers or crimes against the market and consumers;

- b. that they have not filed for bankruptcy, have not been declared insolvent in any proceedings, has not become bankrupt, is not subject to judicial intervention and have not been disqualified under the Bankruptcy Law without having completed the period of disqualification set out in the qualification judgement; and
- c. that they are aware of compliance with the tax, VAT or social security obligations.

If such accounts/information do not cover the 6-month period immediately prior to the date of submission of the tender(s), SAFF reserves the right to require that Tenderer to provide further up-to-date financial information for that period.

Financial proposal

For each tender submitted, Tenderers should set out:

1. The financial proposal which must encompass:
 - 1.1 A proposed fee of at least one (1) million US dollar guaranteed to be paid to SAFF for each edition of the Competition for the grant of all commercial rights of the SAFF Championship to the Tenderer (royalty fee) which will be used for the organisation of the Competition by SAFF;
 - 1.2 all amounts should be stated in USD as a net amount exclusive of any VAT and any other taxes or deductions (which should be clearly identified if applicable); and
 - 1.3 all profits upon the commercial exploitation of the commercial rights over and above the royalty fee and production costs shall be shared on a revenue share basis between SAFF and the Tenderer to be agreed by mutual consent.
2. A statement that all payment obligations described in the tender shall be supported by:
 - 2.1 a bank guarantee issued in a prescribed form by an internationally recognised bank with full banking operations in Bangladesh; and
 - 2.2 a parent company guarantee issued in a prescribed form upon commencement of the partnership.

Technical proposal

For each tender submitted, Tenderers should set out:

1. A marketing plan for the Competition encompassing the below requirements which will be the responsibility of the Tenderer:
 - 1.1 production and transmission of the audiovisual content of the Matches in the Competition on all platform (TV, digital, etc.) which must be:
 - a. with at-least eight high-end cameras; and
 - b. broadcasted in each South Asian country.
 - 1.2 production and transmission of all Official Functions of the Competition, including:
 - a. pre-Match press conference;
 - b. post-Match press conference;
 - c. opening ceremony;
 - d. closing ceremony;
 - e. draw ceremony;
 - f. flash interviews (on arrival and mixed zone); and
 - g. a round up programme on the SAFF Championship.
 - 1.3 any other marketing concepts that the Tenderer proposes to implement for achieving the SAFF's goals.
2. A detailed branding plan for the Competition encompassing the below requirements which will be the responsibility of the Tenderer to execute in conjunction with SAFF, through:

- 2.1 amplification of the SAFF brand by growing brand awareness, designing amazing experiences and content to engage and incentivise the fans (past encounter statistics, match statistics, match highlights, etc.);
 - 2.2 connecting the SAFF brand with fans through the Competition using market intelligence and strategy for activation and reporting;
 - 2.3 innovative campaigns and digital solutions to virtual advertising and social impact;
 - 2.4 identifying and activating sponsorship rights that achieve our goals; and
 - 2.5 all licensee, sub-licensee, exclusive rights holder, non-exclusive rights holder and sponsors which shall include clippings and promotion materials of the Matches.
3. A plan of promotional campaigns around the Competition, including:
 - 3.1 a “Road to” SAFF Championship short series;
 - 3.2 production and transmission of trailers promoting the Competition;
 - 3.3 advertising and promoting the SAFF website and other SAFF competitions during transmissions of the Competition;
 - 3.4 establishing and conducting extensive publicity campaigns to promote the SAFF Championship;
 - 3.5 run specific targeted campaigns to engage fans (build your team, competition countdown, competition history quiz, group stage predictions, winner prediction, ‘which player are you?’, etc.); and
 - 3.6 use of current and/or retired players and/or public figures for promotions.
 4. The social media marketing plan for the Competition (for which the Tenderer will be granted access to our platforms), including:
 - 4.1 creating all content relating to the Competition for publishing;
 - 4.2 planning and reaching out to the targeted audience described in this ITT; and

4.3 running all promotion campaign.

5. A plan to develop anthem and mascot for the Competition.
6. A detailed plan of how the Tenderer desires to utilise the Commercial Rights including a list of the potential partners.

Period

SAFF offers Tenderers the option of submitting offers for terms up to four (4) editions, starting from 2023, taking into account that the Competition may be held in any of the member countries and that SAFF organises the SAFF Championship, ensuring:

1. That the Competition is not held during the commencement of national club competitions of the SAFF member countries.
2. That the Competition is potentially held during a FIFA window published in the FIFA International Match Calendar.
3. That the Competition is held in a way which would allow the participating Member Associations to prepare for the Competition.
4. That the proposed Competition timeline takes into account the geographical matters of the region.

Key Personnel

Each tender should include a short curriculum vitae for each of the proposed key personnel who would be the project managers for SAFF Championship highlighting, in particular, any key relevant experience of each such person.

Evaluation Metrics

SAFF will evaluate Tenderers and tenders out of a total of 100 points based on the following criteria:

1. Financial proposal – the highest tender and the financial breakdown which will carry 20 points and the formulae for calculation will be:

$$(\text{tender amount}/\text{best tender amount}) \times 20$$

2. Technical proposal – the technical proposal will carry 80 points and will be calculated as follows:

2.1 The responsiveness in the tender document – 10 points

2.2 Previous experience/past performance history (at least 5 years of experience in doing sports marketing projects) and evidence of sufficient resources and appropriate infrastructure – 20 points

2.3 The financial and legal status – 20 points

2.4 The comprehensive marketing and related plans – 20 points

2.5 Ability to work responsively and act constructively – 5 points

2.6 Knowledge and awareness relating to SAFF and its activities – 5 points

Submission Requirements

Tenderers must adhere to the following guidelines to be considered:

1. Only Tenderers who meet all the metrics in the evaluation section should submit a tender.
2. Tenders must be sent in by 2 January 2023. Tenderers who are interested in submitting a tender should inform to info@saffederation.org no later than 11.59 PM (Bangladesh time).
3. Tenderers must allocate sufficient time to read the ITT thoroughly to understand what is being asked for and prepare the tender accordingly and comprehensively.
4. Tenderers must include the financial amount that they deem appropriate in relation to the editions for which the tender is made (up to four editions).

5. Tenders must be submitted by a duly authorised person.

Process & Time Schedule

PROCESS	TIME
Publishing of this ITT	13 December 2022
Briefing session with Tenderer(s) (if requested)	20 December 2022
Last date for submission of tender	2 January 2023
Clarifications sought with Tenderers	9 January 2023
Resubmission of tender	16 January 2023
Evaluation of tenders	23 January 2023
Selection of the best Tenderer	30 January 2022
Tender awarding and contract signing	6 February 2022

Contact Information

For questions or concerns connected to this ITT, we can be reached at:

Tanjim Ahmed Khan
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+8801787772990

GENERAL TERMS AND CONDITIONS

This section sets out certain legal matters applicable to the ITT as well as the processes envisaged herein.

1. By participating in this ITT process in any way (including by the submission of any tender(s)), each Tenderer agrees to the terms of this ITT including those set out below.
2. This ITT does not, and is not intended to, constitute a contract or an offer which is in any way capable of acceptance. The acceptance of, or decision to discuss or negotiate, any tender is at the sole discretion of SAFF.
3. SAFF reserves the right, in its absolute discretion, to respond to tenders as it sees fit and to organise the provision of the services set out in this ITT in such manner as it deems appropriate.
4. Without limitation to the foregoing and notwithstanding any other provision of this ITT, each Tenderer accepts and agrees that SAFF shall be entitled, at any time and in its absolute discretion, to:
 - 4.1 accept or reject any tender(s);
 - 4.2 request further information, clarification or revised or amended tender(s);
 - 4.3 request further documentation;
 - 4.4 enter into negotiations with one or more of the Tenderers on such basis as may be determined by SAFF;
 - 4.5 postpone the continuation of the ITT process;
 - 4.6 terminate the ITT process in its entirety without any liability whatsoever to any person (including any Tenderer); and/or
 - 4.7 in the event of the termination of the existing process, commence one or more entirely new or revised selection or tender process(es).

5. The license and exploitation of the commercial rights are subject to the minimum requirements and promotional and other obligations and restrictions specified in this ITT.
6. Successful Tenderers of this ITT may sub-license their use, provided they have the prior and express permission of SAFF. In the sub licensing agreement, the successful Tenderer must guarantee that the sub-licensee(s) will comply with the operational conditions and other obligations outlined in this ITT.
7. SAFF neither makes nor gives any representation, warranty or promise as to the accuracy, adequacy or completeness of the information contained in this ITT or within any subsequent clarifications or supporting materials provided. Furthermore, SAFF accepts no responsibility for any loss, damage, liability or expense that may be suffered or incurred through the use of or any reliance upon such information. All terms, conditions, warranties and representations in any of these regards, whether express or implied (by statute or otherwise) are hereby excluded.
8. Each Tenderer is responsible for all costs, expenses and liabilities incurred by it or by any third party who assists the Tenderer in the preparation of any tender(s) and in any subsequent stage of the tendering process (including in any negotiations with SAFF).
9. Unless otherwise agreed with, or permitted by, SAFF, no prospective Tenderer is entitled to make any announcement or disclosure relating directly or indirectly to this ITT and/or any tender(s) and/or any acceptance or rejection thereof.
10. Each Tenderer acknowledges and agrees that SAFF shall have the sole right to make any announcement in relation to this ITT and the selection of any successful Tenderer(s).
11. Each Tenderer shall indemnify, hold harmless, and defend, at its own expense, SAFF, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind.
12. Each Tenderer agrees that any information of a confidential nature included within this ITT and/or communicated to it in any form by SAFF in relation to the matters covered by this ITT will be kept confidential and will not be disclosed to any third party.
13. All rights, title and interests (including copyright) in and to this ITT and any materials provided by SAFF during the process of this ITT to any Tenderer or prospective Tenderer are and shall remain the exclusive property of SAFF.

14. Each Tenderer agrees that, following the submission of any tender(s), such tender(s) shall become the physical property of SAFF and SAFF shall not be required to return such tender(s) to the Tenderer following the conclusion of the process under this ITT.

15. This ITT and any related documentation (including any tender(s)), correspondence and any contract entered into between SAFF and any Tenderer shall be governed by, and construed in accordance with, the laws of Bangladesh. Any and all disputes arising in relation to this ITT or the tendering process shall be settled exclusively and finally by arbitration by an arbitral tribunal comprising three (3) arbitrators. The seat of the arbitration tribunal shall be Dhaka, Bangladesh and the proceedings shall be conducted in English.