

**NATIONAL RIFLE ASSOCIATION OF INDIA**  
**“Expression of Interest”**



**EOI for  
Commercial & Marketing Agency  
Shooting League of India (SLI)**

**EOI Number: SLI/1/2024**

Date: 11 November 2024

NRAI House, 51-B,  
Tughlakabad Institutional Area, New Delhi-110062  
Website: [www.thenrai.in](http://www.thenrai.in)

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## 1. INTRODUCTION

The National Rifle Association of India (NRAI) is pleased to invite expressions of interest from qualified Commercial & Marketing Agencies to support the launch and growth of the Shooting League of India (SLI). The NRAI will be the absolute and unqualified owner of the SLI and proposes to examine the viability of operating SLI as the 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. That all rights pertaining to SLI will solely vest with NRAI. The NRAI will license out all IP rights including performance rights pertaining to the SLI.

## 2. ABOUT THE SHOOTING LEAGUE OF INDIA (SLI)

- Teams

Launch with 6 to 8 franchise teams, each representing a city or region, with potential expansion after initial success.

- Disciplines

The league will include six disciplines—10M Pistol, 25M Pistol, 10M Rifle, 50M 3 P Rifle, Trap, and Skeet.

- Timeline

The inaugural season is expected to take place in 2025.

- Competition Format

The league will consist of a round-robin structure where each team plays both home and away matches. Top teams will compete in semi-finals and a grand final.

- Duration

The initial edition of the SLI is proposed for two weeks at Dr. Karni Singh Shooting Ranges, New Delhi.

- Team Composition

12 athletes per team [6 men & 6 women (one per event) & up to 4 foreign participants (2 men & 2 women)] and minimum of 2 junior (under 21) athletes per team.

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### 3. OBJECTIVES OF THE EOI

NRAI seeks a partner agency with proven expertise in commercial strategy, sports marketing, and audience engagement.

The selected agency will play a vital role in:

- Development of a sustainable financial model for the SLI
- Drive a robust commercial framework and lead the sponsorship acquisition and management of commercial partnerships.
- Driving revenue through sponsorships, media rights, and strategic partnerships.
- Develop and implement a world class marketing and promotional strategy for the SLI
- Promoting SLI across digital, media, and on-ground platforms to maximize audience engagement.
- Driving revenue through sale of licenses merchandise, including souvenirs, jerseys, kits etc.

### 4. SCOPE OF WORK

The selected agency will provide services in the following areas:

a. Revenue Modelling

The agency should prepare a detailed financial model that projects potential revenue from sponsorships, media rights, and franchise fees and suggest a commercial structure that makes the League financially viable & robust.

b. Franchise Acquisition and Support

- Identify and engage potential franchise owners of good standing having the ability and resources to promote the sport & grow the league.
- Develop franchise packages and ownership presentations that highlight SLI's market potential, revenue models, and long-term growth.
- The Agency will be responsible for negotiating, and conducting due diligence on potential franchise owners, ensuring they meet financial and strategic suitability.
- Provide support to NRAI and potential franchisees during the acquisition and launch process.

c. Sponsorship and Media Acquisition and Management

- Secure sponsorships and partnerships with leading brands across sectors, with a focus on companies that align with SLI's values and objectives.
- Design tiered sponsorship packages and manage relationships with sponsors.
- Negotiate and execute contracts with suitable partners for media rights for the League including broadcasting rights, satellite rights, digital rights, OTT platforms.

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- Negotiate and execute contracts with suitable partners for sponsorships, advertising for all categories including title, in-stadia advertising, merchandising and other related revenue models.
- d. Communication, Marketing and Promotion
- Position SLI as a cutting-edge sports league with a focus on professionalism, national pride, and global standards.
  - Provide input into a multi-channel marketing strategy, including television, social media, digital content, and in-person events, to ensure broad visibility and audience engagement.
  - Ensure that the marketing and amplification strategy to create wide awareness and maximize the commercial value of SLI.
  - Implement fan engagement initiatives, interactive experiences, and exclusive digital content to strengthen SLI's appeal to younger audiences.
- e. Content Creation, Distribution & Licensing
- Ensure full utilisation of the content production of league highlights, player profiles, and behind-the-scenes footage to enhance the viewer experience.
  - Ensure content is effectively distributed across multiple platforms to maximize reach and engagement.
  - Establish Strategic Partnerships
- f. Leverage Market Opportunities
- Identify and establish partnerships with key organizations and entities to enhance SLI's market positioning.
- g. Strategic Alliance
- Form alliances with corporate entities, and media platforms that can expand SLI's reach, visibility, and market potential.
- h. Submission of Fee Structure
- The agency must provide a comprehensive fee structure detailing all associated costs for their services. This fee structure should outline both fixed and variable costs and clearly defined milestones for payout, with clarity on any additional charges that may apply.

## 5. TIMELINE

The Schedule is as follows:

Items	Date
Date of Release	11 <sup>th</sup> November 2024
EOI document download start date	11 <sup>th</sup> November 2024
Submission end date and time	25 <sup>th</sup> November 2024 at 3PM IST
Opening of Bid	25 <sup>th</sup> November 2024 at 4PM IST
Bid Validity	120 Days
Mode of Submission	The bid must be submitted physically in hard copy at NRAI House at 51-B, Tughlakabad Institutional Area, New Delhi-110062. It must be put in the tender box.
Details for correspondence	Officer Name: K. Sultan Singh  Officer Designation: Secretary General  Address: NRAI House 51-B, Tughlakabad Institutional Area, New Delhi-110062, India

NRAI reserves the right to vary or discontinue the process or any part thereof at its absolute discretion at any point of time.

## 6. ELIGIBILITY CRITERIA

Agencies must meet the following minimum eligibility requirements:

a. Experience in Rights Marketing and Sports Leagues

Agencies should have demonstrated prior hands-on experience in sports rights marketing (across franchise sales, sponsorships & media rights) for mainstream Olympic sports league(s) in India.

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b. Proven Record in Sponsorship and Franchise Acquisition

Agencies should submit case studies or examples showcasing their success in managing sponsorship and franchise acquisition for sports leagues or significant commercial events, illustrating a track record of high-value partnerships.

Demonstrated track record of having worked closely with, National Federations and, where applicable, International Federations/international league.

c. Reputable Market Presence

Agencies must provide evidence of strong market reputation, including a minimum of 3 years of expertise in areas like sports promotion, brand development, social media strategy, and digital engagement for sports.

d. Financial Capacity

Agencies must be financially sound, with total share capital or total equity in excess of INR 10 Crores over the last three fiscal years. Please include audited financial statements or certification from a chartered accountant.

e. Adherence to Ethical Standards

Agencies must confirm that they, their affiliates or key management personnel have not engaged, directly or indirectly, in any corrupt, fraudulent, coercive, or restrictive practices related to any government or public sector tender, project, or assignment and not been penalised, fined or debarred by any Govt agency or Regulatory authority.

f. Legal Standing and Transparency

Agencies, their affiliates or their key management personnel should have no ongoing criminal court cases, arbitration proceedings, or other legal disputes that could impact their ability to fulfil SLI's project requirements.

g. Corporate Structure and Legal Standing

The agency should be a duly registered entity under Indian law or its respective jurisdiction if international, with the legal capacity to enter into binding contracts with NRAI. Agencies must provide incorporation documents and GST registration as part of their submission.

h. Compliance with Regulatory Requirements

Submission of the EOI and subsequent execution of agreements must not breach any legal, court, or regulatory orders within India or other applicable jurisdictions.

Note: Affiliates include any entity in which the promoters of the Agency hold a minimum 26% direct or indirect equity stake or exercises direct or indirect management control and/or majority board representation.



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## 7. GENERAL TERMS OF SUBMISSION AND EVALUATION

### I. Submission Requirements

- Agencies should provide all requested information as outlined in this EOI document. Only EOIs submitted with all necessary documentation will be considered for evaluation.
- The EOI should be typed, printed or presentation format, and all pages should be signed by an authorized representative of the agency, who should also initial each page. Any modifications made to the EOI must be initialled by the signing authority.

### II. Format and Presentation of EOIs

- The cover page of the EOIs, in the format for submission of EOI as per Annexure 1, should be submitted in a sealed envelope marked clearly as "Expression of Interest for Commercial Rights & Marketing Agency for SLI".
- Required documents to accompany the EOI should be placed in a separate, clearly marked envelope within the primary submission package.
  - These supporting documents to include:
    - Response of agency to each of the "Scope of Work" requirements listed in this EOI.
    - Audited Financial Statements: Audited balance sheet or turnover certificate for the past three years, certified by a chartered accountant.
    - Proof of Experience and Credentials: Case studies or client references verifying experience relevant to this EOI's requirements.
    - Authorization Letter: A letter or board resolution authorizing the individual signing the EOI to act on behalf of the agency.

### III. Submission Packaging and Addressing

- All materials, including the main EOI document and enclosures, should be placed in an outer envelope, securely sealed, and clearly labelled with the agency's name and address.
- Each envelope should be addressed to:

**K. Sultan Singh, Secretary General**  
**National Rifle Association of India (NRAI)**  
**NRAI House, 51-B,**  
**Tughlakabad Institutional Area, New Delhi-110062**  
**Phone: 011-29964091/92/93**

### IV. Submission Restrictions

- EOIs submissions must be delivered physically and submitted in hard copy in the tender box located at the above address.
- Each agency may submit only one EOI. Multiple submissions from the same agency may lead to disqualification.



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## 8. GENERAL TERMS OF EVALUATION

### I. Initial Review

- Upon receipt, each EOI will be reviewed to ensure it is complete and adheres to the submission guidelines. EOIs that fail to meet the basic requirements or lack necessary documentation may be excluded from further evaluation.

### II. Technical Evaluation

- The technical evaluation will assess each agency's qualifications based on the following criteria:
- **i) Relevant Industry Expertise:** Depth of experience in sports rights marketing, sponsorship acquisition, brand building, and media management.
- **ii) Proven Success:** Demonstrated track record through case studies or references, particularly in sports leagues or similar large-scale commercial projects.
- **iii) Financial Capacity:** Financial stability, as evidenced by audited financial statements, showing the agency's capability to support the scale of SLI.
- **iv) Reputation and Market Presence:** Strong reputation and positive standing within the industry, with emphasis on ethical practices.

### III. Scoring and Shortlisting

- Each EOI will be scored based on the technical evaluation criteria. Agencies meeting or exceeding the scoring threshold will be shortlisted for final consideration.
- Shortlisted agencies will be invited to present and participate in further discussions or submit additional details to clarify their proposal.

### IV. Notification of Selection

- Agencies will be notified of the evaluation outcome by the NRAI. Selected agencies will be invited to discuss potential terms of engagement and may be asked to submit a more detailed proposal if required.

### V. Disqualification Conditions

- NRAI reserves the right to disqualify any agency that fails to comply with submission requirements or engages in practices deemed unethical or contrary to EOI terms. Misrepresentation of information or failure to meet eligibility criteria may also result in disqualification.

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## 9. GOVERNING LANGUAGE AND LAW

The EOI submitted by the Agency, along with all subsequent correspondence and documentation exchanged between the Agency and NRAI, shall be written in English. If any printed literature or supporting material provided by the Agency is in another language, it must be accompanied by an English translation. For purposes of interpretation, the English translation shall prevail.

The EOI process and any related agreements shall be governed by the laws of India and are subject to the exclusive jurisdiction of the courts in New Delhi.

## 10. CONFLICT OF INTEREST

The Agency must provide a statement affirming the absence of any actual or potential conflicts of interest that may affect its performance under this EOI. This includes any current or past contracts, engagements, affiliations, or ongoing/pending cases that may conflict with the objectives of NRAI. The Agency must disclose any potential conflicts of interest as an attachment to the EOI submission.

NRAI will make the final determination on any potential conflicts of interest. Failure to disclose any potential conflicts will render any verbal or written agreement invalid.

**APPENDIX 1: FORMAT FOR COVER PAGE OF SUBMISSION OF EOI PROPOSAL**

S. No.	Particulars	Details
1.	Name of the Organization	
2.	Incorporation of the Organization <i>(Copy of incorporation certificate to be attached)</i>	
3.	Address of the Head Office of Organization	
4.	PAN of the Firm <i>(Copy of PAN to be attached)</i>	
5.	GST registration No. <i>(Copy of GST certificate to be attached)</i>	
6.	Contact Person <i>(Name, Designation, Mobile, Email address)</i>	
7.	Website	
8.	Brief Description of Organization and its business activities	
9.	Annual turnover of the Organization for the preceding 3 financial years <i>(Copy of audited balance sheet or turnover certificate issued by a chartered accountant to be attached)</i>	

**Name of the Authorised Signatory**

**Signature of Authorised Signatory**