



ALL NEPAL FOOTBALL ASSOCIATION
ANFA Complex, Satdobato, Lalitpur, Nepal

REQUEST FOR PROPOSAL (RFP)

for

**Title Sponsorship Right, Marketing, Broadcasting &
Digital Rights of Martyr's Memorial ANFA Women's
League 2082**

All Nepal Football Association

Issued on: 10th March 2026

Issued to: all

Invitation for Bids No.: ANFA/RFP/23/082-083



12/3/26

Section I.



Request for Proposal (RFP)
ALL NEPAL FOOTBALL ASSOCIATION
ANFA Complex, Satdobato, Lalitpur, Nepal
Date of publication: 10th March 2026
Invitation for Bids No: ANFA/RFP/23/082-083

1. The All-Nepal Football Association invites proposals from eligible bidders for the **Title Sponsorship Rights, Marketing, Broadcasting & Digital Rights of Martyr's Memorial ANFA Women's League 2082**
2. Eligible Bidders may obtain further information and inspect the bidding documents at the office of All Nepal Football Association (ANFA), Satdobato, Lalitpur Ph. no. 01-5201060 Email: procurement@the-anfa.com or through ANFA Website www.the-anfa.com [more>downloads>general>RFP 23 (Women's League)]
3. Bidders submitting their bids, should deposit the cost of bidding document of NRs. 1000.00 in the following Rajaswa (revenue) account as specified below:

Information to deposit the cost of bidding document in Bank:

Name of the Bank: Nepal Investment Mega Bank Limited, Durbar marg

Name of the Office: All Nepal Football Association

Office Account No.: 00101010031354

4. Bids must be submitted to the office All Nepal Football Association (ANFA), Satdobato, Lalitpur by hand/courier on or before **12.00 PM on 16th March 2026**. Bids received after this deadline will be rejected.
5. The bids will be opened in the presence of Bidders' representatives who choose to attend at 14.00 PM on **16th March 2026** at the office of All Nepal Football Association (ANFA), Satdobato, Lalitpur.
6. ANFA reserves the right for proposal/bid selection or rejection without assigning any reason whatsoever.



Section II. Instructions to Bidder

<p>1. Scope of Works</p>	<p>1.1 The Employer stated in the BDS for the procurement of the services as detailed in the Schedule of Requirement provided herein. The name of Employer, name of project and contract identification number of Contracts are provided in the BDS.</p>
<p>2. Eligible Bidder</p>	<p>2.1 This Invitation for Bids is open to all registered companies with eligibility criteria specified below.</p> <ol style="list-style-type: none"> a) Up to date Firm/Company Registration Certificate b) VAT and PAN Registration Certificates c) Tax Clearance Certificate for the Fiscal Year 2080-81. d) Business registration certificate, if applicable e) Power of Attorney to sign the Bid f) JV Agreement, or a letter of intent to enter into JV, signed by all legally authorized signatories of all the parties to the existing or intended JV, in case of Sealed Bid is submitted from JV. Other <p>2.2 A bidder declared blacklisted and ineligible by the GoN, Public Procurement Monitoring Office (PPMO), FIFA, AFC or ANFA shall be ineligible to bid for a contract during the period of time determined by the GoN, PPMO and/or FIFA, AFC or ANFA.</p>
<p>3. One Bid per Bidder</p>	<p>3.1 Each Bidder shall submit only one bid, A Bidder who submits more than one bid shall cause all the bids with the Bidder's participation to be disqualified.</p>
<p>4. Cost of Bidding</p>	<p>4.1 The Bidder shall bear all costs associated with the preparation and submission of their Bid and the Employer shall in no case be liable for those costs.</p>
<p>5. Site Visit</p>	<p>5.1 The Bidder at his own cost, responsibility and risk may acquire all necessary information for preparing the bid and entering into a contract for the procurement of the services.</p>
<p>6. Content of Bid Form</p>	<p>6.1 The Bid Form comprise the documents listed below:</p> <ol style="list-style-type: none"> 1. Section I: Invitation for Bid 2. Section II: Instructions to Bidders 3. Section III: Bid Data Sheet 4. Section IV Bid Forms and Price Schedule 5. Section V: Schedule of Requirements 6. Section VI: General Conditions of Contract (GCC) 7. Section VII: Special Conditions of Contract



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	8. Section VIII: Contract Form
7. Clarification	7.1 A prospective Supplier/Bidder may obtain clarification on the Bid Form from the Employer on or before 5 days prior to the deadline for submission of Bid.
8. Language of Bid	8.1 All documents relating to the bid shall be in English or in Nepali.
9. Documents Comprising Bid	9.1 The Bid by the Bidder must comprise the following: <ul style="list-style-type: none"> • Eligibility and Qualification Information/Document • Financial Proposal with Bid Prices
10. Bid Prices	10.1 The Bidder shall indicate on the appropriate Price Schedule the unit prices (where applicable) and total price in Nepali Rupees for the Item to be bid The contract shall be awarded based on the highest offer as mentioned in the Price Schedule. All duties, taxes and other levies payable by the Service Provider under the contract shall be included in the rates, prices and total Bid Price submitted by the Bidder.
11. Bid Validity	11.1 The Sealed Bid shall remain valid for the period of 30 days after opening of the Bid. A bid valid for a shorter period shall be rejected by the Employer as nonresponsive.
12. Bid/Bid Security	12.1 The Bidder shall furnish as part of its Sealed Bid, in original form, a bid security as specified in the BDS . In case of e-submission of Bid, the Bidder shall upload scanned copy of Bid security letter at the time of electronic submission of the Sealed Bid. The Bidder accepts that the scanned copy of the Bid security shall, for all purposes, be equal to the original. The details of original Bid Security and the scanned copy submitted with e-Sealed Bid should be the same otherwise the Sealed Bid shall be non-responsive. 12.2 The Bid Security shall be, at the Bidder's option, in any of the following forms: <ol style="list-style-type: none"> (a) an unconditional bank guarantee from Commercial Bank or Financial Institution eligible to issue Bank Guarantee as per prevailing Law or; (b) a cash deposit voucher in the Employer's Account as specified in the BDS <p>In the case of a bank guarantee, the Bid Security shall be submitted either using the Bid Security Form included in Section III (Bidding Forms) or in another Form acceptable to the Employer. The form must include the complete name of the Bidder. The Bid security shall be valid for minimum thirty (30) days beyond the original validity</p>



	<p>period of the bid</p> <p>12.3 Any Sealed Bid not accompanied by an enforceable and substantially compliant bid security, shall be rejected by the Employer as nonresponsive. In case of e-Submission, if the scanned copy of an acceptable Bid Security letter is not uploaded with the electronic Bid then Bid shall be rejected.</p> <p>12.4 The Bid security shall be forfeited if:</p> <ul style="list-style-type: none"> (a) a Bidder requests for withdrawal or modification during the period of Bid validity specified by the Bidder on the Letter of Bid, after Sealed Bid submission deadline. (b) a Bidder changes the prices or substance of the Sealed Bid while providing information; (c) a Bidder involves in fraud and corruption pursuant to clause 26; (d) the successful Bidder fails to: <ul style="list-style-type: none"> (i) furnish a performance security in accordance with clause 25; (ii) sign the Contract in accordance within the period stipulated in Letter of Award.; or (iii) accept the correction of arithmetical errors pursuant to clause 19.1 (iv) fails to provide the clarification of its Bid by the date and time set in the Employer's request for clarification
<p>13. Format and Signing of Bids</p>	<p>13.1 The Bid shall be typed or written in indelible ink and shall be signed by an authorized person. Any entries or amendments including alternations, additions or corrections made shall be initialled by the same authorized person.</p>
<p>14. Sealing and Marking of Bids</p>	<p>14.1 Bidders may submit their bids by electronically. If so specified in the BDS.</p> <p>14.2 Bidders submitting Bids electronically shall follow the electronic bid submission procedure specified in the BDS</p>
<p>15. Deadline for Submission of Bids</p>	<p>15.1 Bids shall be delivered to the Employer at the address no later than the time and date specified in the BDS.</p>
<p>16. Late Bid</p>	<p>16.1 Any Bid received by the Employer after the deadline shall not be accepted and shall be returned unopened to the Bidder upon request.</p>
<p>17. Modification And Withdrawal</p>	<p>17.1 Sealed Bids once submitted shall not be withdrawn or modified.</p>

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<p>18. Bid Opening</p>	<p>18.1 The Employer shall open the Bids in the presence of the Bidders' representatives who choose to attend at the time and in the place as specified in the BDS</p> <p>18.2 The Employer shall prepare and provide minutes and/or bid opening record (muchulka) of the opening including the information disclosed to those present.</p>
<p>19. Process to be Confidential</p>	<p>19.1 Information relating to the examination, evaluation and comparison of Bids and recommendations for the award of a contract shall not be disclosed to Bidders or any other persons not officially concerned with such process until the award to the successful Bidder has been announced. Any efforts by the Bidder to influence the Employer in the Bid evaluation, comparison or contract award decisions may result in rejection of Bidder's Bid.</p>
<p>20. Examination of Bids</p>	<p>20.1 Prior to the detailed evaluation of Bids, the Employer shall determine whether each Bid</p> <ul style="list-style-type: none"> (a) meets the eligibility criteria defined in Clause 2; (b) has been properly signed by the authorized person; (c) is accompanied by the required securities; and (d) is substantially responsive to the requirements of the Bidding documents <p>20.2 The Employer will do evaluation of the Technical Bids based on Criteria specified in the Section V: Eligibility and Qualification Criteria</p>
<p>21. Evaluation and Comparison of Bids</p>	<p>21.1 In evaluating the Bids, the Employer shall determine for each Sealed Bid the evaluated Bid Price by adjusting any corrections for errors. Bids shall be checked by the Employer for any arithmetic errors. Errors shall be corrected by the Employer as follows:</p> <ul style="list-style-type: none"> (a) only for unit price Contracts, if there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Employer there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected; (b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and (c) If there is a discrepancy between the Bid price in the Summary of Price Schedule and the Bid amount in item (c) of the Letter of Bid, the price in the Summary of Price Schedule will prevail and the Bid amount in item (c) of the Letter of Bid will be corrected. (d) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related

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	<p>to an arithmetic error, in which case the amount in figures shall prevail subject to (a) ,(b) and (c) above.</p> <p>21.2 If the Bidder that submitted the highest evaluated bid does not accept the correction of errors, its bid shall be disqualified and its Bid security shall be forfeited.</p> <p>21.3 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder's bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>
22. Award of Contract	<p>22.1 The Employer shall decide the award of the contract to the Bidder who has offered the highest evaluated price within Bid validity period provided that such Bidder has been determined to be eligible in accordance with the provisions of Clauses 2.</p> <p>22.2 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder's bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>
23. Employer's Right to Accept or Reject	<p>23.1 The Employer reserves the right to accept or reject any Bid or to cancel the bidding process and reject all Bids, at any time prior to the award of the contract, without assigning any reasons whatsoever.</p>
24. Notification of Award and Signing of Agreement	<p>24.1 The Bidder whose bid is accepted shall be notified of the award by the Employer.</p> <p>24.2 The notification (hereafter called the "Letter of Acceptance") to the successful Bidder shall state the sum that the Bidder shall pay the Employer in the execution and completion of the contract. Within 7 days of receipt of the Letter of Acceptance, the successful Bidder shall deliver the Performance Security pursuant Clause 25 and sign the Agreement.</p> <p>24.3 Inability of the Bidder to make an Agreement within the above stated period shall result in the forfeiture of the Bidder's Bid Security and, upon which the Contract shall then be awarded to the next successive successful Bidder.</p>
25. Performance Security	<p>25.1 The Successful bidder shall provide Performance Security of 50% of the remaining amount to be paid to ANFA during the contract agreement (Important).</p>
26. Corrupt or Fraudulent Practices	<p>26.1 The Employer shall reject a bid for award if it determines that the Bidder recommended for award of contract has engaged in corrupt or fraudulent practices in competing for the contract in question.</p>



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	<p>26.2 In Case, a corruption case is being filed to Court against the Natural Person or Board of Director of the firm/institution /company or any partner of JV, such Natural Person or Board of Director of the firm/institution /company or any partner of JV such bidder's bid shall be excluded from the evaluation, if public entity receives instruction from Government of Nepal.</p>
<p>27. Conduct of Bidders</p>	<p>27.1 The Bidder shall be responsible to fulfil his obligations as per the requirement of the Contract Agreement, Bidding documents, GoN's Procurement Act and Regulations.</p> <p>27.2 The Bidder shall not carry out or cause to carry out the following acts with an intention to influence the implementation of the procurement process or the procurement agreement:</p> <ol style="list-style-type: none"> a) give or propose improper inducement directly or indirectly, b) distortion or misrepresentation of facts c) engaging or being involved in corrupt or fraudulent practice d) Interference in participation of other prospective bidders. e) coercion or threatening directly or indirectly to cause harm to the person or the property of any person to be involved in the procurement proceedings, f) collusive practice among bidders before or after submission of bids for distribution of works among bidders or fixing artificial/uncompetitive bid price with an intention to deprive the Employer the benefit of open competitive bid price. <p>27.3 contacting the Employer with an intention to influence the Employer with regards to the bid or interference of any kind in examination and evaluation of the bids during the period after opening of bids up to the notification of award of contract.</p>
<p>28. Blacklisting Bidder</p>	<p>28.1 Without prejudice to any other right of the Employer under this Contract, ANFA may blacklist a bidder for his conduct up to three years on the following grounds and seriousness of the act committed by the bidder:</p> <ol style="list-style-type: none"> a) if it is proved that the bidder committed acts pursuant to the Sub-Clause 27.2, b) if it is proved later that the bidder/Supplier had committed substantial defect in implementation of the contract or had not substantially fulfilled his obligations under the contract or the completed work is not of the specified quality as per the contract, c) if convicted by a court of law in a criminal offence which disqualifies the bidder from participating in the contract. d) if it is proved that the contract agreement signed by the bidder was based on false or misrepresentation of bidder's qualification information, e) Inability of the bidder signing the contract agreement, once the letter of acceptance to the successful bidder has been provided by



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	<p>the Employer.,</p> <p>28.2 A firm declared blacklisted and ineligible by the GON shall be ineligible to bid for a contract during the period of time determined by the PPMO.</p>
<p>29. Publication of contract award notice</p>	<p>29.1 Within three days of contract signing, the ANFA shall publish a notice on the contract award with following information: in its notice board and/or ANFA website.</p> <p>29.2 The Employer shall promptly respond in writing to any unsuccessful Bidder who, within seven days from the date of publication of contract award notice in accordance with ITB 29.1, requests in writing the grounds on which its bid was not selected.</p>

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SECTION - III Bid Data Sheet

ITB 1	<p>The scope of the bid is to provide: Title Sponsorship Rights, Marketing, Broadcasting & Digital Rights of Martyr's Memorial ANFA Women's League 2082</p> <p>The number of the Invitation for Sealed Proposal is: ANFA/RFP/23/082-83</p> <p>The Employer is: All Nepal Football Association</p>
ITB 12.1	<p>The Bidder shall furnish a bid security, from Commercial Bank or Financial Institution eligible to issue Bank Guarantee as per prevailing Law with a minimum of amount as stated below, which shall be valid for 30 days beyond the validity period of the bid.</p> <p>Not Applicable</p>
ITB 12.2 (b)	<p>Cash Deposit Account for Bid Document:</p> <p style="padding-left: 40px;">Name of the Bank: Nepal Investment Mega Bank Limited, Durbarmarg Name of the Office: All Nepal Football Association Office Account No. : 00101010031354</p>
ITB 14.1	<p>Bidders shall not have the option of submitting their bids electronically.</p>
ITB 15	<p>The deadline for Sealed Bid submission is: within 15 days</p> <p>Date: 16th December 2025</p> <p>Time : 12.00 PM</p> <p>Address: ANFA Complex, Satdobato</p>
ITB 18	<p>The Sealed Bid opening shall take place at:</p> <p>Address: All Nepal Football Association (ANFA), Satdobato, Lalitpur</p> <p>Date: 16th December 2025</p> <p>Time : 14.30 PM</p>



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Section IV. Bid Form and Price Schedule

3. Bid and Price Schedules

(SAMPLE FORMAT, Bidder can make their own Bid Form)

Date:

To: *[name and address of the Employer]*

Gentlemen and/or Ladies:

Having examined the Sealed Bid (SQ) documents, we the undersigned, offer to bid for the Rights for *[description of Packages/Item(s)]* in conformity with the said Bid documents for the sum of *[total amount in words and figures]* or such other sums as may be ascertained in accordance with the Schedule of Prices attached herewith and made part of this bid

We undertake, if our bid is accepted, to fulfil the scope of service as specified in the Schedule of Requirements.

If our bid is accepted, we will obtain the guarantee of a bank in a sum equivalent to the amount as stated in the ITB Clause 25 for the due performance of the Contract, in the form prescribed by the Employer.

We agree to abide by this bid for a Period of **45** days from the date fixed for bid opening it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that this bid together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal Contract is prepared and executed.

We understand that you are not bound to accept the highest evaluated bid or any other bid that you may receive.

We declare that we are not ineligible to participate in the procurement proceedings; have no conflict of interest in the proposed procurement proceedings and have not been punished for a profession or business-related offense.

We understand that you are not bound to accept the lowest evaluated SQ or any other SQ that you may receive.

Dated this _____ day of _____ 20_____.



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[signature]

[in the capacity of]

Duly authorized to sign bid for and on behalf of _____



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2. Bidder's Information Form

[The Bidder shall fill in this Form. No alterations to its format shall be permitted and no substitutions shall be accepted. In case of joint venture, each partner shall fill the information in separate form.]

1.	Bidder's Legal Name :	
2.	Bidder's Address:	
3.	Bidder's Country of Registration:	
4.	Bidder's Year of Registration:	
5.	Bidder's Legal Address in Country of Registration	
6.	Bidder's Authorized Representative Information: Name: Address: Telephone/Fax numbers: Email Address:	
7.	Bidder's Telephone/Fax numbers:	
8.	Bidder's Email Address:	
	Attached are copies of the following original documents. <input type="checkbox"/> 1. Firm Registration Certificate <input type="checkbox"/> 2. Authorization to represent the firm	



3. Price Schedule for Goods

Name of Bidder _____

Sheet of Bid Prices [The Bidder must bid on the mentioned sheet below]:

SN	Description of Commercial Rights Martyr's Memorial Women's League 2082	QTY	Amount in Figures (NRS)	Amount in words (NRS)
1	Title Sponsorship Right	1		
2	Co-Sponsorship Right	1		
3	Sponsorship Right	1		
4	Marketing Rights	1		
5	Broadcasting & Digital Rights	1		

*Note: Bidder must bid above as part of their financial proposal; the highest bidder shall be awarded the contract that has full compliance with Section V Eligibility and Qualification Criteria and Section VI Schedule of Requirements

Name of the Bidder: _____



Handwritten signature/initials

Name of the Signatory: _____

Seal of the Bidder: _____

Handwritten signature



SECTION – V: Eligibility and Qualification Criteria

1. Introduction

The All-Nepal Football Association (ANFA) invites sealed proposals from qualified, reputable, and experienced firms for acquiring **Title Sponsorship Rights, Marketing, Broadcasting & Digital Rights of Martyr’s Memorial ANFA Women's League 2082** for a period of **one season**.

The commercial rights package includes:

1. **Title Sponsorship Rights (Including Co-sponsorship and Sponsorship – 3 Tier System)**
2. **Marketing & Advertising Rights**
3. **Broadcasting Rights**
4. **Digital Media Rights**

This RFP outlines the scope of rights, eligibility requirements, submission procedures, and evaluation criteria.

2. Objectives of the RFP

ANFA seeks to:

- Maximize the commercial value of the **Martyr’s Memorial ANFA Women's League 2082**
- Partner with a credible and capable entity to enhance revenue, exposure, and fan engagement.
- Ensure transparent and competitive procurement of commercial rights.
- Promote long-term sustainability of Nepali football.

3. Scope of Rights

A. Title Sponsorship Rights (Including Co-sponsorship and Sponsorship – 3 Tier System)

The successful bidder shall receive:

- Exclusive naming rights for the league (e.g., “XYZ Martyr’s Memorial ANFA Women's League 2025” and Co-Sponsored by and Sponsored by.....).
- Logo integration across all league-related communications, kits, boards, and digital platforms.
- Co-branding rights with ANFA as per the approved brand guidelines.

B. Marketing & Advertising Rights

- Exclusive on-ground advertising rights (LED boards, static boards, backdrop, arch gates, press conference boards).
- League-wide promotional rights and co-branded marketing campaigns.
- Rights to use ANFA & League Marks for advertising subject to approval.

C. Broadcasting Rights

- Rights to commercialize TV broadcast.
- Rights to produce all match content or partner with third-party producers.

D. Digital Media Rights

- Exclusive rights for digital streaming (OTT, YouTube, Facebook, mobile apps).
- Rights for highlights, short-form clips, and digital monetization.
- Development of digital fan engagement products.

4. Duration of Rights

One (1) season, starting from the 2082 Season.

5. Eligibility and Qualification Criteria



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All Bidders shall submit the following documents as pre-requisites for eligibility pursuant to Clause 20.1 of Section 1: Instruction to Bidders:

- a. Firm/Company Registration Certificate: [attach copy]
- b. Business Registration Certificate (License): [attach copy], if Applicable only
- c. PAN/VAT Registration Certificate: [attach copy]
- d. Tax Clearance Certificate/ Extension Letter/Tax return submission evidence for the F/Y 2080/81
- e. Power of Attorney: [attach copy]
- f. Letter of Bid [attach copy]
- g. "Bidder's self-certification of eligibility" as per attached criteria (Annex-I)
- h. Not be blacklisted by any government authority, federation, or international body.

Section VI. Schedule of Requirements

The successful bidder/s during organizing the tournament (and all of its scheduled matches) as per this RFP Document must closely coordinate with ANFA for the management of the tournament, location/venue, schedule, regulations, participating teams, Referees and technicians and shall strictly abide by the instructions and rules/regulations as set by ANFA according to their tournament regulations and practices.

1. Minimum Financial Requirements

SN	Description Martyr's Memorial Women's League 2082	QTY	Amount in Figures (NRS)
1	Title Sponsorship Right	1	25,00,000
2	Co-Sponsorship Right	1	15,00,000
3	Sponsorship Right	1	5,00,000
4	Marketing Rights	1	25,00,000
5	Broadcasting & Digital Rights	1	15,00,000

Bidders shall be allowed to bid in any or all packages however priority will be given to bidders bidding in multiple packages (Specially in context of SN 1, 2, 3 and 4).

2. Payment Schedule:

Payment of the bid amount to ANFA against the proposed rights shall take place in compliance with the dates, duration, and locations indicated below:

Line Item No	Description	Quantity	Physical unit	Final Destination	Delivery Date
1.	2	3	4	5	6
1.	<i>Proposed Amount as per price schedule</i>	<i>50% of the amount</i>	<i>NRS.</i>	<i>ANFA</i>	<i>At the time of the contract agreement</i>

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2.	<i>Proposed Amount as per price schedule</i>	<i>Balance 50% of the amount</i>	<i>NRs.</i>	<i>ANFA</i>	<i>Within Three Days After Completion of 50% of the matches.</i>
The bidder shall provide Performance Security of 50% (or Post-Dated Cheque) of the remaining amount during contract agreement (Important).					

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3. Highlights of the Tournament:

SN	Name of the Tournament	Date/Duration of Tournament	Location	Participating Team
1	Martyr's Memorial Women's League 2082	Chaitra 4, 2082	Kathmandu	10 Premier Women's Team

Further details as per "COMPETITION SYSTEM" section below.

4. Terms and Conditions

The successful bidder will get the following facilities as per their concerned proposals:

1. Commercial Rights (Broadcasting, Title Sponsorship, Marketing & Digital Rights)

Description: Comprehensive commercial rights covering broadcasting, title sponsorship, event marketing, venue branding, and digital media commercialization.

Facilities / Rights Granted to the Successful Bidder:

1. Full rights and responsibility to **produce and transmit** all audio-visual content of the tournament across all platforms (TV, OTT, digital), with **live broadcast of 100% of matches** on TV and digital platforms.
2. Rights to **Title Sponsorship**, including naming rights to position the bidder's brand as the **official title sponsor** of the tournament.
3. Exclusive **marketing rights** for promoting the tournament to maximize reach, audience engagement, and overall brand visibility.
4. Rights for **promotional advertisements on TV and digital media** during the tournament period.
5. Rights to conduct and brand **flash interviews** during and after matches.
6. Rights to branding spaces on **post-match and pre-match press conference backdrops**.
7. Branding rights in the **stadium/match venue**, including designated zones approved by ANFA.
8. Rights for **digital promotional advertisements** across ANFA and partner digital sites.
9. Rights to place the bidder's **products, logos, or brand visuals** during the tournament and at the closing ceremony (including running boards and other assets).
10. Exclusive display on **flash interview backdrops**.
11. Branding presence at **pre-match and post-match press conference backdrops**.
12. **Venue branding rights** within agreements defined by ANFA.
13. Rights to install and display a **cheque billboard** for awards and prize presentations.
14. Rights to **broadcast 100% of the matches live** across all approved broadcast channels.
15. Rights to publish **print and digital advertisements** (promotional activities) in national daily newspapers, magazines, and verified online platforms

3. Requirements from ANFA to be fulfilled by the successful bidder:

• Collaboration & Coordination

The successful bidder must collaborate closely with ANFA to ensure full alignment on ticketing strategies, pricing, marketing activities, event logistics, and matchday operations. Clear and timely communication with ANFA is mandatory to ensure a seamless and professional experience for spectators.

• Provision of Clean Feed

The successful bidder shall provide **Clean Feed** of all matches to ANFA as required for internal use, archival purposes, partner obligations, or additional promotional activities.



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- **Live Broadcasting Obligation**

The successful bidder shall ensure **100% live broadcasting of all matches** through a recognized and approved television channel, maintaining production quality standards acceptable to ANFA.

- **Branding Space Allocation to ANFA**

The successful bidder shall allocate **eight (8) running board advertising spaces** to ANFA at the stadium/match venue. Each space shall be **4 ft x 20 ft** (or equivalent size). These spaces will be used by ANFA to promote and display branding of its partner organizations.

- **Compliance With Laws & Regulations**

All advertisements, promotions, and commercial activities executed by the bidder must strictly comply with All applicable local laws and regulations and ANFA's Commercial, Branding, and Marketing Regulations and Practices (Note: ANFA reserves the right to evaluate, approve, reject, or request modifications to any advertising or commercial content.)

6. **Award of Contract**

- ANFA reserves full rights to accept or reject any proposal.
- The highest scoring bidder will be selected for further evaluation processes.
- ANFA will issue a **Letter of Intent (LOI) to successful bidder before Contract Agreement.**

7. **Confidentiality**

All information shared during the RFP process shall remain confidential and shall not be disclosed without ANFA's written permission.

8. **Rights & Restrictions**

- ANFA retains all sporting, technical, regulatory, and disciplinary rights.
- Bidders must comply with FIFA, AFC, and ANFA commercial regulations.
- No misleading promotions, betting ads, or restricted-category marketing without approval.

9. **Submission Instructions**

- Proposals must be submitted in sealed envelopes clearly marked:
"Proposal for Title Sponsorship Right, Marketing, Broadcasting & Digital Rights of Martyr's Memorial ANFA Women's League 2082 - ANFA/RFP/23/082-083"
- Address:
All Nepal Football Association (ANFA)
ANFA Complex, Satdobato, Lalitpur, Nepal
- Deadline for submission: 1200 PM 16th March, 2026
- Late submissions will not be accepted.



Section VII. Conditions of Contract

1. General Provisions	
1.1 Definitions	In the Contract as defined below, the words and expressions defined shall have the following meanings assigned to them, except where the context requires otherwise:
The Contract	<p>1.1 “Contract” means the Agreement signed between the Employer and the contractor and the other documents listed in the Special Conditions of Contract (SCC).</p> <p>1.2 “Contract Prices or Bid Prices ” means the priced and completed Bid Price Sheet.</p> <p>1.3 “Bid or Quotation” means the bid priced offer to the Employer for the Rights of the various items</p> <p>1.4 “Letter of Acceptance” means the formal acceptance by the Employer of the bid or Tender.</p> <p>1.5 "The Employer" means the procuring entity purchasing of the services i.e. ANFA</p> <p>1.6 "The Bidder means the organization supplying the services under this contract.</p>
	Employer [legal name and address]
	Service Provider [legal name and address]
1.2 Interpretation	Words importing persons or parties shall include firms and organizations. Words importing singular or one gender shall include plural or the other gender where the context requires.
1.3 Priority of Documents	The documents forming the Contract shall be taken as mutually explanatory of one another. If an ambiguity or discrepancy is found in the documents, the Employer shall issue any necessary instructions to the contractor, and the priority of the documents shall be in accordance with the order as listed in the Agreement
1.4 Law	The law of the Contract is stated in the Law of Nepal.
1.5 Communications	<p>Where provision is made for the giving or issue of any notice, instruction, or other communication by any person, unless otherwise specified such communication shall be written in the either Nepal or English language.</p> <p>If a notice given pursuant to Sub Clause 1.5 considered to be delivered when sent through electronic mails stated below;</p>



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	Of the Employer
	Of the Service Provider
1.6 Statutory Obligations	The Service Provider shall comply with the laws of Nepal where activities are performed. The Service Provider shall give all notices and pay all fees and other charges.
2. The Employer	
2.1 Provision of Site	The Employer shall provide the Site and right of access thereto at the times at the stadiums for performing the activities under the contract
2.2 Permits and Licenses	The Employer shall, if requested by the bidder, assist him in applying for permits, licenses or approvals which are required for the Works.
2.3 Employer's Instructions	The Bidder shall comply with all instructions given by the Employer in respect of the Works including the suspension of all or part of the Works.
2.4 Approvals	No approval or consent or absence of comment by the Employer or the Employer's representative shall affect the bidder's obligations.
3. Employer's Representatives	
3.1 Authorized Person	One of the Employer's personnel shall have authority to act for him. This authorized person shall be; [Name and Title of the Person] or as otherwise notified by the Employer to the Service Provider.
3.2 Employer's Representative	The Employer may also appoint a firm or individual to carry out certain duties. The appointee will be notified by the Employer to the Service Provider from time to time. The Employer shall notify the Service Provider of the delegated duties and authority of this Employer's representative.
4. The Service Provider	
4.1 General Obligations	The summary of works that Service Provider are allowed to do are as mentioned in Section VI: Schedule of Requirements.
4.2 Service Provider's Representative	The Service Provider shall submit to the Employer for consent the name and particulars of the person authorized to receive instructions on behalf of the contractor. The person is; [Name, Title and contact of the person]
4.3 Performance Security	The Service Provider shall deliver to the Employer no later than the date specified in the Letter of Acceptance.
4.4 Payment to the Employer	50% of the Proposed bid Amount: At the time of contract agreement. 50% of the remaining Proposed bid Amount: As per agreed in contract. (The bidder shall provide Bank Guarantee /Post Dated Cheque of 50% of



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	the remaining amount during contract agreement)
5.0 Termination	The ANFA reserves the right to terminate the contract if the Bidder doesn't fulfill its obligation under the contract by giving a notice on the day itself.
6.0 Dispute Resolution	In accordance with the prevailing law of Nepal.
Please Note: All other general terms of contract / agreement will be finalized during the contract agreement on mutual understanding.	



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Section VIII. Contract Form

1. Letter of Acceptance
[on letterhead paper of the Employer]

Date.....

To: *name and address of the Contractor*

Subject: *Notification of Award*

This is to notify that your Bid dated for execution of the *name of the contract and identification number, as given in the Contract Data/SCC* for the price of Nepalese Rupees *[insert amount in figures and words in Nepalese Rupees]*, as corrected in accordance with the Instructions to Bidders is hereby accepted in accordance with the Instruction to Bidders.

You are hereby instructed to contact this office to sign the formal contract agreement within 7 days. As per the Conditions of Contract, you are also required to submit Performance Security, as specified in SCC, consisting of a Bank Guarantee in the format included in Section VIII (Contract Forms) of the Bidding Document.

The Employer shall forfeit the bid security, in case you fail to furnish the Performance Security and to sign the contract within specified period.

Authorized Signature:

Name and Title of Signatory:



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2. Performance Security

Date :

To: *[name and address of the Employer]*

WHEREAS **[insert complete name of Supplier]** (hereinafter “the Supplier”) has received the notification of award for the execution of **[insert identification number and name of contract]** (hereinafter “the Contract”).

AND WHEREAS it has been stipulated by you in the aforementioned Contract that the Supplier shall furnish you with a security **[insert type of security]** issued by a reputable guarantor for the sum specified therein as security for compliance with the Supplier’s performance obligations in accordance with the Contract.

AND WHEREAS the undersigned **[insert complete name of Guarantor]**, legally domiciled in **[insert complete address of Guarantor]**, (hereinafter the “Guarantor”), have agreed to give the Supplier a security:

THEREFORE WE hereby affirm that we are Guarantors and responsible to you, on behalf of the Supplier, up to a total of **[insert currency and amount of guarantee in words and figures]** and we undertake to pay you, upon your first written demand declaring the Supplier to be in default under the Contract, without cavil or argument, any sum or sums within the limits of **[insert currency and amount of guarantee in words and figures]** as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This security is valid until the **[insert day, month, year]**.

Name: **[insert complete name of person signing the Security]**

In the capacity of: **[insert legal capacity of person signing the Security]**

Signed: **[insert signature of person whose name and capacity are shown above]**

Duly authorized to sign the security for and on behalf of: **[insert seal and complete name of Guarantor]**

Date: **[insert date of signing]**



3. Contract Agreement

THIS AGREEMENT made the _____ day of _____ 20____ between [*name of Employer/first party*] (hereinafter called “the Employer/first party”) of the one part and [*name of Supplier/second party*] of [*city and country of Supplier*] (hereinafter called “the Supplier/second party”) of the other part:

WHEREAS the first party had invited Sealed Bid/Proposal for certain goods and ancillary services, viz., [*brief description of goods and services*] and has accepted a bid/proposal by the Second party for the supply of those goods and services in the sum of [*contract price in words and figures*] (hereinafter called “the Contract Price”).

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement, viz.:
 - a. Form of Agreement
 - b. The Employer’s Notification of Award
 - c. The General Conditions of Contract;
 - d. Special Conditions of Contract
 - e. Bid Form and the Price Schedule submitted by the Supplier;
 - f. SECTION – V: Eligibility and Qualification Criteria
 - g. SECTION – VI The Schedule of Requirements;
3. In consideration of the payments to be made by the Employer to the Supplier as hereinafter mentioned, the Supplier hereby covenants with the Employer to provide the goods and services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
4. The Employer hereby covenants to pay the Supplier in consideration of the provision of the goods and services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

On behalf of the Employer

On behalf of the Supplier

Name:

Name:

Designation:

Designation:

Sign:

Sign:

Seal:

Seal:



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(Annex-I)

Bidder's Self-Certification of Eligibility

The Company hereby certifies that:

1. They are not debarred, suspended, or otherwise precluded from participating in major competitive bid opportunities.
2. They are not bankrupt or are being wound up, are having their affairs administered by the courts, have entered into arrangements with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
3. They have not been convicted of an offense concerning their professional conduct.
4. They have not been guilty of grave professional misconduct proven by any means that the contracting authority can justify or been declared to be in serious breach of contract for failure to comply with their contractual obligations towards any contracts awarded in the normal course of business.
5. They have fulfilled obligations related to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established in.
6. They have not been the subject of a judgment for fraud, corruption, involvement in a criminal organization or any other illegal activity.
7. They maintain high ethical and social operating standards, including:
 - Working conditions and social rights: Avoidance of Child Labor, bondage, or forced labor; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and All Nepal Football Association beneficiaries.
 - Environmental aspects: Provision of goods and services with the least negative impact on the environment.
 - Humanitarian neutrality: Endeavouring to ensure that activities do not render civilians more vulnerable to attack or bring unintended advantage to any military actors or other combatants.
 - Transport and cargo: Not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.
8. Company warrants that, to the best of its knowledge, no All Nepal Football Association (ANFA) employee, officer, consultant, committee members, or any other party related to All Nepal Football Association has a financial interest in the Company's business activities, nor is any All Nepal Football Association (ANFA) employee, officer, consultant, committee members or any other party related to All Nepal Football Association (ANFA) has any ownership of the company. Discovery of an undisclosed Conflict of Interest situation will result in immediate revocation of the Company's Authorized Vendor Registration status and disqualification of Company from participation in future procurement activities.
9. Supplier hereby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.
10. The company agrees to keep all information received from the All-Nepal Football Association (ANFA) during the procurement process confidential. Such information shall not be disclosed, shared, or used for any purpose other than participation in the procurement, without ANFA's prior written consent. This obligation remains in effect even after the procurement process ends.
11. Company hereby confirms that the organization is not conducting business with All Nepal Football Association under other names or alias's that have not been disclosed to All Nepal Football Association.

Name of Bidder/Company: _____

Name of Authorized Person: _____

Signature and Company Stamp: _____



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