



ALL INDIA FOOTBALL FEDERATION

**REQUEST FOR QUOTATION (RFQ) FOR DIGITAL MEDIA AND SOCIAL MEDIA
MANAGEMENT SERVICES**

Instructions to Bidders

Date of Issue: 11 August 2026

Last date of submission of Bids: 5 PM IST on 17th August 2026

1. Introduction

- 1.1 The All India Football Federation ("AIFF") is the governing body for football in India responsible for the promotion, development and administration of football across the country.
- 1.2 AIFF invites quotations from eligible and experienced digital media agencies for providing digital media and social media content creation and management services for AIFF's digital platforms.

2. Scope of Services

- 2.1 The selected agency shall, inter alia:
 - (a) Create static creatives, motion graphics, reels, videos and other digital content for AIFF's digital platforms, including collaborative content with AIFF's commercial partners, sponsors and other brands, wherever applicable and as directed by AIFF.
 - (b) Manage AIFF's official social media platforms.
 - (c) Design match-day graphics, tournament creatives, announcements and promotional content.
 - (d) Cover AIFF competitions and events through digital content.
 - (e) Coordinate with AIFF's Media & Communications Department.
 - (f) Edit photographs and videos wherever required.
 - (g) Deliver content within timelines prescribed by AIFF.
 - (h) Ensure brand consistency with AIFF guidelines.
 - (i) Undertake any other allied digital media services reasonably required by AIFF.
 - (j) Develop and implement platform-specific social media content strategies and content calendars for AIFF's digital platforms.
 - (k) Provide real-time digital coverage of AIFF competitions, matches, tournaments, leagues, national team activities, press conferences and other official events across AIFF's social media platforms.
 - (l) Prepare captions, social media copy, campaign taglines, hashtags and other written content required for AIFF's digital communication.
 - (m) Prepare and submit periodic reports on digital performance, including audience growth, engagement, reach, impressions, views and other relevant analytics.
 - (n) Coordinate and manage YouTube live streaming of AIFF competitions and events, where required, in coordination with AIFF and the appointed broadcast production team.
 - (o) Coordinate with AIFF's Media & Communications Department and such other departments as may be designated by AIFF for the timely execution of assignments.
 - 2.2 The Scope of Services set out herein **is indicative and not exhaustive**. AIFF reserves the right to modify, amend, expand or reduce the Scope of Services during the term of the engagement in accordance with its operational requirements. The selected Bidder shall perform such additional or modified services as may be reasonably required by AIFF, subject to the terms of the Service Agreement.
- ## 3. Eligibility Criteria
- 3.1 The Bidder should:
 - (a) be a registered entity;
 - (b) possess GST and PAN;
 - (c) have at least 3 years' experience in digital media/social media management;
 - (d) have experience of handling sports, entertainment or corporate social media accounts;

- (e) not be blacklisted by any Government authority or PSU.

4. Documents to be Submitted

- 4.1 Company profile
- 4.2 Certificate of Incorporation
- 4.3 GST
- 4.4 PAN
- 4.5 Letter of authorization or Board resolution
- 4.6 Portfolio
- 4.7 List of clients
- 4.8 Sample work
- 4.9 Financial quotation
- 4.10 Contact details

5. Evaluation

- 5.1 AIFF shall evaluate quotations on the basis of:
 - (a) Relevant experience;
 - (b) Quality of portfolio;
 - (c) Understanding of AIFF's requirements;
 - (d) Financial quotation; and
 - (e) Any other factor considered relevant by AIFF.
- 5.2 AIFF reserves the right to seek clarifications before final selection.

6. Payment

- 6.1 Payment shall be made monthly against invoice after satisfactory completion of services.

7. Term

- 7.1 The term for the Agreement shall be 1 year with an option to extend for 1 additional year on mutually agreed terms.

8. Rights of AIFF

- 8.1 AIFF reserves the right to:
 - (a) reject any or all quotations;
 - (b) seek clarifications;
 - (c) negotiate with one or more bidders;
 - (d) cancel or withdraw the RFQ without assigning any reason.

9. Submission

- 9.1 Interested Bidders shall submit their quotations on or before **8th August 2026 at 5 PM IST** in the manner specified below.
 - (a) The Bid shall comprise the following documents:
 - Technical Proposal containing:
 - (i) Company Profile;
 - (ii) Certificate of Incorporation/Registration;
 - (iii) GST Registration Certificate;

- (iv) PAN Card;
 - (v) A letter of authorization, board resolution or other appropriate document authorising the authorised signatory to submit the quotation and represent the Bidder in connection with this RFQ.
 - (vi) Details of relevant experience and key clients;
 - (vii) Portfolio/sample work demonstrating experience in digital media and social media management;
 - (viii) Details of the proposed team/personnel (if applicable); and
 - (ix) Any other information the Bidder considers relevant.
- (b) Commercial Proposal containing the financial quotation on the Bidder's letterhead, **clearly indicating the fees quoted per month, exclusive of applicable taxes.**
- 9.2 The Technical Proposal and Commercial Proposal shall be submitted as separate PDF documents.
- 9.3 The Bid shall be submitted electronically by e-mail to legal@the-aiff.com with the subject line:

"Quotation for Digital Media and Social Media Management Services – [Name of Bidder]"

- 9.4 The Technical Proposal and Commercial Proposal shall be submitted in password-protected PDF format with the passwords for the documents to be submitted in a separate email.
- 9.5 Quotations received after the prescribed deadline may be rejected at the sole discretion of AIFF.
- 9.6 AIFF may, at its discretion, seek clarifications or additional information from any Bidder in relation to its quotation. Failure to furnish such clarification or information within the time stipulated by AIFF may result in rejection of the quotation.
- 9.7 AIFF reserves the right to accept or reject any or all quotations, to seek further information, to negotiate with one or more Bidders, or to cancel or withdraw this RFQ at any stage without assigning any reason and without incurring any liability.
- 9.8 The quotations submitted by the Bidders shall remain valid for a period of 45 (forty-five) days from the Bid Submission Deadline.

10. General

- 10.1 The successful Bidder shall, upon selection, enter into a Service Agreement with AIFF and shall comply with all the terms and conditions contained therein, including those relating to ownership of deliverables, intellectual property rights, confidentiality, timelines, performance standards and such other obligations as may be prescribed by AIFF.