



Request for Proposal
for conducting Marathon on
International Olympic Day for
Indian Olympic Association (IOA)

Date: 30/05/2023



Introduction

IOA is looking for a professional and experienced sports management company to conduct a marathon for the international Olympic Day on June 23, in partnership with the IOA. The event will be hosted in Delhi and the objective will be to conduct a marathon in the spirit of promoting awareness on the Olympics. The event should engage stakeholders from the sports industry, sponsors, IOA members and other relevant industry members.

Background

IOA has been active for several years and is the parent sports body in India. In the leadup to the Paris Olympics 2024 the IOA wants to conduct an Olympic run keeping in view of promoting India's Olympic movement. This will be part of multiple marathons we propose to conduct across various states. The Delhi marathon will be the start of this movement.

Scope of Work

The event company will be responsible for the following tasks:

- To conduct the marathon on 23rd June in New Delhi having to account for permissions.
- The organization should share a proposal that covers aspects of event management elements, stakeholders to be invited, proposed venue, permissions and logistics support from IOA.
- Identify the venue for the marathon. IOA will support in taking permissions from the Govt. agencies.
- The agency will be required to account for PR management, both in the lead up the event as well as during the event.
- To integrate a social media engagement as part of the project making sure IOA is able to associate with the right



stakeholders.

- Following stakeholders will be required to be invited and involved in the project:
 - Government officials
 - IOA Executive council, Members & Olympians (past and present)
 - Sports Industry representatives
- The proposal should also cover a prospective plan on sponsorships that can be raised for the project
- The organization is welcomed to propose any other similar project that can be part of IOAs Olympic movement.

Timeline

The timeline includes the following milestones:

- Apply for RFP within the stipulated 7 day window
- Proposal submission within 1 day of selection of the RFP
- Proposal to be submitted at the IOA Bhawan
- Closure and announcement of the exact plan by June 9
- Work closely with IOA project lead for execution and deliverables
- Announce final partners for the project with media by June 21



Proposal Submission

Interested sports management companies are requested to submit their proposals by email to the following address: ioa@olympic.ind.in, no later than 6/06/2023.

The proposal should include the following information:

- A brief introduction and overview of the company's experience and qualifications in sports management.
- A detailed breakdown of the proposed work, including the scope of work, project details, execution plan, PR engagement, deliverables for IOA and timeline.
- A proposed scale of the project with similar engagement across other states.
- Highlight positioning of the IOA as part of the Olympic awareness movement.
- Suggest a revenue modelling for the IOA.

Evaluation Criteria

The evaluation of the proposals will be based on the following criteria:

- Deliverables outlining and proposed scale of the event.
- Quality of proposed work, including design elements and stakeholder representation.
- Compliance with the proposed timeline.
- Efficient delivery of the project.



Vendor Eligibility Criteria

The following vendor eligibility criteria must be met by any vendor or agency interested in submitting a proposal in response to the Indian Olympic Association (IOA) redesign RFP:

- **Qualifications:** The vendor or agency must have a team of qualified and experienced professionals to execute the event.
- **References:** any reference of a sports event executed previously.
- **Legal Standing:** The vendor or agency must be a legally registered business entity.
- **Compliance:** The vendor or agency must comply with all relevant laws, regulations, and standards in executing the project.

The IOA reserves the right to disqualify any vendor or agency that does not meet the above eligibility criteria or fails to provide the required information or documentation.



Conclusion

We look forward to receiving your proposals and working with a sports management company that can help us achieve our goals and objectives. If you have any questions or need further information, please do not hesitate to contact us. Thank you for your interest in this project.

Sincerely,

INDIAN OLYMPIC ASSOCIATION
Olympic Bhawan,
B-29, Qutub Institutional Area,
New Delhi 110016, INDIA