

PERFECT PITCH EVENTS AND SPORTS PRIVATE LIMITED

Official Event & League Management Partner

NOTICE INVITING TENDER (NIT) / REQUEST FOR PROPOSAL (RFP)

Social Media & Digital Content Management Partner

Delhi Premier League (DPL) T20 — Season 3 (Auction & Tournament)

1. About the Issuer

Perfect Pitch Events and Sports Private Limited (“Perfect Pitch”), the official event and league management partner associated with the Delhi Premier League (DPL), hereby invites proposals from qualified and reputed digital marketing and social media agencies for the end-to-end management of the official social media channels of the DPL T20 — Season 3, covering the Player Auction and the full tournament season.

This tender is being published through the official platforms of the Delhi Premier League (DPL) and Delhi & District Cricket Association (DDCA) for wider industry participation and transparency. However, the tender process, evaluation, negotiations and final selection shall be administered and managed solely by Perfect Pitch Events and Sports Private Limited.

2. Tender Schedule / Bid Data Sheet

Tender Issuing Authority	Perfect Pitch Events and Sports Private Limited
Project	DPL T20 Season 3 – Social Media & Digital Content Management Partner
Tender Release Date	23 June 2026
Pre-Bid Clarification Meeting	24 June 2026, 4:00 PM IST (Video Conferencing)
Last Date & Time for Submission of Bids	26 June 2026, 6:00 PM IST
Final Presentations	27 June 2026, 2:00 PM IST
Contract Award	27 June 2026, 6:00 PM IST
Player Auction Date	1 July 2026
Tentative Tournament Kick-Off	31 July 2026
Submission Mode	Email Submission Only
Submission Email ID 1	kunalparekh@perfectpitchsports.com
Submission Email ID 2	monilarora@perfectpitchsports.com
Authorized Signatory	Kunal Parekh, Director
Organization	Perfect Pitch Events and Sports Private Limited

3. Objective

Perfect Pitch Events and Sports Private Limited seeks to appoint a premium social media and digital content agency to manage the official channels of the DPL T20 Season 3. The objective is to elevate

brand visibility, drive high-volume fan engagement, and deliver best-in-class digital coverage across the Player Auction and the entire tournament period.

The selected agency shall be responsible for strategy, content production, live matchday execution, on-ground coverage and community management, in accordance with the specifications outlined in this tender document.

4. Scope of Work (SOW)

A. Pre-Tournament & Auction Phase

- **Auction & Retention Strategy:** Designing and executing the social media narrative for the player auction, retention phases and squad announcements.
- **Teaser Campaigns:** Building anticipation and driving ticket and viewership interest ahead of the season.
- **On-boarding:** Integration and coordination with the league's creative, broadcast and production teams.

B. During Tournament Phase

- **Live Matchday Execution:** Real-time social coverage including ball-by-ball updates, highlight clips, reels and fan engagement across all matches.
- **On-Ground Management:** Deploying team members to stadiums for exclusive behind-the-scenes (BTS) content, player interactions and pitch-side coverage.
- **Community Management:** Managing fan sentiment, community engagement and rapid-response communication across all platforms.

C. Post-Tournament Phase

- **Wrap-up & Reporting:** Comprehensive analytics reporting (reach, engagement, growth) and retrospective case studies.
- **Sustained Engagement:** Maintenance of channel momentum and audience retention through the post-season window.

5. Minimum Team Deployment Requirements

The bidder must commit, at minimum, to the following dedicated team structure across each operational phase. Deployment numbers are minimums; bidders may propose larger teams. The agency must be able to deploy a hybrid team (on-ground personnel and remote digital support) for the full duration of the engagement.

Pre & Post Season	Headcount
Project Lead	1
Content Manager	2
Graphic Designer	2
Video Editor	2
Videographer	1
Total Deployment	8

During Season	Headcount
Project Lead	2
Content Manager	4
Content Ops	2
Graphic Designer	4
Video Editor	4
Videographer	2
Total Deployment	18

Auction Coverage	Headcount
Project Lead	1
Content Manager	2
Graphic Designer	2
Video Editor	2
Videographer	1
Total Deployment	8

Off-Season	Headcount
Project Lead	1
Content Manager	1
Graphic Designer	1

Off-Season	Headcount
Video Editor	1
Total Deployment	4

6. Content Volume & Output Requirements

The selected agency shall commit to the following minimum content output. All figures are minimums and exclusive of paid amplification:

- **During the Season:** Minimum 60 posts per day (inclusive of photos and reels) across the official channels throughout the tournament season.
- **Auction to Kick-Off Window:** Minimum 1 reel and 1 post per day, every day, from the Player Auction (1 July 2026) through to the tournament kick-off (31 July 2026).
- **Off-Season:** The off-season posting cadence shall be mutually agreed and negotiated between Perfect Pitch and the selected agency at a later stage.

7. Mandatory Technical Eligibility Criteria

Agencies that do not meet all of the following requirements will be automatically disqualified. Proof, case studies and verified analytics must be attached against each point.

- **Sector Experience:** Must have managed social media for at least one professional state-based T20 league in India.
- **Dual-League Expertise:** Proven experience in managing both men's and women's state-based T20 leagues in India.
- **Engagement Benchmark:** Demonstrated delivery of 5M+ likes for a single season of a state-based T20 league.
- **Reach Benchmark:** Demonstrated delivery of 500M+ views for a single season of a state-based T20 league.
- **Live Coverage Scale:** Proven live matchday execution experience for a minimum of 45+ matches in a single tournament season.
- **Operational Capability:** Proven capability to deploy a hybrid team (on-ground personnel and remote digital support) for the duration of the tournament, at the minimum scale specified in Section 5.
- **Specialized Content:** Proven experience in managing high-stakes content cycles, including auctions, player retentions and squad announcements.
- **Evidence:** Submission of verified analytics screenshots and detailed case studies from past campaigns fulfilling the above criteria.
- **Standing:** Must not have been blacklisted by any Government Authority, PSU, Sports Body or Corporate Entity.

8. Documents to be Submitted

Agencies must submit their proposal as a single PDF document containing:

- **Agency Profile & Credentials:** Agency Profile & Credentials.
- **Verified Analytics Dossier:** Screenshots from Meta / YouTube / X (Twitter) native dashboards substantiating the 5M+ likes and 500M+ views requirements.
- **Case Study Portfolio:** Highlighting work for both men's and women's leagues.

- **Operational Plan:** A brief on the proposed team structure (on-ground vs. remote) mapped to Section 5.
- **Proposed Fee Structure:** A transparent breakdown of costs (retainer, project-based, on-ground logistics) as per Section 9.
- **Statutory Documents:** GST Registration Certificate, PAN Card and a Declaration of Non-Blacklisting.

Incomplete submissions may be rejected.

9. Commercial Bid Format / Fee Structure

The financial proposal shall be submitted with a transparent breakdown across the following heads:

- **A. Retainer Fees:** Phase-wise retainer covering Pre-Season, During Season, Auction Coverage, Post-Season and Off-Season, aligned to the team deployment in Section 5.
- **B. Project-Based Charges:** Any project-based or milestone deliverables proposed outside the standard retainer.
- **C. On-Ground Logistics:** Travel, accommodation, equipment and on-ground deployment costs for stadium and auction coverage.
- **D. Taxes & Duties:** GST, service charges and any additional taxes or duties, clearly specified.

10. Evaluation Criteria

Proposals shall be evaluated on the following parameters:

Parameter	Marks
Mandatory Eligibility Compliance (pass/fail gate)	Qualifying
Strategic Quality & Creativity of Content Plan	30
Operational Capability & Team Deployment	25
Relevant Experience & Verified Track Record	20
Commercial Competitiveness (Value for Money)	25
Total Marks	100

Perfect Pitch Events and Sports Private Limited may shortlist agencies for a Final Presentation round and may seek additional clarifications before finalizing the successful bidder.

11. Pre-Bid Clarification Meeting

A Pre-Bid Clarification Meeting shall be conducted on 24 June 2026 at 4:00 PM IST via video conferencing. Interested bidders may submit their queries via email before 12:00 PM IST on 24 June 2026. The video conferencing link shall be shared with interested bidders upon request.

12. Submission of Bids

All proposals shall be submitted electronically via email to:

- kunalparekh@perfectpitchsports.com
- monilarora@perfectpitchsports.com

Email Subject Line: “DPL T20 Season 3 – Social Media & Digital Content Proposal”

Bids received after 6:00 PM IST on 26 June 2026 may be rejected and may not be considered for evaluation.

13. Bid Opening

All bids received within the prescribed timeline shall be opened and evaluated by the Tender Evaluation Committee constituted by Perfect Pitch Events and Sports Private Limited. The evaluation committee may seek clarifications from bidders during the evaluation process.

14. Rights of the Issuing Authority

Perfect Pitch Events and Sports Private Limited reserves the right to:

- Accept or reject any proposal.
- Cancel, amend or withdraw the tender process.
- Negotiate commercial terms with shortlisted bidders.
- Seek additional information and clarifications.
- Award the contract to the bidder deemed most suitable in the overall interest of the league.

The decision of Perfect Pitch Events and Sports Private Limited shall be final and binding upon all bidders. The present Request for Proposal is only an invitation to offer and does not constitute any proposal to enter into a binding contract or arrangement of any kind.

15. Contact Details

Organization	Perfect Pitch Events and Sports Private Limited
Authorized Signatory	Kunal Parekh
Designation	Director
Email	kunalparekh@perfectpitchsports.com
Email	monilarora@perfectpitchsports.com

Declaration by Bidder

We hereby certify that all information furnished in this proposal is true and correct to the best of our knowledge and belief. We understand that any false statement or suppression of material information may lead to rejection of our bid.

Name _____

Designation _____

Organization _____

Date _____

Signature & Seal _____

— END OF TENDER DOCUMENT —