

KERALA STATE SCHOOL SPORTS IN OLYMPICS MODEL
The General Education Department
Government of Kerala

EXPRESSION OF INTEREST

Invitation for Event Management Companies



Welcome Note:

The General Education Department, Government of Kerala, invites sponsors for our prestigious dream, The Kerala State School Sports in Olympics model which is imminent. The EOI (Expression of Interest) for the same, is cited in the following pages. We hope to rebuild and revolutionize the way of imparting education in Kerala and hope you'll also join hands in this spirited endeavor, making this a huge success.

Expression of Interest

The prestigious General Education Department of the Government of Kerala, makes sure that the students of the future, needs development not just academically, but on every other spheres of extra-curricular activities. This vision leads the General Education Department of Kerala, to the formation of Kerala State School Sports-Olympic model, an unprecedented event, which surely has unfathomable potential to spread far and wide through different states, across our country.

The very concept of creating this event is aimed at targeting the various sections of society with the philosophy of scouting those young and nurturing their latent talent to bring them to the forefront in domestic and international sports.

To achieve the overall objectives of the General Education Department of Kerala, a continuous relationship building is required with the community at large as well as the different forms of media- print, visual and social.

For this a proactive Media Relations (MR) and Community Relations (CR) strategy is required for the General Education Department. For implementing such a strategy, the services of a professional PR Agency is required for developing a strong MR and CR backbone for The General Education Department for the above event.

This is the first time where the sports events occur simultaneously in one place, where differently-abled students also participates together with fellow students.

This endeavor attracts both NRI's, with participants even from the Middle East. For the successful conduct of this memorable event, the Department of General Education seeks professional support from an established and experienced event management agency.

Eligibility Criteria

The agency should be company registered under Indian Companies Act 1956, a company incorporated under the Companies Act 1956/2013 or Society/ Trust/Partnership/ Proprietorship/ or Consortium/Joint Venture of any of the above, that submits, or intends to submit, a proposal in response to this EOI; either directly or in association/tie-up with expert agencies.

The agency should have proven track record in the business of event management, PR and media consultancy services in India for at least 5 years with operations in Kerala for at least 2 years (Attach proof).



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The agency should have an office preferably in Ernakulam district (attach proof/undertaking).

The agency should have minimum average annual revenue of Rs 50 Lakhs from advertising and media consultancy services in the last three financial years. (attach certificate from CA).

The agency should have handled the advertising and marketing of at least one major government event in the past two years (attach proof).

The company should have proven track record in organising International/National/State sports or other events which is officially linked with the Government, in Sponsorship pattern. (The Proof of the same, is to be submitted)

The Company should have proven track record in executing Government oriented National or other Sports Events, finding sponsorship support, without making much financial burden to the Government. Proof in this regard has to be submitted, along with work orders or proceedings. The Company offering maximum sponsorship support will be more eligible and the related background in this regard will be verified properly for evaluation.

The percentage of service charges expected by the Event Management Company based on the billed quantity of the executed works by them also has to be mentioned clearly. The event management company will be selected based on the evaluation of creating least financial burden to the government.

Background

Media Relations (MR) programs focus on building relationships with members of the mass media to maximize positive publicity and minimize the negative one. This involves creating a group of journalists in various media organisations to cover all sports related news. Constant supply of news material and information from the General Education Department of Kerala, will foster good relations with the media and this will help them to cross-check information they receive from other sources thus preventing negative publicity.

Community Relations (CR) programs are structured mainly using Social Media to allow members of the sport organizations to come direct contact with their constituents. Globally, major sports and games brands, starting from clubs to national level teams, maintain, manage and engage their audience through social media. Since sports and games inherently possess ability to capture attention of audience, possibility of creating engaging content is huge. Recent statistics prove that sports is more viewed on social media platforms than on television.



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Scope of work

Scope of work includes but not limited to planning and creation of visual and print media content for the General Education Department of Kerala. The agency shall carry out all PR related activities with different tools through print, visual, social media platforms in the form of advertisements both organic and paid to give wide publicity about the positive activities of the General Education Department of Kerala. Agency may also cater to the general requirements for the General Education Department of Kerala, and conduct market research and strategy development based on the market study. The typical scope of services and deliverables of such agency shall be as listed below.

Deliverables

A Sports media advertisement and marketing consulting agency will:

Brand building exercises to lift the event: Develop and implement brand enhancement campaigns before and during the event.

Create 360 degree advertising campaigns: Include at least 4 different media channels per campaign(TV, Print, Radio, Online, Outdoor etc).

Inside branding- spot allocation: Identify and set-up banding spots in 10 key facilities under the venues of the event.

Publicity for events & programs: Achieve media coverage in at least 10 local (which includes at least 3 TV, 2 Radio, 5 Print) and 3 national outlets during the event.

Preparation of press notes/ releases: Prepare and distribute at least 30 press notes/releases during the event. Ensure each release reaches a mass audience, a minimum of 15 major media houses.

Distribution of press releases: Distribute all prepared press releases within 24 hours of approval.

Documentation of events & programs with photographs: Document all events with professional photography and videography.

Notifications/ other publicity matters: Issue notifications for all updates of the event, with proper communication with The General Education Department of Kerala. Maintain a log of all notifications sent.



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Social media content creation & promotion: Create and post engaging social media posts, across all platforms, prior and during the event. Run at least 2 social media ad campaigns during the event. Ensure a mix of promotional, informational, and engaging content. Produce content in both English & Malayalam during the event. Ensure all content is culturally and contextually relevant.

Design notices/brochures/pamphlets/flyers/hoardings of the event: Design and distribute various promotional materials during the event. Ensure materials are distributed in all key locations around the venue.

Assign a team: Ensure a team of dedicated PR professionals are available at all times. Include analytics and insights on all activities.

Market research and strategy development: Ensure a team of dedicated professionals, who can research more about the targeted audiences and devise strategies in order to share the insights to the audiences, regarding the event and it's details.

The financial quote should include the entire activities listed above. (Eg. Content development and design for social media, etc.) .

Apart from the above, the selected firm/agency should be able to provide a team, which is competent and experienced, on a full time basis to support the activities of the sports meet. These services are to be provided exclusively and at the disposal of The General Education Department of the Government of Kerala. This person should be well versed in English and Malayalam. The services of this person shall be productively put in to use for coordinating the activities of "PR CAMPAIGNS FOR THE SPORTS MEET" (for the activities of The General Education Department of the Government of Kerala)".

Project Objectives

The main objective of this project is to promote and create awareness about this event, under The General Education Department of the Government of Kerala, among the public, especially the sports enthusiasts and related populace across the State and Country. The target group is the people who interested in health and wellness, active sportsmen, sports enthusiasts, subscribers of health magazines, etc.

Media Management: This is to give maximum publicity to the event. This includes press briefing, preparations of press notes and photography and documentation of the event and arranging press meets as and when required.



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Brand Building: Showcasing Kerala's great sporting history and achievements of the iconic Kerala athletes has the power to attract high potential youngsters to the playing fields. The General Education Department of Kerala can bring in star athletes who can be used as the greatest brand advocates available, thereby leveraging upon them for building up the brand , Kerala State School Sports '24. This can be done through well thought out campaigns.

Social Media Management: Social media promotion will help work towards gaining a good image in the society .The agency shall be responsible to create regular social media content (Facebook, Instagram, Youtube) and carry out promotions on social media to generate more leads for services offered by The General Education Department of the Government of Kerala.

Crisis Management: A quick response through social media will also ensure that the public will also receive the true version of the event, before forming an opinion about the situation at hand. Once the public makes up it's mind, this opinion is very hard to change, even if it's based on false information. These tasks are to be carried out regularly, in order to reach out to all stake holders of the sports meet disseminating information about its programme. This creates a "feel good" impression about the event in general, and will also help to attract more and more public engagement to the event.

Expected Outcomes

Even with the General Education Department of the Government of Kerala creating better sports programmes for the upcoming sports persons and the public in general, if the information fails to reach the targeted audience, the benefits as well as print media will not reach the stakeholders. Hence, continuous engagement on the Social Media handles is essential to reach out to the community. The responsibility of the agency shall include preparation of press briefing, press note, documentation of this event, related to the department and arrange press meet as and when required. It is expected to build media relationship to maximise positive publicity and reduce negative ones and engage general public with the activities of The General Education Department of the Government of Kerala, through social media handling the implementation of the project.

Project Benefits

The State of Kerala had a long tradition of being one of the leading sporting States in India. In the past decade there has been a slackening from this lead position with other influences diverting the Kerala Youth from the sporting arena. The General Education Department of the Government of Kerala, through it's arms has launched the Kerala School Sports Meet in Olympic Model so as to regain the glory of Kerala as the leading sporting State of India. An effective 360 degree PR management will help to



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reach out to the society at large and the young generation in particular, to create awareness about this prestigious event, thereby spiking their interest in the event. Public relations is more dominant function because building relationships with public is an over-riding concern and such coordinated relationships with various publics is essential to gain public acceptance and approval of the event and other activities of the General Education Department of Kerala.

Branding Provisions

- Hoardings all over Kerala (500- 1000 Nos).
- Schools all over Kerala (12,000)- Visibility with School Publicity Board with Sponsor Logos.
- Six Sheet Posters at Ernakulam for Promotion of the Event.
- Theatre Ads all over Kerala for the Event.
- Railway Station Ads.
- Kochi Metro Pillar Branding.
- FM Radios Branding.
- Print Media Ads for Sponsor Mileage.
- Visual Media Promotional Ads.
- Social Media Campaign with Sponsor Logos included.
- Installations at City Centres with Brand Logos too
- Venue Branding.
- T Shirt Branding.
- Cap Branding.
- Inaugural & Valedictory Events Main Stage Branding.



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Other Promotional Concepts for Publicity and Brand Promotion

Media Management:

We can generate excitement by sharing exclusive content about the preparations for the Games. This can include:-

Athlete interviews

Behind-the-scenes looks at the organization

Details about specific events.

Real-Time Content:

To inform the public about the event real time, we can include, Live updates from the events through live streams, live interviews and reactions.

Collaborations with Influencers:

Partnering with influential sports figures to create authentic content that resonates with the audience. Collaborating with other social media online influencers to promote the event.

Inspirational Campaigns:

Campaigns featuring human stories in Olympic and Paralympic sports. Stories from successful school games athletes also to be included.

Beyond Sports Stories:

Sharing personal stories and behind-the-scenes glimpses of athletes' daily lives.

Using Visual Platforms:

Facebook

Instagram

Whatsapp Groups

Twitter

Youtube etc to reach more audiences with reels, stories, videos etc.



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Hash tags and Trends

Using popular hashtags and trends during the School can increase the content's visibility.

Interviews:

Interviews with Sports Personnel, Officials and notable athletes through Channels, Print Media and Social Media to keep vibrant.

Live Experiential Events:

Hosting live experiential events will create memorable and meaningful connections with the public.

Creativity Contests:

Online and offline creativity contests such as.

Logo Design Competitions

Photo Contests

Illustrations contests, which excite public participation and generate user generated content.

Themed Sporting Events:

Organizing sports-themed events to connect with the event audience. These events can serve sponsor intentions also.

Public Space Activations:

Public space activations help to create memorable interactions.

Flash mob

Street Play

Ventriloquism

Mentalism.etc can be opted.

Gender Parity Highlight:

As per the gender parity of this Olympic edition with an equal number of male and female athletes, possibility to bring the same parity to the event can be explored to bring more mileage.



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Proposed Branding Sponsor Clients:

Sports Goods and Apparel Brands

Sports Equipment Brands

Fitness companies

Food and beverage Brands

Automobile Brands-Online sports channels

Online sports channels

Technology & Electronics Companies

Insurance Companies

Banking Sector

Other Corporate Sponsors

Sponsor Outline

As per the gender parity of this sports event with an equal number of male and female athletes, possibility to bring the same parity to the event can be explored to bring more mileage.

Title Sponsor

Brand presence in all creatives in connection with the event.

Powered by Sponsor

Brand presence in all creatives in connection with the event. Logo size lesser than that of Title Sponsor.

Associate Sponsors:

Brand presence in creatives in connection with the event. Brand visibility in proportion to the spent amount.

Co-Sponsors:

Brand presence in all creatives in connection with the event. Brand visibility in proportion to the spent amount.



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Project Benefits

District Sponsorship:

The sponsor typically pays a fee in exchange for the right to have their brand associated with the District, the players of the whole district will wear the sponsor's logo on their uniform, use the sponsor's products and appear in advertising and marketing campaigns.

Event Sponsorship:

Event sponsorship involves sponsoring a specific sports event, such as a tournament or championship game. The sponsor typically pays a fee in exchange for the right to have their brand prominently displayed at the event, in advertising and marketing campaigns, and media coverage.

Venue Sponsorship:

Venue sponsorship involves sponsoring a specific sports venue, such as a stadium or arena. The sponsor typically pays a fee in exchange for the right to have their brand prominently displayed throughout the venue, in advertising and marketing campaigns and media coverage.

Sponsor Logos on Jersey

The most popular place for a sponsor logo is clearly the centre chest. But to include more sponsors, various other sponsor options can be worked out, as detailed below:



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FRONT

- A. Central chest
- B. Upper chest
- C. Right and left- Sleeves, right and left
- D. Lower belly
- E. Side belly
- F. Trouser leg, right and left



BACK

- A. Upper Back
- B. Centre Back
- C. Lower Back



A handwritten signature in black ink, appearing to read 'Shankar'.

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Last date for Submission : 3rd October 2024 at 3PM
Date of selection of agency : 4th October 2024, 12.00 Noon at Regional Sports Centre Kadavanthra ,Ernakulam
Contact No. : 9400911251

Address for Submission : **Director**
Directorate Of General Education
Jagathy,
Thiruvananthapuram-14

Application can be submitted online also.

Email : dpisports@gmail.com, supdts.dge@kerala.gov.in



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