

Request for Proposal



Indian Olympic Association (IOA) SOCIAL MEDIA CONSULTANT

'Olympic Bhawan'
B-29, Qutub Institutional Area, New Delhi 110016

Introduction

IOA is looking for a professional and experienced development company for handling its Social Media Accounts – Facebook, Twitter & Instagram to promote IOA news, sports, athletes, events, tournaments and achievements etc.

Background

IOA has been active for several years and topmost sports body in India. However, we currently lack an effective online presence that can showcase our activities, provide information to our sports, athletes and spread awareness for pan India. Therefore, we are looking for a company to handle IOA's Accounts of Facebook, Instagram & Twitter.

Scope of Work

The company will be responsible for the following tasks:

- Update the accounts as and when new, games, press release etc. are happening.
- Posting with creative and original copywriting and campaigns.
- Strategized content with key words, analytics, best practices and trends.
- Engagement with athletes, officials, fans etc.
- Live events and live coverage as and when specifically required.
- Monthly analytics
- Account Security Management

Proposal Submission

Interested companies in the field are requested to submit their proposals by email to the following address: [ioa@olympic.ind.in] no later than **25/04/2023**.

The proposal should include the following information:

- A brief introduction and overview of the company's experience and qualifications.
- A detailed breakdown of the proposed work, including the scope of work, Technical Architecture, Delivery Process, deliverables, and timeline.
- A proposed budget for the project, including costs associated in respect of all related works

- Examples of previous/existing works and clients.

Evaluation Criteria

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

- Experience and qualifications.
- Quality of proposed work, including design & functionality.
- Financial stability and size of the company.
- Cost-effectiveness of the proposed solution.

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:

- **Experience:** The vendor or agency must have a minimum of 3 years of experience.
- **Qualifications:** The vendor or agency must have a team of qualified and experienced professionals and quality assurance testers.
- **References:** The vendor or agency must provide at least 2 references for similar projects in the last 2 years.
- **Legal and Financial Standing:** The vendor or agency must be a legally registered business entity and be in good financial standing.
- **Compliance:** The vendor or agency must comply with all relevant laws, regulations, and standards including data privacy and security laws.

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 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.
