

PERFECT PITCH EVENTS AND SPORTS PRIVATE LIMITED

Official Event & League Management Partner

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

360-Degree Public Relations & Media Communications Mandate

Delhi Premier League (DPL) — Season 3

Scope: Pre-Event | Player Auction | Tournament Coverage | Crisis Management & Post-Event

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 detailed proposals from established, high-caliber Public Relations agencies to handle the comprehensive public relations and media communications mandate for the Delhi Premier League (DPL) Season-3.

This tender is being published in association with the Delhi & District Cricket Association (DDCA) and through the official platforms of the Delhi Premier League (DPL) for wider industry participation and transparency. However, the tender process, evaluation, negotiations and final selection shall be administered and managed 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 Season-3 – 360-Degree Public Relations & Media Mandate
Tender Release Date	23 June 2026
Pre-Bid Clarification Meeting	24 June 2026
Time	4:00 PM IST
Mode	Video Conferencing
Last Date & Time for Submission of Bids	26 June 2026, 6:00 PM IST
Bid Opening Date	27 June 2026
Indicative Player Auction Date	1 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
Designation	Director
Organization	Perfect Pitch Events and Sports Private Limited

3. Objective

The Delhi Premier League is preparing for its Season-3 campaign. Perfect Pitch Events and Sports Private Limited seeks to appoint a premium public relations partner capable of delivering

an end-to-end media mandate spanning the pre-event build-up, the live Player Auction, the full tournament window, and post-event reporting.

The objective is to establish DPL as a premier state-level T20 league — highlighting Delhi's rich cricketing culture, marquee international and IPL icons, and emerging homegrown talent across both the Men's and Women's divisions — while securing maximum, high-impact visibility across national, regional and digital media.

4. Scope of Work

The selected agency shall manage an end-to-end PR mandate divided into three distinct phases:

Phase I — Pre-Event & Player Auction

- **Curate & Distribute:** Craft and disseminate press releases surrounding league announcements, franchise updates, and player availability.
- **Auction Media Management:** Complete media operations for the live Player Auction, including managing an on-site press room, organizing real-time flash interviews with team owners and marquee signings, and pushing immediate buy-list updates to sports desks.
- **Brand Ambassador Campaigns:** Maximize media real estate utilizing designated brand ambassadors through localized and national press conferences.

Phase II — Main Tournament Coverage

- **Match-Day Media Operations:** Set up and manage the media box at the venue (Arun Jaitley Stadium) for all double-header match days.
- **Press Conferences:** Coordinate daily post-match press conferences with captains, players of the match, and coaches.
- **Regional & National Outreach:** Secure consistent daily coverage across English, Hindi, and regional print, digital, and electronic sports media.
- **Feature & Human-Interest Stories:** Pitch exclusive profiles on emerging players, tracking their journey from local Delhi clubs to the DPL stage.

Phase III — Crisis Management & Post-Event

- **Crisis Readiness:** Maintain a swift, well-defined protocols framework for handling any on-field or off-field controversies, operational issues, or sudden schedule changes.
- **Post-Event Report:** Deliver a detailed media valuation report calculating total PR value, Reach, and Share of Voice (SoV), with a clearly disclosed measurement methodology.

5. Deliverables & Service Standards

The selected agency shall maintain the following operational standards throughout the mandate:

- A dedicated, named account team available on-ground for all auction and match-day requirements.
- A fully functional on-site press room and media accreditation process for the Player Auction.
- Same-day distribution of approved press releases, statements, and media advisories to national and Delhi-NCR sports desks.
- Real-time media monitoring and daily coverage tracking across print, digital, and electronic media.
- A pre-agreed crisis communications protocol, including escalation matrix and approved spokesperson framework.
- Periodic reporting on Reach, Share of Voice, and PR value, with a transparent and auditable measurement methodology.

6. Eligibility Criteria

Interested agencies must satisfy the following minimum eligibility requirements:

- Must be a registered, established Public Relations agency with a verifiable operating history.
- Must have a proven track record of handling major franchise-based sports leagues or extensive cricket tournaments (e.g., IPL franchises, WPL, or prominent state T20 leagues such as UP T20 or TNPL).
- Must demonstrate experience handling the fast-paced nature of a live sports player draft or auction.
- Must possess strong, active relationships with national and Delhi-NCR sports journalists, editors, and broadcasters.
- Must operate a fully functional operations team based in Delhi-NCR to handle daily ground-level requirements at the stadium.
- Must possess all applicable statutory registrations and approvals (including GST and PAN).
- Must not have been blacklisted by any Government Authority, PSU, Sports Body or Corporate Entity.
- A single agency, company or entity (including its group companies, sister concerns or commonly owned/managed entities) shall not be eligible to submit more than one bid against this tender. Submission of multiple bids by the same entity may lead to rejection of all such bids.

7. Documents & Proposal Submission Requirements

Interested agencies shall structure their bid with the following components:

- Company / Agency Profile.
- GST Registration Certificate.
- PAN Card.
- Credentials & Case Studies — highlighting previous sports/cricket league PR campaigns managed by the agency, with clear metrics achieved.
- Strategic PR Plan — a narrative or deck showcasing how the agency intends to build hype for the auction and sustain media momentum across a month-long tournament.
- Team Structure — profiles of the core team members who will be deployed on-ground at the stadium.
- Media Network Overview — evidence of national and Delhi-NCR sports media relationships.
- Declaration of Non-Blacklisting.
- Financial / Commercial Proposal (as per the format below).
- Contact Details of Authorized Representative.

Incomplete submissions may be rejected.

8. Commercial Bid Format

The financial proposal shall be submitted with the following break-up, with costs clearly broken down by Phase:

A. Retainer / Professional Fees

- Phase I — Pre-Event & Player Auction
- Phase II — Main Tournament Coverage
- Phase III — Crisis Management & Post-Event

B. Out-of-Pocket Expenses (OPE)

- Press room setup, media kits, accreditation and on-ground logistics
- Travel, manpower deployment and incidental expenses

C. Execution / Activation Costs

- Press conferences, media events and flash-interview setups
- Content, photography and any third-party production engaged for media use

D. Taxes & Duties

The bidder must clearly specify GST, service charges, and any additional applicable taxes.

9. Evaluation Criteria

Proposals shall be evaluated on the following criteria:

Parameter	Marks
Sports / Cricket League PR Experience & Case Studies	30
Strategic PR Plan & Media Approach	25
Media Network Strength (National & Delhi-NCR)	20
Team Structure & Delhi-NCR Operational Footprint	10
Commercial Competitiveness	15
Total Marks	100

Perfect Pitch Events and Sports Private Limited may seek presentations, references, or additional clarifications before finalizing the successful bidder.

10. Pre-Bid Clarification Meeting

A Pre-Bid Clarification Meeting shall be conducted on:

Date	24 June 2026
Time	4:00 PM IST
Mode	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.

11. Submission of Bids

All proposals shall be submitted electronically via email to the following addresses:

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

Email Subject Line:

“DPL Season-3 – 360-Degree Public Relations & Media Proposal”

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

12. Bid Opening

The bids received within the prescribed timeline shall be opened on 27 June 2026 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.

13. 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 mandate 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, agreement or arrangement of any kind.

14. 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 —