

Instructions for EOI Submission

The detailed technical specifications and terms and conditions are contained in this "EOI Document".

- a) The EOI document can be downloaded from KCA website (<https://www.keralacricketassociation.com/>).
- b) The participant must be an entity of good repute with a proven track record in providing these services in the last five (5) years.
- c) Companies /firm should have PAN & GST No.
- d) Companies /firm against whom a complaint has been registered with the CBI, Serious Fraud Investigation Cell etc, will not be considered.
- e) Preference will be given to those applicants who are already engaged by BCCI or State Cricket Association for similar events.
- f) The companies/ firms should submit structure for the services along with the bid document.
- g) A certificate from the client for whom the work has been satisfactorily completed indicating brief details of assignments.

General Criteria for Empanelment Agencies/ Companies for Conducting Kerala T20 Premier League

Only those agencies who meet the following pre-qualification criteria will be shortlisted.

Advertisements: The agency must have executed advertisements / promotional campaigns in the print media, social media, television and radio for reputed clients and should have handled major advertisements / campaign(s) for such and other prestigious clients. Copies of 3 best advertisements in the print media and 2 each in other media (Television / Radio/ Social) created and published/ released for clients to be attached.

Print/Production: The agency must have experience in and capable of handling designing and printing of corporate house journals, corporate publications, event-specific brochures, leaflets, pamphlets, etc. Copies of journals, brochures, publications etc, prepared for clients to be submitted as proof.

Films, Radio Jingles & Online: The agency must have competency for facilitating production of films, audio-visuals, radio jingles as well as online advertising. Details of work done along with client details to be furnished.

Public Relation (PR): The agency must have very strong linkages with press, TV and all other media. Extensive coverage of KCA and its activities should be carried out as and when required within the state and outside. The agency must have carried out PR activities for reputed clients. Details of PR assignments done along with client details to be submitted.

Servicing Team: The advertising agency should be in a position to provide a dedicated team (as per client's approval) for servicing KCA on a day-to-day basis.

Registrations: Should have a valid GST number for the line of business the entity is engaged in.

Office(s): Agency should preferably have its functional offices in Kerala. Address, Telephone and location of offices are required.

Manpower: The agency should have adequate number of experienced professionals / employees with them. Details of manpower needs to be furnished. (The agency shall submit documentary proof to substantiate their claims. This shall be in the form of Letter of engagement or Client certificate or Contract agreement etc).

Others: The selected agency is expected to maintain high level of professional ethics & will not act in any manner, which is detrimental to KCA's interest. Agency should maintain confidentiality on matters disclosed till proper instruction is issued for publication.

Financials/Statutory compliances: The agency should submit last three years audited financial statement and ITR.

Rights of the Authority

KCA reserves the right to impose penalty in case of any violation of the above.

The selected agency should be able to execute assignments at short notices & even on public holidays and during emergency situations.

The selected agency /agencies shall ensure proper design and layout for each advertising so that minimum space be used as far as possible.

Ownership of all promotional materials created will be vested with KCA and prior approval of the artwork, copy, layout etc. to be taken from KCA before the publishing of the same.

The agency to ensure that the advertisement is published prominently in the required newspapers on the desired day itself.

If the services of the agency are not found satisfactory, KCA shall have the right to terminate the contract at any-time without assigning any reason and without any financial compensation to the agency.

No right whatsoever shall be created on any empanelled agency as regards to award of work compulsorily. The empanelment will be for a period of one year which can be extended by KCA.

Procedure of Empanelment and submission of EOI

Procedure for Empanelment EOIs are invited from all eligible and interested advertising agencies for empanelment with KCA as per the following procedure:

Eoi may be submitted in the format attached as **(Appendix – 2)**

Screening of EOIs as per the eligibility conditions based on the details/information submitted and verification of the same.

Evaluation of EOIs will be carried out as per the pre-qualification specified above and only those satisfying the pre-qualification criteria will be invited for presentation before the selection committee. The details shall be furnished with all necessary documents.

The application and all necessary documents to substantiate the claims/experience along with the proposal shall be submitted to **Hon' Secretary, Kerala Cricket Association, KCA Headquarters, Sasthamkovil Road, Thycaud, Thiruvananthapuram** in a cover super scribed "**EOI PUBLIC RELATION AND MARKETING AGENCIES**" or online submission on office@keralacricquet.in on or before 12.00 pm on 31.05.2024.

Selection Procedure

EOI should reach **Hon' Secretary, Kerala Cricket Association**, KCA Headquarters, Sasthamkovil Road, Thycaud, Thiruvananthapuram on or before 12.00 P.M on 31.5.2024.

All applications shall be submitted in prescribed format as given in Appendix 1 and 2.

Once empanelled, the company/firms will remain unless and until removed by KCA.

All applications need to be accompanied with relevant documents to substantiate the qualifications, registration and experience etc.

The bids will be opened on 31.05.2024 at 03.00 P.M at KCA Headquarters, Sasthamkovil Road, Thycaud, Thiruvananthapuram.

If 31.05. 2024 happens to be a holiday, the EOI will be opened on the next working day at the same time.

Other Guidelines

Kerala Cricket Association may disqualify the applicants at any stage for the following reasons:

- ✓ Non-fulfilment of above qualification conditions.
- ✓ Incomplete / part information/ misinformation (without supporting proof)
- ✓ Exerting external influences
- ✓ Late EOI applications.