



INDIAN ATHLETICS




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Social, Digital & Media Management for Indian Athletics

**Terms of Reference for
Bids and Letters of Interest**



ATHLETICS FEDERATION OF INDIA (AFI)

Letters of Intent: Social, Digital & Media Management for the Athletics Federation of India (AFI)

HELP SHAPE THE DIGITAL FUTURE OF INDIAN ATHLETICS

- The Athletics Federation of India (AFI) is seeking dynamic, innovative, and experienced agencies or professionals to manage and elevate our social and digital media presence. This is an exciting opportunity to play a pivotal role in expanding the reach of Indian athletics, engaging millions of fans, and creating a powerful brand identity on digital platforms.
- If you are an expert in digital storytelling, content strategy, and fan engagement, we want to hear from you!

SCOPE OF WORK

- **Social Media Strategy & Management** – Develop and execute a data-driven content strategy across Instagram, Twitter, Facebook, YouTube, LinkedIn, and emerging platforms
- **Content Creation & Storytelling** – Produce high-quality visuals, creatives, videos, reels, behind-the-scenes content, and athlete features to boost engagement
- **Live Event Coverage** – Provide real-time updates, highlights, and live streaming support for major AFI events and championships
- **Fan Engagement & Community Building** –

Implement interactive campaigns, contests, polls, Q&As, and athlete-driven content to grow the fan base

- **Analytics & Performance Tracking** – Monitor social media trends, optimize reach, and generate monthly reports with insights and recommendations
- **Sponsorship Integration** – Develop sponsor-friendly campaigns and digital activations to enhance brand collaborations
- **Documentation of events** like Coffee Table Books, Administrative Reports, conceptualising documentary films, etc.
- **Creative design team** for designing publications, apparels, kits, stationary, branding, etc.
- **Content creation and Content writing** for media releases, press communiques, messages, information posting, etc.

WHO SHOULD APPLY?

- Social Media Agencies / Digital Marketing Firms with expertise in sports, entertainment, or brand marketing. Past experience in sports will be an added asset
- Freelance Digital Strategists with a proven track record of managing large-scale digital communities
- Sports Marketing Professionals with experience in athlete branding and fan engagement

- Content Creators & Video Production Teams specializing in sports content, storytelling, and viral campaigns
- Past Experience in managing global or national sports federations, leagues, or teams is a plus

WHY PARTNER WITH AFI?

- **Unprecedented Exposure:** Work with top athletes, international tournaments, and a growing fan base. Opportunity to work with India's premier sports federation and Asia's best athletics federation
- **Creative Freedom:** Bring fresh ideas, innovative strategies, and cutting-edge campaigns to Indian athletics
- **Scalability:** Shape the digital identity of one of India's most promising sports federations.
- **Long-Term Partnership Opportunities:** Expand into broader sports media and branding projects

HOW TO APPLY?

- **Application Deadline:** 5 March 2025
- **Submit Your Proposal Addressed to:** *The Secretary, Athletics Federation of India*
- **Send Physical Copy in Sealed Envelopes to:** *The Secretary, Athletics Federation of India, G-3, Community Center, C Block, Naraina Vihar, New Delhi – 1100028*





WHAT WE NEED:

- Company/Professional Profile & Portfolio showcasing previous digital marketing projects and past experiences. Past experience with sports organisations and knowledge of sports will be an added asset
- Strategy Proposal outlining creative ideas for AFI's digital transformation
- Budget & Pricing Structure for services
- Detailed plan of Human Resources to be employed under different verticals with experience record of the persons to be employed for this project
- Detailed explanation of plan implementation and mode of communication
- List of deliverables and scope of flexibility in the deliverables
- Expected deliverables from AFI
- Explanation of past experience under different verticals (example digital or hard copy of coffee table book production or designed under the vertical of designing producing and designing publications)
- Sample Strategic Media Plan for AFI Competition
- Sample Strategic Media Plan for Athlete Media Management
- Sample Strategic Media Plan for non-competition period

Sd/-
(Sandeep Mehta)
Secretary