



ALL NEPAL FOOTBALL ASSOCIATION
ANFA Complex, Satdobato, Lalitpur, Nepal

REQUEST FOR PROPOSAL (RFP)

for

**ENGAGEMENT OF AGENCY FOR
PROMOTIONAL AND MARKETING PARTNER**

All Nepal Football Association

Issued on: 14th February 2025

Re-Issued Date: 28th March, 2025

Issued to: all

Invitation for Bids No.: ANFA/RFP/10/081-082

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Section I.

Request For Proposal (RFP)



ALL NEPAL FOOTBALL ASSOCIATION

ANFA Complex, Satdobato, Lalitpur, Nepal

Date of publication: 14th February, 2025

Date of re-publication: 28th March, 2025

Invitation for No: ANFA/RFP/10/081-082

1. The All-Nepal Football Association invites proposals/bids from eligible bidders for **Engagement of agency for promotional and marketing partnership (as per RFP bidding document)**
2. Eligible Bidders may obtain further information and inspect the bidding documents at the office of All Nepal Football Association (ANFA), Satdobato, Lalitpur Ph. no. 01-5201060 Email: nep@the-afc.com or anfaproduct@gmail.com or through www.the-anfa.com (more>downloads>general>RFP Marketing Partner)
3. Bidder who chooses to submit their bid may purchase the hard copy of the bidding form as mentioned above. Bidders submitting their bids, should deposit the cost of bidding document of NRs. 1000.00 in the following Rajaswa (revenue) account as specified below:

Information to deposit the cost of bidding document in Bank:

Name of the Bank: Nepal Investment Bank Limited, Durbarmarg

Name of the Office: All Nepal Football Association

Office Account No.: 00101010031354

4. Proposals must be submitted to the office All Nepal Football Association (ANFA), Satdobato, Lalitpur by hand/courier on or before **12.00 PM on 11th April, 2025**. Bids received after this deadline will be rejected.
5. The bids will be opened in the presence of Bidders' representatives who choose to attend at **14.00 PM on 11th April, 2025** at the office of All Nepal Football Association (ANFA), Satdobato, Lalitpur. Bids must be valid for a period of **30 days** from the date of bid opening.
6. The bids/proposals registered during the initial **Invitation for Bids No: ANFA/RFP/10/081-082** (published date: 14th February 2025) shall have an option to be revised if submitted a request letter for the same, otherwise the previous submission will be kept valid.
7. ANFA reserves the sole right for proposal/bid selection or rejection without assigning any reason whatsoever.

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Section II. Instructions to Bidder

<p>1. Scope of Works</p>	<p>1.1 The Employer stated in the BDS for the procurement of the services as detailed in the Schedule of Requirement provided herein. The name of Employer, name of project and contract identification number of Contracts are provided in the BDS.</p>
<p>2. Eligible Bidder</p>	<p>2.1 This Invitation for Bids is open to all registered companies with eligibility criteria specified below.</p> <ul style="list-style-type: none"> a) Up to date Firm/Company Registration Certificate b) VAT and PAN Registration Certificates c) Tax Clearance Certificate for the Fiscal Year 2079-80. d) Business registration certificate, if applicable e) Power of Attorney to sign the Bid f) JV Agreement, or a letter of intent to enter into JV, signed by all legally authorized signatories of all the parties to the existing or intended JV, in case of Sealed Bid is submitted from JV. Other <p>2.2 A bidder declared blacklisted and ineligible by the GoN, Public Procurement Monitoring Office (PPMO), FIFA, AFC or ANFA shall be ineligible to bid for a contract during the period of time determined by the GoN, PPMO and/or FIFA, AFC or ANFA.</p>
<p>3. One Bid per Bidder</p>	<p>3.1 Each Bidder shall submit only one bid, A Bidder who submits more than one bid shall cause all the bids with the Bidder's participation to be disqualified.</p>
<p>4. Cost of Bidding</p>	<p>4.1 The Bidder shall bear all costs associated with the preparation and submission of their Bid and the Employer shall in no case be liable for those costs.</p>
<p>5. Site Visit</p>	<p>5.1 The Bidder at his own cost, responsibility and risk may acquire all necessary information for preparing the bid and entering into a contract for the procurement of the services.</p>
<p>6. Content of Bid Form</p>	<p>6.1 The Bid Form comprise the documents listed below:</p> <ul style="list-style-type: none"> 1. Section I: Invitation for Bid 2. Section II: Instructions to Bidders 3. Section III: Bid Data Sheet 4. Section IV Bid Forms and Price Schedule 5. Section V: Schedule of Requirements 6. Section VI: General Conditions of Contract (GCC) 7. Section VII: Special Conditions of Contract 8. Section VIII: Contract Form
<p>7. Clarification</p>	<p>7.1 A prospective Supplier/Bidder may obtain clarification on the Bid Form from the Employer on or before 5 days prior to the deadline for submission of Bid.</p>

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<p>8. Language of Bid</p>	<p>8.1 All documents relating to the bid shall be in English or in Nepali.</p>
<p>9. Documents Comprising Bid</p>	<p>9.1 The Bid by the Bidder must comprise the following:</p> <ul style="list-style-type: none"> • Eligibility and Qualification Information/Document • Financial Proposal with Bid Prices
<p>10. Bid Prices</p>	<p>10.1 The Bidder shall indicate on the appropriate Price Schedule the unit prices (where applicable) and total price in Nepali Rupees for the Item to be bid</p> <p>The contract shall be awarded based on the highest offer as mentioned in the Price Schedule.</p> <p>All duties, taxes and other levies payable by the Service Provider under the contract shall be included in the rates, prices and total Bid Price submitted by the Bidder.</p>
<p>11. Bid Validity</p>	<p>11.1 The Sealed Bid shall remain valid for the period of 30 days after opening of the Bid. A bid valid for a shorter period shall be rejected by the Employer as nonresponsive.</p>
<p>12. Bid/Bid Security</p>	<p>12.1 The Bidder shall furnish as part of its Sealed Bid, in original form, a bid security as specified in the BDS. In case of e-submission of Bid, the Bidder shall upload scanned copy of Bid security letter at the time of electronic submission of the Sealed Bid. The Bidder accepts that the scanned copy of the Bid security shall, for all purposes, be equal to the original. The details of original Bid Security and the scanned copy submitted with e-Sealed Bid should be the same otherwise the Sealed Bid shall be non-responsive.</p> <p>12.2 The Bid Security shall be, at the Bidder's option, in any of the following forms:</p> <ol style="list-style-type: none"> (a) an unconditional bank guarantee from Commercial Bank or Financial Institution eligible to issue Bank Guarantee as per prevailing Law or; (b) a cash deposit voucher in the Employer's Account as specified in the BDS <p>In the case of a bank guarantee, the Bid Security shall be submitted either using the Bid Security Form included in Section III (Bidding Forms) or in another Form acceptable to the Employer. The form must include the complete name of the Bidder. The Bid security shall be valid for minimum thirty (30) days beyond the original validity period of the bid</p> <p>12.3 Any Sealed Bid not accompanied by an enforceable and substantially compliant bid security, shall be rejected by the Employer as nonresponsive. In case of e-Submission, if the scanned copy of an acceptable Bid Security letter is not uploaded with the electronic Bid then Bid shall be rejected.</p> <p>12.4 The Bid security shall be forfeited if:</p> <ol style="list-style-type: none"> (a) a Bidder requests for withdrawal or modification during the period of Bid validity specified by the Bidder on the Letter of Bid, after Sealed Bid submission deadline. (b) a Bidder changes the prices or substance of the Sealed Bid while providing information;

12/16



	<p>(c) a Bidder involves in fraud and corruption pursuant to clause 26;</p> <p>(d) the successful Bidder fails to:</p> <p>(i) furnish a performance security in accordance with clause 25;</p> <p>(ii) sign the Contract in accordance within the period stipulated in Letter of Award.; or</p> <p>(iii) accept the correction of arithmetical errors pursuant to clause 19.1</p> <p>(iv) fails to provide the clarification of its Bid by the date and time set in the Employer's request for clarification</p>
13. Format and Signing of Bids	13.1 The Bid shall be typed or written in indelible ink and shall be signed by an authorized person. Any entries or amendments including alternations, additions or corrections made shall be initialled by the same authorized person.
14. Sealing and Marking of Bids	<p>14.1 Bidders may submit their bids by electronically. If so specified in the BDS.</p> <p>14.2 Bidders submitting Bids electronically shall follow the electronic bid submission procedure specified in the BDS</p>
15. Deadline for Submission of Bids	15.1 Bids shall be delivered to the Employer at the address no later than the time and date specified in the BDS.
16. Late Bid	16.1 Any Bid received by the Employer after the deadline shall not be accepted and shall be returned unopened to the Bidder upon request.
17. Modification And Withdrawal	17.1 Sealed Bids once submitted shall not be withdrawn or modified.
18. Bid Opening	<p>18.1 The Employer shall open the Bids in the presence of the Bidders' representatives who choose to attend at the time and in the place as specified in the BDS</p> <p>18.2 The Employer shall prepare and provide minutes and/or bid opening record (muchulka) of the opening including the information disclosed to those present.</p>
19. Process to be Confidential	19.1 Information relating to the examination, evaluation and comparison of Bids and recommendations for the award of a contract shall not be disclosed to Bidders or any other persons not officially concerned with such process until the award to the successful Bidder has been announced. Any efforts by the Bidder to influence the Employer in the Bid evaluation, comparison or contract award decisions may result in rejection of Bidder's Bid.
20. Examination of Bids	20.1 Prior to the detailed evaluation of Bids, the Employer shall determine whether each Bid

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	<p>(a) meets the eligibility criteria defined in Clause 2;</p> <p>(b) has been properly signed by the authorized person;</p> <p>(c) is accompanied by the required securities; and</p> <p>(d) is substantially responsive to the requirements of the Bidding documents</p> <p>20.2 The Employer will do evaluation of the Technical Bids based on Criteria specified in the Section V: Eligibility and Qualification Criteria</p>
<p>21. Evaluation and Comparison of Bids</p>	<p>21.1 In evaluating the Bids, the Employer shall determine for each Sealed Bid the evaluated Bid Price by adjusting any corrections for errors. Bids shall be checked by the Employer for any arithmetic errors. Errors shall be corrected by the Employer as follows:</p> <p>(a) only for unit price Contracts, if there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Employer there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;</p> <p>(b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and</p> <p>(c) If there is a discrepancy between the Bid price in the Summary of Price Schedule and the Bid amount in item (c) of the Letter of Bid, the price in the Summary of Price Schedule will prevail and the Bid amount in item (c) of the Letter of Bid will be corrected.</p> <p>(d) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (a) ,(b) and (c) above.</p> <p>21.2 If the Bidder that submitted the highest evaluated bid does not accept the correction of errors, its bid shall be disqualified and its Bid security shall be forfeited.</p> <p>21.3 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder’s bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>
<p>22. Award of Contract</p>	<p>22.1 The Employer shall decide the award of the contract to the Bidder who has offered the highest evaluated price within Bid validity period provided that such Bidder has been determined to be eligible in accordance with the provisions of Clauses 2.</p> <p>22.2 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder’s bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>

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<p>23. Employer's Right to Accept or Reject</p>	<p>23.1 The Employer reserves the right to accept or reject any Bid or to cancel the bidding process and reject all Bids, at any time prior to the award of the contract, without assigning any reasons whatsoever.</p>
<p>24. Notification of Award and Signing of Agreement</p>	<p>24.1 The Bidder whose bid is accepted shall be notified of the award by the Employer.</p> <p>24.2 The notification (hereafter called the "Letter of Acceptance") to the successful Bidder shall state the sum that the Bidder shall pay the Employer in the execution and completion of the contract. Within 7 days of receipt of the Letter of Acceptance, the successful Bidder shall deliver the Performance Security pursuant Clause 25 and sign the Agreement.</p> <p>24.3 Inability of the Bidder to make an Agreement within the above stated period shall result in the forfeiture of the Bidder's Bid Security and, upon which the Contract shall then be awarded to the next successive successful Bidder.</p>
<p>25. Performance Security</p>	<p>25.1 The Successful bidder shall provide Performance Security of 50% of the remaining amount to be paid to ANFA during the contract agreement (Important).</p>
<p>26. Corrupt or Fraudulent Practices</p>	<p>26.1 The Employer shall reject a bid for award if it determines that the Bidder recommended for award of contract has engaged in corrupt or fraudulent practices in competing for the contract in question.</p> <p>26.2 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder's bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>
<p>27. Conduct of Bidders</p>	<p>27.1 The Bidder shall be responsible to fulfil his obligations as per the requirement of the Contract Agreement, Bidding documents, GoN's Procurement Act and Regulations.</p> <p>27.2 The Bidder shall not carry out or cause to carry out the following acts with an intention to influence the implementation of the procurement process or the procurement agreement:</p> <ul style="list-style-type: none"> a) give or propose improper inducement directly or indirectly, b) distortion or misrepresentation of facts c) engaging or being involved in corrupt or fraudulent practice d) Interference in participation of other prospective bidders. e) coercion or threatening directly or indirectly to cause harm to the person or the property of any person to be involved in the procurement proceedings, f) collusive practice among bidders before or after submission of bids for distribution of works among bidders or fixing artificial/uncompetitive bid price with an intention to deprive the

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	<p>Employer the benefit of open competitive bid price.</p> <p>27.3 contacting the Employer with an intention to influence the Employer with regards to the bid or interference of any kind in examination and evaluation of the bids during the period after opening of bids up to the notification of award of contract.</p>
<p>28. Blacklisting Bidder</p>	<p>28.1 Without prejudice to any other right of the Employer under this Contract, ANFA may blacklist a bidder for his conduct up to three years on the following grounds and seriousness of the act committed by the bidder:</p> <ul style="list-style-type: none"> a) if it is proved that the bidder committed acts pursuant to the Sub-Clause 27.2, b) if it is proved later that the bidder/Supplier had committed substantial defect in implementation of the contract or had not substantially fulfilled his obligations under the contract or the completed work is not of the specified quality as per the contract, c) if convicted by a court of law in a criminal offence which disqualifies the bidder from participating in the contract. d) if it is proved that the contract agreement signed by the bidder was based on false or misrepresentation of bidder's qualification information, e) Inability of the bidder signing the contract agreement, once the letter of acceptance to the successful bidder has been provided by the Employer., <p>28.2 A firm declared blacklisted and ineligible by the GON shall be ineligible to bid for a contract during the period of time determined by the PPMO.</p>
<p>29. Publication of contract award notice</p>	<p>29.1 Within three days of contract signing, the ANFA shall publish a notice on the contract award with following information: in its notice board and/or ANFA website.</p> <p>29.2 The Employer shall promptly respond in writing to any unsuccessful Bidder who, within seven days from the date of publication of contract award notice in accordance with ITB 29.1, requests in writing the grounds on which its bid was not selected.</p>

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SECTION - III
Bid Data Sheet

ITB 1	The scope of the RFP is to provide proposal: Engagement of agency for promotional and marketing partnership (as per RFP bidding document) The number of the RFP is: ANFA/RFP/10/081-82 The Employer is: All Nepal Football Association
ITB 12.1	N/A
ITB 12.2 (b)	Cash Deposit Account for Bid Document: Name of the Bank: Nepal Investment Bank Limited, Durbarmarg Name of the Office: All Nepal Football Association Office Account No. : 00101010031354
ITB 14.1	Bidders shall not have the option of submitting their bids electronically.
ITB 15	The deadline for Sealed Proposal submission is: within 25 days Date: 11 th April 2025 Time : 12.00 PM Address: ANFA Complex, Satdobato
ITB 18	The Sealed Proposal opening shall take place at: Address: All Nepal Football Association (ANFA), Satdobato, Lalitpur Date: 11 th April 2025 Time : 14.00 PM

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Section IV. Bid Form and Price Schedule

1. Bid and Price Schedules

(SAMPLE FORMAT, Bidder can make their own Bid Form)

Date:

To: *[name and address of the Employer]*

Gentlemen and/or Ladies:

Having examined the Sealed Bid (SQ) documents, we the undersigned, offer to bid for the Rights for *[description of Packages/Item(s)]* in conformity with the said Bid documents for the sum of *[total amount in words and figures]* or such other sums as may be ascertained in accordance with the Schedule of Prices attached herewith and made part of this bid

We undertake, if our bid is accepted, to fulfil the scope of service as specified in the Schedule of Requirements.

If our bid is accepted, we will obtain the guarantee of a bank in a sum equivalent to the amount as stated in the ITB Clause 25 for the due performance of the Contract, in the form prescribed by the Employer.

We agree to abide by this bid for a Period of **30** days from the date fixed for bid opening it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that this bid together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal Contract is prepared and executed.

We understand that you are not bound to accept the highest evaluated bid or any other bid that you may receive.

We declare that we are not ineligible to participate in the procurement proceedings; have no conflict of interest in the proposed procurement proceedings and have not been punished for a profession or business-related offense.

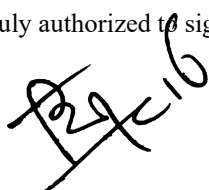
We understand that you are not bound to accept the lowest evaluated SQ or any other SQ that you may receive.

Dated this _____ day of _____ 20_____.

[signature]

[in the capacity of]

Duly authorized to sign bid for and on behalf of _____



2. Bidder's Information Form

[The Bidder shall fill in this Form. No alterations to its format shall be permitted and no substitutions shall be accepted. In case of joint venture, each partner shall fill the information in separate form.]

1.	Bidder's Legal Name	
2.	Bidder's Address:	
3.	Bidder's Country of Registration:	
4.	Bidder's Year of Registration:	
5.	Bidder's Legal Address in Country of Registration	
6.	Bidder's Authorized Representative Information: Name: Address: Telephone/Fax numbers: Email Address:	
7.	Bidder's Telephone/Fax numbers:	
8.	Bidder's Email Address:	

Page 16



SECTION – V: Eligibility and Qualification Criteria

Company Document Eligibility Requirements:

All Bidders shall submit the following documents as pre-requisites for eligibility pursuant to Clause 20.1 of Section 1: Instruction to Bidders:

- a. Firm/Company Registration Certificate: [attach copy]
- b. Business Registration Certificate (License): [attach copy], if Applicable only
- c. PAN/VAT Registration Certificate: [attach copy]
- d. Tax Clearance Certificate/ Extension Letter/Tax return submission evidence for the F/Y 2079/80
- e. Power of Attorney: [attach copy]
- f. Letter of Bid [attach copy]

Section VI: Schedule of Requirements from Bidders

Partnership Framework and ANFA Requirements highlighted as below:

1. INTRODUCTION

The All-Nepal Football Association (ANFA) seeks to invites proposals from experienced and qualified agencies to collaborate in promoting and marketing Nepalese football. This partnership aims to enhance the visibility, engagement, and commercial value of ANFA events, leagues, and national teams.

The successful bidders/agencies during organizing the Domestic and International Football Matches, Trainings, Football Tournaments, National Team Activities and Programs and other projects and operations must coordinate closely with ANFA for the management of the football tournament/matches/trainings, match venues, media engagements, schedule & regulations and other projects & operations. The successful bidders/agencies shall strictly abide by the instructions, rules/regulations and marketing strategies as set by ANFA according to its policy, regulations, guidelines and practices.

Successful bidders/agencies are required to serve as the key point of contact between ANFA and sponsors, media and stakeholders to ensure smooth communication and alignment with ANFA's overall marketing objectives. Represent ANFA in promotional events and coordinate with ANFA's internal teams to align marketing efforts with organizational goals. The contract period as per this RFP shall be applicable for the period of one year. Initially a contract between ANFA and Successful Bidder/s (Agency/s) would be signed for a period of one year. Furthermore, specific three-Part sponsorship agreement would be signed for every specific operational and financial collaboration between the three parties {ie. ANFA, Successful bidder/Agency and Client (sponsors and stakeholders brought in by the agency)}

2. OBJECTIVES

- Drive the overall ANFA marketing strategy and develop formal relationships with multiple third-party marketing companies/agencies.
- Enhance ANFA's brand visibility and reach.
- Drive fan engagement through innovative marketing strategies.
- Secure and manage sponsorships, partnerships, and media rights.

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- Develop creative campaigns aligned with ANFA's values and objectives.
- Increase revenue streams through merchandising, events, and licensing.

3. SCOPE OF WORK

The Successful Bidder/Agency will be responsible for:

1. **Liaison Role:** Serve as the key point of contact between ANFA and sponsors, media and stakeholders to ensure smooth communication and alignment with ANFA's objectives. Represent ANFA in promotional events and coordinate with ANFA's internal teams to align marketing efforts with organizational goals.
2. **Clear Communication:** Successful bidder needs to collaborate closely with ANFA to ensure alignment on overall marketing strategies, and event/tournament details. Clear communication is important to provide a seamless experience for all stakeholders.
3. **Financial Transparency and Financial Fairplay:** Agencies must disclose any commissions or fees which must be clearly outlined and approved in advance. Also, they should disclose any potential conflicts of interest, financial records, including all sponsorship and partnership transactions (which must be audited and reported quarterly). Regular financial updates must be submitted to ANFA for review.
4. **Strategic Marketing Planning and Branding:** Develop comprehensive marketing and branding strategies.
5. **Sponsorship and Partnership Acquisition:** Identify and secure sponsorship and partnership opportunities.
6. **Event Promotion:** Promote ANFA-organized tournaments, leagues, projects and events.
7. **Digital and Social Media Management:** Curate and manage social media campaigns, website content, and digital presence.
8. **Content Creation:** Develop video, graphic, and written content for campaigns.
9. **Fan Engagement Programs:** Create initiatives to grow fan engagement and loyalty.
10. **Monitoring and Reporting:** Provide periodic reports on the effectiveness of marketing efforts and key performance indicators (KPIs).
11. **Compliance:** All advertisements must comply with local laws and regulations as well as ANFA Regulations. ANFA reserves the right for such evaluations on any or all cases.

4. FINANCIAL REQUIREMENTS (ON THE BASIS OF COMMISSION PERCENTAGE)

SN	Description	QTY	Commission Percentage
1	Engagement of agency for promotional and marketing partnership	1	Must be submitted by the bidder in their financial proposal

Note: Bidders are required to set their financial proposals based on commission percentage only.

IMPORTANT NOTE: Successful bidders would be required to sign specific three-party sponsorship agreements to ensure financial transparency and financial fair play for all operational and financial collaboration during the contract period.

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5. PAYMENT SCHEDULE

Payment of all the amount to ANFA against the financial proposal and specific three-party sponsorship agreements during the contract period with agency/s shall take place in compliance with the dates, duration, and locations indicated below:

S.N.	Description	Quantity	Physical unit	Final Destination	Delivery Date
1	As per financial proposal per price schedule	100% of the amount (After Agency Commission Deducted)	NRs.	ANFA Complex, Satdobato	At the time of the three-party sponsorship agreement/s between ANFA, Successful bidder and Client (sponsors and stakeholders)

IMPORTANT NOTE: Successful bidders would be required to sign a three-party sponsorship agreement to ensure financial transparency and financial fair play for all operational and financial collaboration during the contract period with agency/s.

Note: Initially a contract between ANFA and Successful Bidder/s (Agency/s) would be signed for a period of one year. All other Specific Three-Part Sponsorship Agreement would be signed for every specific operational and financial collaboration between the three parties {i.e. ANFA, Successful bidder/Agency and Client (sponsors and stakeholders)}

• ELIGIBILITY CRITERIA

1. Minimum of three years of related experience in sports marketing, sponsorship, advertising or promotions.
2. Proven track record in managing sponsorships for football or sports-related marketing projects.
3. Demonstrated ability to generate revenue and secure sponsorship deals.
4. Strong creative, digital, and communication capabilities.
5. Must be willing to present their proposal (through presentation at ANFA Complex if required)

• PROPOSAL REQUIREMENTS

Bidder Agencies are required to submit the following:

1. **Company Profile and Clientele:** Overview, ownership structure, clientele and relevant experience.
2. **Technical Proposal:** Approach, methodology, and understanding of the project. (Must Submit Separate Technical Proposal Along with this RFP Document)
3. **Financial Proposal:** Detailed Breakdown Costing (commissions based) - (Must Submit Separate Financial Proposal Document Along with this RFP Document)
4. **Case Studies/Portfolio:** Examples of past relevant projects.
5. **Key Personnel:** Profiles of key team members assigned to the project.
6. **References:** At least three references from previous clients.

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- **TIMELINE**

1. **RFP Release Date:** 28th March, 2025 (Re-Notice)
2. **Proposal Submission Deadline:** Up to 11th April 2025, 1200 PM
3. **Presentation/Clarification Meetings (if required):** During Proposal Evaluation

- **EVALUATION CRITERIA**

- **Technical Expertise and Experience:** 30%
 - **Creativity and Innovation:** 20%
 - **Financial Proposal:** 20%
 - **Past Performance and References:** 30%
- (As per Proposal Evaluation Form Attached – Annex - A)

- **TERMS AND CONDITIONS**

- **Three-Party Agreement:** The contracted agency will be required to enter into a three-party sponsorship agreement with ANFA and relevant clients to ensure alignment and accountability in promotional and marketing activities. The agreement shall be between ANFA, Successful bidder (agency) and Client (sponsors and stakeholders) for any or all operational and financial collaboration during the contract period.
- ANFA reserves the right to accept or reject any proposal without providing reasons.
- This RFP does not constitute an offer to contract. The Contract drafted from this RFP with any selected agency may not be only limited to that single agency. The Employer reserves the right to acquire agency services from other agency if deemed necessary to meet its requirements or is more aligned to its marketing strategies without assigning any reasons whatsoever to the selected bidder/agency. This shall not constitute a breach of the Contract.
- All costs related to proposal preparation shall be borne by the agency.

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Section VII. Conditions of Contract

1. General Provisions	
1.1 Definitions	In the Contract as defined below, the words and expressions defined shall have the following meanings assigned to them, except where the context requires otherwise:
The Contract	<p>1.1 “Contract” means the Agreement signed between the Employer and the contractor and the other documents listed in the Special Conditions of Contract (SCC).</p> <p>1.2 “Contract Prices or Bid/Proposal Prices ” means the priced and completed Bid Price Sheet.</p> <p>1.3 “Bid or Proposal or Quotation” means the bid priced offer to the Employer for the Rights of the various items</p> <p>1.4 “Letter of Acceptance” means the formal acceptance by the Employer of the bid or Tender.</p> <p>1.5 "The Employer" means the procuring entity purchasing of the services i.e. ANFA</p> <p>1.6 "The Bidder means the organization supplying the services under this contract.</p> <p>1.7 The Contract drafted from this RFP with any selected agency may not be only limited to that single agency. The Employer reserves the right to acquire agency services from other agency if deemed necessary to meet its requirements or is more aligned to its marketing strategies without assigning any reasons whatsoever to the selected bidder/agency. This shall not constitute a breach of the Contract.</p>
	Employer [legal name and address]
	Service Provider [legal name and address]
1.2 Interpretation	Words importing persons or parties shall include firms and organizations. Words importing singular or one gender shall include plural or the other gender where the context requires.
1.3 Priority of Documents	The documents forming the Contract shall be taken as mutually explanatory of one another. If an ambiguity or discrepancy is found in the documents, the Employer shall issue any necessary instructions to the contractor, and the priority of the documents shall be in accordance with the order as listed in the Agreement
1.4 Law	The law of the Contract is stated in the Law of Nepal.

22/16



<p>1.5 Communications</p>	<p>Where provision is made for the giving or issue of any notice, instruction, or other communication by any person, unless otherwise specified such communication shall be written in the either Nepal or English language.</p> <p>If a notice given pursuant to Sub Clause 1.5 considered to be delivered when sent through electronic mails stated below;</p> <p>Of the Employer</p> <p>Of the Service Provider</p>
<p>1.6 Statutory Obligations</p>	<p>The Service Provider shall comply with the laws of Nepal where activities are performed. The Service Provider shall give all notices and pay all fees and other charges.</p>
<p>2. The Employer</p>	
<p>2.1 Provision of Site</p>	<p>The Employer shall provide the Site and right of access thereto at the times at the stadiums for performing the activities under the contract</p>
<p>2.2 Permits and Licenses</p>	<p>The Employer shall, if requested by the bidder, assist him in applying for permits, licenses or approvals which are required for the Works.</p>
<p>2.3 Employer's Instructions</p>	<p>The Bidder shall comply with all instructions given by the Employer in respect of the Works including the suspension of all or part of the Works.</p>
<p>2.4 Approvals</p>	<p>No approval or consent or absence of comment by the Employer or the Employer's representative shall affect the bidder's obligations.</p>
<p>3. Employer's Representatives</p>	
<p>3.1 Authorized Person</p>	<p>One of the Employer's personnel shall have authority to act for him. This authorized person shall be;</p> <p>[Name and Title of the Person]</p> <p>or as otherwise notified by the Employer to the Service Provider.</p>
<p>3.2 Employer's Representative</p>	<p>The Employer may also appoint a firm or individual to carry out certain duties. The appointee will be notified by the Employer to the Service Provider from time to time. The Employer shall notify the Service Provider of the delegated duties and authority of this Employer's representative.</p>
<p>4. The Service Provider</p>	
<p>4.1 General Obligations</p>	<p>The summary of works that Service Provider are allowed to do are as mentioned in Section VI: Schedule of Requirements.</p>
<p>4.2 Service Provider's Representative</p>	<p>The Service Provider shall submit to the Employer for consent the name and particulars of the person authorized to receive instructions on behalf of the contractor. The person is;</p> <p>[Name, Title and contact of the person]</p>

Handwritten signature/initials



4.3 Performance Security	The Service Provider shall deliver to the Employer no later than the date specified in the Letter of Acceptance.
4.4 Payment to the Employer	As provisioned in PAYMENT SCHEDULE (Section VI: Schedule of Requirement from Bidder)
5.0 Termination	The ANFA reserves the right to terminate the contract if the Bidder doesn't fulfill its obligation under the contract by giving a notice on the day itself.
6.0 Dispute Resolution	Any disputes that have not been amicably settled by the parties shall refer the dispute to the Nepal Council of Arbitration (NEPCA) In case of arbitration, the arbitration shall be conducted in accordance with the arbitration procedures as per Arbitration Act, 2055 in accordance with law of Nepal at NEPCA.
Please Note: All other terms of contract will be finalized during the contract agreement on mutual understanding.	

Handwritten signature



Section VIII. Contract Form

1. Letter of Acceptance

[on letterhead paper of the Employer]

Date.....

To: *name and address of the Contractor*

Subject:*Notification of Award*

This is to notify that your Bid dated for execution of the..... *name of the contract and identification number, as given in the Contract Data/SCC*.....for the price of Nepalese Rupees *[insert amount in figures and words in Nepalese Rupees]*, as corrected in accordance with the Instructions to Bidders is hereby accepted in accordance with the Instruction to Bidders.

You are hereby instructed to contract this office to sign the formal contract agreement within 7 days. As per the Conditions of Contract, you are also required to submit Performance Security, as specified in SCC, consisting of a Bank Guarantee in the format included in Section VIII (Contract Forms) of the Bidding Document.

The Employer shall forfeit the bid security, in case you fail to furnish the Performance Security and to sign the contract within specified period.

Authorized Signature:

Name and Title of Signatory:



3. Contract Agreement

THIS AGREEMENT made the ____ day of _____ 20____ between *[name of Employer]* (hereinafter called “the Employer”) of the one part and *[name of Supplier]* of *[city and country of Supplier]* (hereinafter called “the Supplier”) of the other part:

WHEREAS the Employer invited RFP for Engagement of agency for promotional and marketing partnership

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement, viz.:
 - a. The General Conditions of Contract;
 - b. Special Conditions of Contract
 - c. Bid Form submitted by the Supplier;
 - d. The Schedule of Requirements;
 - e. Technical Proposal Submitted by the Supplier
 - f. Financial Proposal Submitted by the Supplier
 - g. Form of Agreement
 - h. The Employer’s Notification of Award
3. In consideration of the payments to be made by the Employer to the Supplier as hereinafter mentioned, the Supplier hereby covenants with the Employer to provide the goods and services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
4. The Employer hereby covenants to pay the Supplier in consideration of the provision of the goods and services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

On behalf of the Employer

On behalf of the Supplier

Name:

Name:

Designation:

Designation:

Sign:

Sign:

Seal:

Seal:



Annex – A

Proposal Evaluation Form (to be filled out by ANFA Evaluation Committee)

**Evaluation Form for RFP: Engagement of Agency for Promotional and Marketing Partnership
Proposal Evaluation Form**

Evaluator Name: _____

Evaluation Date: _____

Proposal ID/Reference: _____

Agency Name: _____

Evaluation Criteria

Criteria	Description	Weight (%)	Score (1-10)	Weighted Score
Technical Expertise and Experience	Experience in sports marketing, sponsorships, and promotion.	30%		
	Proven track record in managing football or sports-related projects.			
	Ability to handle domestic and international events.			
Creativity and Innovation	Creative approaches to marketing and promotional strategies.	20%		
	Innovative digital, social media, and fan engagement campaigns.			
	Unique content creation capabilities (video, graphics, etc.).			
Financial Proposal	Competitive commission percentage	20%		
	Transparent financial practices and compliance with fair play requirements.			
	Ability to generate revenue through sponsorships and partnerships.			
Past Performance and References	Successful completion of similar projects.	30%		
	Positive feedback from previous clients.			
	Case studies showcasing past successes.			

Total Weighted Score: _____

Minimum Qualification Requirements (Yes/No):

- Minimum of three years of experience: _____
- Proven track record of securing sponsorship deals: _____
- Strong digital, creative, and communication capabilities: _____
- Financial transparency and fair play compliance: _____

Comments/Notes:

Recommendation:

Evaluator Signature: _____

Date: _____

[Handwritten signature]

