

Request for Quote (RFQ) for Design Agency for the Shooting League of India (SLI)

No: SLI/4/2024

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1. Introduction

The National Rifle Association of India (NRAI) seeks a Design Agency to support the Shooting League of India (SLI), an upcoming franchise-based professional league dedicated to promoting shooting sports across India. We request quotes from qualified agencies with expertise in brand identity development, event/league/tournament logo creation, and establishing a cohesive colour palette and brand guidelines. Ideal agencies will have hands-on experience with Indian sporting leagues or national sports events.

2. What the SLI represents and its values

The SLI's logo and brand identity should communicate the following core values:

- Premium
- Aspirational
- Innovative
- Entertaining
- Glamour

3. Logo Requirements

- Simplicity and legibility, especially in small formats for broadcast or merchandise
- Strong recall value
- Timeless design
- Reproducible in black and white in addition to the primary color format

4. Objective of the SLI

- Elevate Shooting's Popularity and visibility
Capitalize on the growing interest in shooting sports, especially after its significant contribution to India's Olympic medal tally in 2024. Position SLI as a mainstream sporting event that attracts national and international shooters, with increased media attention and audience engagement.
- Innovation in Formats
Introduce innovative and tweaked formats for the shooting events to make them more engaging for television broadcasts and live streaming, ensuring the sport is spectator-friendly.
- Professional Pathway
Provide Indian shooters the opportunity to turn professional, with structured working conditions, salaries, and exposure in an organized franchise-based system.

- Revenue Generation
Drive commercial growth for the sport through sponsorships, team ownership, and broadcasting deals, creating financial sustainability for both the athletes and the sport itself.
- Ensuring the league is sustainable
Setting clear governance policies and operational guidelines to align franchise interests with the NRAI's long-term vision for the longer term.

5. Scope of Work

The selected agency will be responsible for the following:

- **Logo Development:** Provide multiple logo options that reflect SLI's brand values, suitable for various formats and applications.
- **Colour Palette and Look & Feel:** Develop a complementary colour palette and brand look & feel for use across all communication platforms, including on-ground branding and broadcast.
- **Brand Guidelines:** Create comprehensive brand guidelines detailing logo usage, typography, colour schemes, and visual standards to maintain consistency across all channels.
- **Design Components for League Collateral:** Produce a range of design assets and templates for league events and promotional materials as part of an integrated communications plan.
- Any of design creative or template required for NRAI or SLI.

6. Submission Requirements

- **Company Profile:** Overview of the agency's experience in logo creation and design.
- **Relevant Experience:** Case studies or examples of past work, particularly for sports leagues or national events.
- **Fee Structure:** Detailed breakdown of fees, including fixed and variable costs associated with the services.
- **Timeline:** Proposed timeline for each deliverable, including brand identity creation, logo design, and any additional services.

7. Submission Deadline

Please submit your quote and supporting documents by 24th November 2024 to shootingleagueofindia@gmail.com.