

## REQUEST FOR EMPANELMENT (RFE)

### SPONSORSHIP PROCUREMENT AGENT – FIFA INTERNATIONAL FRIENDLY EVENTS

Dated: 19 August 2026

#### 1. INTRODUCTION

- 1.1. The All India Football Federation (“**AIFF**”), is the governing body for the sport of football in India. Established in 1937, AIFF is responsible for organising and developing football at all levels across the country. It is affiliated with the Fédération Internationale de Football Association (“**FIFA**”), the global governing body for the sport, and the Asian Football Confederation (“**AFC**”).
- 1.2. AIFF invites Requests for Empanelment (“**RFE**”) in the prescribed format from reputed, eligible entities who will be responsible for gauging/garnering sponsors for the Events (as defined below), detailed out in the Scope of Work in Clause 4 below. The Empanelled agencies/individuals shall be responsible for delivering the Services (as defined herein), as per the requirements of AIFF, as mentioned in this RFE.
- 1.3. “**Event**” (collectively, the “**Events**”) means each of the following football matches to be played by AIFF’s Senior Men’s National Team at Salt Lake Stadium (Vivekananda Yuba Bharati Krirangan), Kolkata or any other venue notified by AIFF (“**Venue**”) within the window of 30 September 2026 to 6 October 2026 (the “**FIFA International Friendly Window**”) including the FIFA International Friendly between the senior men’s national teams of India and Brazil.
- 1.4. It is clarified that the date of each Event (each, a “**Scheduled Date**”) shall be as intimated by AIFF in writing (emails permitted) from time to time.
- 1.5. Applicants may please note the following:
  - (a) Empanelment is a qualification based, exclusive or non-exclusive arrangement enabling AIFF to appoint agencies from time to time, at its sole discretion, in relation to the Events.
  - (b) Participation in this RFE or empanelment shall in no way guarantee allotment of the opportunity to provide the Services to the shortlisted entities or award of assignments on an exclusive or non-exclusive basis. AIFF reserves the right to adopt measures deemed fit for allotment of the opportunity to provide the Services as and when required.
  - (c) The individual/agency shall submit their applications in accordance with the guidelines in this RFE.
  - (d) AIFF reserves the right to update, amend and supplement the information in this RFE document, including the qualification process, before the last date and time of submission of applications.
- 1.6. This RFE is limited to the Events, and does not extend to any other tournament, event, or fixture organised by AIFF. This RFE supersedes any prior communication or version relating to the subject matter.

## 2. DEFINITIONS

2.1. Unless the context otherwise requires, or defined elsewhere in this RFE, the following terms shall have the following meanings:

- (a) “**Assignment**” or “**Work Order**” shall mean a written authorisation issued by AIFF to an Empanelled party specifying scope, deliverables, timelines, and commercials in relation to the Services; and
- (b) “**Applicable Laws**” shall mean the laws of India.

## 3. CRITERIA FOR EMPANELMENT

3.1. Applicant (may be a natural person or a legal person registered under the Applicable Laws) shall, along with the Application for Empanelment (in the form annexed hereto as Annexure 1), submit the mandatory supporting documents, as listed below:

- (a) Certificate of Registration/Incorporation under Applicable Laws (if applicable);
- (b) GST Registration Certificate, if applicable;
- (c) PAN Card;
- (d) Proof of agency having its office in India (if applicable);
- (e) Details of empanelment with other national sports federations, if any; and
- (f) Declaration to the effect that the applicant is not blacklisted by any governmental authority and no criminal cases are registered against it (in the form annexed hereto as Annexure 2).

3.2. AIFF reserves the right to seek clarifications and/or further documents at any stage. Any applicant that has submitted false information or inadequate information is liable to be rejected and/or blacklisted by AIFF.

## 4. SERVICES AND SCOPE OF WORK

4.1. Empanelled agencies/individuals may be required to carry out the following services in relation to the Events (“**Services**”):

- (a) Prepare pitch decks for potential sponsors of the Events, as required;
- (b) Sourcing leads and gauging potential sponsors for the Events;
- (c) Undertake research and conduct due diligence on potential sponsors;
- (d) Initiate and facilitate communication channels between AIFF and potential sponsors in relation to the Events;
- (e) Schedule and conduct meetings in relation thereto; and
- (f) Undertake any other tasks, activities or services ancillary or incidental to the foregoing, or otherwise reasonably required by AIFF from time to time in connection with sponsorship procurement in relation to the conduct of the Events.
- (g)

## 5. TERM

- 5.1. Each Empanelled agency/individual shall be Empanelled by AIFF for a term (the “**Term**”) commencing from the date of AIFF’s communication of empanelment and ending on the later of: (a) 6 October 2026; or (b) the date of actual receipt of cleared funds by AIFF in respect of any Assignment issued during the Term, unless terminated earlier, or extended at the option of AIFF. For the avoidance of doubt, this RFE, and any empanelment or Assignment hereunder, is limited to the Events and shall not be construed as extending to any other tournament, event, or fixture organised by AIFF, whether during or after the Term.

## 6. APPLICATION REVIEW PROCESS & TIME SCHEDULE

7. The process of selection and onboarding will be in accordance with the below process. Interested parties must submit an online application in accordance with the schedule below. AIFF, through its concerned departments, shall review the documents upon receipt of applications and shall reach out to the shortlisted applicants as per the timelines below.

| Sl. No. | Information                             | Dates          |
|---------|-----------------------------------------|----------------|
| 1.      | Date of Issuance of the RFE             | 19 August 2026 |
| 2.      | Last date for submission of Application | 22 August 2026 |
| 3.      | Shortlisting of applicants              | 23 August 2026 |

- 7.1. The application can be submitted by email to [legal@the-aiff.com](mailto:legal@the-aiff.com) with ‘Application for Empanelment as Sponsorship Procurement Agent – FIFA International Friendly Events’ included in the subject line of the email.
- 7.2. Applicants shall be shortlisted on the basis of credentials, sector-specific experience, client referrals shared (if any), team capability, approach and fit with AIFF’s requirements.
- 7.3. The shortlisted applicants will be invited by AIFF for discussion and/or presentation, around their capabilities, scope of project(s), financial and payment terms (as further detailed in Clause 8 below), and any other matters (as applicable).
- 7.4. Upon completing necessary background verification processes, AIFF will invite the selected applicants to sign an agreement on mutually agreed terms.
- 7.5. Empanelment of any applicant does not create exclusivity, unless explicitly mentioned after shortlisting. AIFF may engage one (1) or more Empanelled parties for the same or different Assignments in relation to the Events.

## 8. COMMERCIAL TERMS

- 8.1. No fee is payable to any party, solely for the purposes of empanelment.
- 8.2. Commission, where applicable, shall be due only upon actual receipt of cleared funds by AIFF in relation to such engagements and subject to issuance of a valid invoice and subject to tax, as detailed further in the agreement with AIFF and the Empanelled party.

8.3. All prices and fees shall be exclusive of all taxes. All applicable indirect taxes (including Goods and Services Tax) shall be payable as per Applicable Law.

8.4. All out of pocket expenses incurred by Empanelled parties shall be reimbursed only if such expenses and reasonable, have been pre-approved in writing by AIFF with necessary documentation, as per applicable policies of AIFF.

## **9. AUTHORITY**

9.1. Empanelled parties shall have no authority to bind AIFF or make any commitments, representations, warranties, or assurances on behalf of AIFF unless expressly authorised in writing for a specific Assignment which shall at all times be within a specified scope of functions for the Assignment. Any unauthorised act shall be at the sole risk and cost of the Empanelled party.

## **10. CONFLICT OF INTEREST**

10.1. At the time of engagement, the Empanelled party shall be required to disclose any actual or potential conflict of interest, including relationships with AIFF officials, employees, or stakeholders, in a form acceptable to AIFF. Confirmation of the engagement shall be subject to such disclosure. Discovery of an undisclosed conflict shall constitute material breach and grounds for immediate termination and blacklisting.

## **11. ETHICAL CONDUCT**

11.1. The Applicant shall not, directly or indirectly, engage in any corrupt, fraudulent, collusive, coercive, or unethical practice, including offering or accepting bribes, gifts, commissions, or undue advantages, as per the AIFF Code of Ethics. Breach shall lead to termination, forfeiture of dues (if any), and legal action.

## **12. CONFIDENTIALITY**

12.1. All information shared by AIFF, including business, technical, financial, and sponsor-related information, and any documents or data prepared under an Assignment (“**Confidential Information**”), shall be kept strictly confidential and used solely for the Assignment.

12.2. The Empanelled party shall implement reasonable security measures to protect Confidential Information and comply with applicable data protection and privacy laws in India.

12.3. These obligations survive expiry/termination of the Term, or longer if required by law or the nature of the Confidential Information.

## **13. INTELLECTUAL PROPERTY**

13.1. All work products, pitch decks, proposals, research, and deliverables created specifically for AIFF under an Assignment shall be ‘works made for hire’ where permitted, and otherwise assigned to and owned exclusively by AIFF from creation, upon full and final payment of applicable fees (if any). The Empanelled party shall ensure it uses only properly licensed materials and shall indemnify AIFF for IP infringement claims.

#### **14. SUBCONTRACTING**

- 14.1. Subcontracting or assignment of rights/obligations, in whole or part, is prohibited without the prior written consent of AIFF. The Empanelled party shall remain fully responsible for the acts/omissions of its approved subcontractors.

#### **15. FIFA REGULATIONS**

- 15.1. This RFE and any Assignment shall at all times be subject to, and carried out in accordance with, all applicable regulations, guidelines, technical standards, and any other directives issued by FIFA, as amended or notified from time to time. For the avoidance of doubt, in the event of any inconsistency between AIFF's requirements under this RFE and FIFA's regulations, FIFA's regulations shall prevail to the extent of such inconsistency.

#### **16. GOVERNING LAW AND JURISDICTION**

- 16.1. This RFE and any Assignment shall be governed by the laws of India. The courts at New Delhi shall have exclusive jurisdiction over disputes arising out of or in connection with this RFE or any Assignment.

#### **17. DISCLAIMER**

- 17.1. AIFF reserves the right to accept or reject any or all applications without assigning reasons, to annul or amend the process, relax/waive conditions, or modify the scope, at any time without incurring any liability or obligation.
- 17.2. AIFF shall not be responsible for costs incurred by applicants for preparing/submitting applications or for any communications during the process.
- 17.3. Publication of this RFE or empanelment hereunder shall not be construed as a guarantee of business in relation to the Events, or otherwise.

For any queries, please write to us at *legal@the-aiff.com*.

Annexure 1

(ON THE COMPANY LETTERHEAD)

**Application for Empanelment**

To,

Deputy Secretary General

All India Football Federation,

Football House, Sector 19, Dwarka, New Delhi – 110075.

Tel: +91 11 25308200, Fax: +91 11 25308234, +91 11 25308236.

Date:

**Subject: Empanelment as Sponsorship Procurement Agent – FIFA International Friendly Events**

Dear Sir,

Having examined the RFE document indicating the scope of work, I/ We hereby submit our application together with all the necessary information and relevant documents for empaneling us with AIFF as an agency for providing services mentioned in the Scope of Work, in relation to the Events.

The application is made by me/ us on behalf of ..... (Entity/Individual) in the capacity of ..... duly authorised to submit the application. I/We understand that AIFF reserves the right to reject any application without assigning any reasons thereof. I/We undertake that all the information furnished by me/us in the application is true to the best of my/our knowledge and belief. If any of the information is found to be false on subsequent verification, I/We undertake that I/We may be excluded from being Empanelled.

Signature of Authorised Signatory

(Name and Designation)

Name of Entity/Individual:

Address:

E-mail id:

Contact details:

Company Seal

Annexure 2

(ON THE COMPANY LETTERHEAD)

**Declaration**

To,

Deputy Secretary General

All India Football Federation,

Football House, Sector 19, Dwarka, New Delhi – 110075.

Tel: +91 11 25308200, Fax: +91 11 25308234, +91 11 25308236.

Date:

**Subject: Declaration to the effect that the Applicant is not blacklisted by any Government or other entity/entities and no criminal cases are filed against it.**

Dear Sir,

We hereby confirm and declare that I/we, -----, is/are not blacklisted/de-registered/debarred by any Government Department/Public Sector Undertaking/Private Sector/any other agency/entity for which we/I have executed/undertaken the works/services, or have criminal cases registered/filed against us/me, during the last five (5) years.

Signature of Authorised Signatory

(Name and Designation)

Name of Individual/Entity:

Address:

E-mail id:

Contact details:

Company Seal