

# **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    |
|-----------------------------------|--|---------------------|------------|------------|
| <b>Branding</b>                   | Flex printing & mounting                         | Sq. ft.             |            |            |
|                                   | Vinyl stickers / decals                          | Sq. ft.             |            |            |
|                                   | Fabricated signages / standees                   | Per unit            |            |            |
|                                   | LED perimeter board branding                     | Per running ft.     |            |            |
| <b>Venue Production</b>           | 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   |            |            |
| <b>Hospitality &amp; Protocol</b> | Camera/Entertainment Platform                    | Event period        |            |            |
|                                   | VIP lounge setup                                 | Per lounge          |            |            |
|                                   | Athlete / Media lounge setup                     | Per lounge          |            |            |
| <b>Event Coordination</b>         | Accreditation system                             | Per accredited pax  |            |            |
|                                   | Staffing (hostesses, runners, volunteers)        | Per staff per day   |            |            |
| <b>Ceremonies</b>                 | 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 |
| <b>Miscellaneous</b>  | Power backup (gensets, UPS)         | Per kVA / per day |  |                    |
| <b>Management Fee</b> |                                     | 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](mailto:ShootingleagueofIndia@gmail.com)