

# Expression of Interest (EOI) for Consultant- Shooting League of India (SLI)

**No: SLI/2/2024**

**Date of Issue:** 14 November 2024

## **Overview**

The National Rifle Association of India (NRAI) is pleased to invite Expressions of Interest (EOI) from qualified professionals for the role of Consultant - Shooting League of India (SLI). SLI will be India's first franchise-based professional league for shooting sports, with the mission of elevating the profile of shooting, engaging audiences, and ensuring financial sustainability through strategic marketing and sponsorship efforts.

## **Role Description**

The ideal candidate will bring a blend of strategic vision, operational expertise, and commercial acumen to lead the SLI to success. The candidate must demonstrate a strong understanding of league management, sports administration, and stakeholder engagement a proven track record of leadership in sports management, particularly within the Indian sports ecosystem. The role will involve working closely with multiple stakeholders including the NRAI administration and commercial marketing agent.

Responsibilities will include:

- Create a Responsibilities Matrix defining roles and responsibilities for NRAI and all key stakeholders.
- Support NRAI with the selection and review of suitable Commercial Rights Marketing Agent and other key partners for successful delivery of the event
- Lead the coordination with the appointed Commercial Rights Marketing Agent to ensure clear role distribution, responsibility alignment, and efficient delivery of tasks.
- Collaborate with the Commercial Rights Marketing Agent on partnerships, sponsorships, and franchise agreements to maximize commercial opportunities.
- Work with the NRAI appointed legal team to draft and finalize vendor contracts and agreements.
- Develop a detailed project plan that includes delivery requirements, timelines, and key milestones for the League.
- Provide administrative support to NRAI for day-to-day league operations and logistical requirements.
- Assist NRAI in the preparation of the league budget, ensuring it aligns with financial projections and commercial revenue targets.
- Coordinate with NRAI to ensure the timely and successful delivery of all aspects of the league.
- To aid & advise to recruit and manage staff appointed to work for SLI, ensuring they align with the league's objectives.

- Act as the primary point of contact between NRAI and all vendors, managing communication, ensuring deadlines are met, and maintaining service quality standards.
- Support NRAI with player acquisition and the auction process to ensure the successful recruitment of talent.
- Coordinate with the event management agency to facilitate the player auction and other related activities.
- Provide strategic input and direction on communication plans to promote the SLI and its various activities.

### **Candidate Profile**

The NRAI seeks an individual who has:

- Proven track record in sports administration and sports management, specifically in league or federation settings.
- Strong strategic and commercial acumen, with experience in revenue generation and partnership building.
- Familiarity with the Indian sports environment and global sports market trends.
- Proven track record of leadership, with the ability to inspire teams and foster collaborative relationships across sectors.

### **Pre-Qualification Criteria**

To ensure a successful alignment with the objectives of the Shooting League of India (SLI), applicants are expected to meet the following pre-qualification criteria:

- 1. Experience in Sports Management:**
  - Minimum of 10 years in sports administration, specifically in the management and set up of a league, with a proven track record of success.
- 2. Leadership and Project Management Skills:**
  - Demonstrated experience in leading multi-functional teams and managing large-scale sports projects or events.
- 3. Commercial and Strategic Acumen:**
  - Proven experience in revenue generation, partnership building, and commercial rights management within the sports sector.
- 4. Knowledge of Indian and International Sports Markets:**
  - Experience within the sports landscape in India, including leadership experience in a Federation environment, coordination with international federations and establishment of strategic partnerships.
- 5. Stakeholder Engagement:**
  - Strong background and experience in stakeholder management, including coordination with governing bodies, sponsors, and vendors, with a track record of successful partnerships.
- 6. Financial Management Experience:**

- Proven experience in overseeing sports and commercial ventures with an annual revenue exceeding INR 20 crore, demonstrating ability to drive sustainable revenue generation.

### **Submission Details**

Interested parties are requested to submit their responses within **10 days** from the date of this notice. The EOI should include a brief cover letter, highlighting how their experience aligns with SLI's vision, along with an updated professional profile.

**Please submit your expression of interest via email to:** [shootingleagueofindia@gmail.com](mailto:shootingleagueofindia@gmail.com)

### **Closing Date**

All EOIs must be submitted by 24<sup>th</sup> November 2024.