

Request for Quote (RFQ) for Event Management Agency for the Delivery of the Shooting League of India (SLI)

No: SLI/9/2025

Date of Issue: 18 December 2025

1. Introduction

The Shooting League of India (SLI), invites quotations from reputed Event Management Agencies to deliver the on-ground execution of the inaugural season of the Shooting League of India scheduled from 16-26 February 2026.

The SLI is India's first professional, franchise-based shooting league. To ensure a world-class experience for athletes, fans, broadcast audiences, and partners, the SLI seeks a professional event management partner to handle all aspects of venue branding, match-day coordination, hospitality and fan-facing experiences.

Agencies are expected to place special emphasis on in-stadia entertainment and fan experience, simplifying the sport for first-time spectators while elevating atmosphere and engagement.

The event will be held at either the Dr. Karni Singh Shooting Range, New Delhi, India or the M.P State Shooting Academy, Bhopal, MP.

2. Scope of Work

The selected agency will be responsible for the delivery of all league operations and branding, including but not limited to:

A. Venue Branding & Production

- Design, fabrication, and installation of league and sponsor branding.
- Signage: LED boards, banners, flags, standees, backdrops, podium branding.
- Athlete entrance tunnel, medal podiums, and victory ceremony set-up.
- Sponsor activations integrated within venue footprint.
- LED screen content & templates for excitement and fan engagement.

B. Event Coordination & Matchday Operations

- Overall venue flow and logistics management.
- Accreditation system for athletes, staff, media, and VIPs.
- Where required coordination with broadcast team.
- Liaison with league team, NRAI officials and other event delivery partners.
- Crowd management and spectator engagement

C. Hospitality & Protocol

- VIP lounges, athlete hospitality areas, media lounges.
- F&B coordination for athletes, officials, VIPs.
- Spectator catering
- Protocol support for dignitaries, government representatives and federation / shooting officials.

D. Opening & Closing Ceremonies

- Conceptualisation and execution of opening and closing events.
- Stage design, performances, audio/visual coordination.
- Integration of sponsor and broadcaster requirements.

E. In-Stadia Entertainment & Fan Experience

- Manage all instadia and fan entertainment including:
 - Music & Engagement: Pre-approved playlist; DJ + compact stage.
 - Lighting: Upgraded show lighting for walk-ins, athlete intros and celebrations.
 - Tunnel-entry cold pyro
 - Cheer Squads: Two sets of three including choreography and timing; rehearsal and costuming.
 - Create interactive Fan Zones: Interactive zones (e.g., VR/laser simulators, photo-ops, sponsor booths) with queuing, staffing, hygiene, and uptime plan.
 - Crowd Interactions: In-seat activations, giveaways, chants/call-and-response, and “bullseye” moments mapped to the run-of-show.

E. Medal & Prize Ceremony

- Conceptualisation and execution of SLI Medal & Prize Ceremony
- Podium and backdrop design – branding in line with sponsor placements
- Personnel for conducting the prize ceremony and if required, felicitation of guests
- Coordination with the winning teams and presenters.

3. Vendor Qualifications

The agency must fulfil the following:

1. Minimum 5 years’ experience in event management, with demonstrable credentials.
2. Successful execution of at least three multi-day sports leagues/events in India.
3. In-house or affiliated capability for production, branding, AV, and logistics.
4. Proven track record in handling hospitality, ceremonies, and sponsor activations.
5. Ability to deliver end-to-end event services under tight timelines.

4. Submission Requirements

Your submission must include the following:

A. Technical Proposal:

- Company profile and credentials.
- Experience in relevant sports/league events including examples of successful execution.
- Proposed approach, team structure and execution timelines.

B. Financial Proposal:

- Detailed item-wise quote (excluding GST), covering all deliverables
- All quotes must be valid until 31 March 2026.
- Rates must be quoted per unit where applicable.

Category	Item / Deliverable	Unit of Measure	Rate (INR)	Remarks
Branding	Flex printing & mounting	Sq. ft.		
	Vinyl stickers / decals	Sq. ft.		
	Fabricated signages / standees	Per unit		
	LED perimeter board branding	Per running ft.		
Venue Production	Stage setup (incl. trussing, backdrop, lighting)	Per setup		
	Medal podiums / athlete entrance tunnel	Per unit		
	Carpeting (2-layer with masking)	Sq. ft.		
	DJ and DJ Stage	Event period		
	Lighting package	Per setup/per day		
	Camera/Entertainment Platform	Event period		
Hospitality & Protocol	VIP lounge setup	Per lounge		
	Athlete / Media lounge setup	Per lounge		
Event Coordination	Accreditation system	Per accredited pax		
	Staffing (hostesses, runners, volunteers)	Per staff per day		
Ceremonies	Opening Ceremony	(Subject to budget)		Experience

	Closing Ceremony/Prize Distribution	Fixed cost		
	Cheerleaders (2 x 3)	Event period		
	Fan Zone	Event period		Subject to concept
Miscellaneous	Power backup (gensets, UPS)	Per kVA / per day		
Management Fee		Percentage		

5. Timeline & Process

RFQ Issue: 18 December 2025

Submission Deadline: 26 December 2025, 15:00 IST

Evaluation & Vendor Finalization: 7 January 2026

Event Delivery: Between 16 – 26 February 2026

6. Submission Format

All submissions must be emailed to:

ShootingleagueofIndia@gmail.com