



MADHYA PRADESH CRICKET ASSOCIATION

Affiliated to BCCI

Registered 'Society' - No. 4751/1976

Holkar Stadium, Race Course Road, Indore-452 003 (M.P.) INDIA

Date : 2.12.2025

Expression Of Interest - Social Media Outreach

Dear Sir / Madam,

1. Madhya Pradesh Cricket Association is a 'Society' working for the promotion, development, and governance of cricket in the state of Madhya Pradesh. MPCA is affiliated to the Board of Control for Cricket in India (BCCI). MPCA operates from Indore.
2. There are 10 divisional cricket associations affiliated to MPCA. There are total 45 district cricket associations affiliated to Divisional Cricket Associations.
3. Prominent activities of MPCA include (but not limited to) –
 - 3.1 Hosting international and national tournaments / matches;
 - 3.2 Owns & operates two international grade cricket stadiums (one at Indore and another at Gwalior);
 - 3.3 Participation in BCCI tournaments (men's – 8, women's – 7);
 - 3.4 Conducting local cricket tournaments (men – 9 events / year & women 3/year);
 - 3.5 Conducting coaching and talent development programs;
 - 3.6 Owns & operates domestic grade cricket grounds at multiple venues;
 - 3.7 Conducts skill upgradation courses for coaches, umpires, scorers, and other HR;
 - 3.8 Owns & operates a cricket museum at Indore;
 - 3.9 Multiple other activities for promotion & development of cricket and cricketers.
4. To enhance digital presence, MPCA intends to engage competent Social Media Activation & Digital Marketing Agencies that can execute high-quality, creative, and performance-driven digital initiatives for MPCA.
5. This EOI invites proposals from qualified agencies with proven experience in cricket / sports sector for extending necessary professional expertise like -
 - 5.1 Planning and executing comprehensive social media activation strategies;
 - 5.2 Strengthen MPCA's digital footprint across major social media platforms;
 - 5.3 Develop a long-term digital ecosystem covering all significant activities & affairs of MPCA;

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6. **Tiers of operations to be covered under social media:**

- 6.1 Division activities
- 6.2 MPCA – Inter divisional tournaments
- 6.3 MPCA – Coaching, player development, pre-tournament matches, infrastructure development etc.
- 6.4 MPCA – BCCI tournaments & players selection
- 6.5 MPCA – International matches
- 6.6 MPCA – Museum
- 6.7 MPCA – other annual events like annual awards, AGM, new initiatives etc.
- 6.8 General – MP / India / Global cricket milestones / birthdays etc.

7. **Proposed system of implementation :**

- 7.1 One dedicated staff of MPCA shall be responsible for collating information / photos / other details etc. and sharing the details with the creative agency;
- 7.2 The agency shall use its resource to follow the tournaments, player achievements etc. that are available online.
- 7.3 The agency shall process data on realtime basis and seek approval of the processed content from the MPCA staff for social media display.

8. **Eligibility criteria :**

- 8.1 Agency must be a registered entity in India, and preferably having operating office in Indore / Madhya Pradesh.
- 8.2 Agency must have appropriate statutory licenses (if any) to work in the field of social media
- 8.3 Agency must be having income tax PAN, while GST registration shall be preferable.
- 8.4 Minimum 3 years of experience in social media/digital marketing for cricket/sports /education establishments.
- 8.5 Dedicated team for design (images / video), cricket specific content curation,
- 8.6 Ownership of hardware and software for common content curation requirements.

9. **Scope of work :** The selected agency/agencies shall be responsible for delivering end-to-end digital activation services (including but not limited to) -

- 9.1 Social media strategy for platforms like Website, Facebook, Instagram, X (Twitter), YouTube, Threads, etc.
- 9.2 Daily content management, posting, and such other activities.



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- 9.3 Player / activity centric storytelling (copywriting of captions / subtitles etc,) photo/video editing, contemporary style graphic design, editing & post production etc. Use of dual language (English and/or Hindi as per the content requirement)
- 9.4 Match updates, tournament highlights etc.
- 9.5 Designing static images, reels / videos, and such other content.
- 9.6 Developing content schedule.
- 9.7 Live social media coverage during tournaments / matches (score updates, celebration moments etc).
- 9.8 Live interviews, behind the scenes content, and similar content during international games.
- 9.9 Any concept for enhancing fan base
- 9.10 Submission of periodical reports, comparison with other associations, further development proposals etc.

10. General terms & conditions :

- 10.1 MPCA reserves the right to accept or reject any proposal without assigning any reason.
- 10.2 Submission of EOI does not guarantee selection.
- 10.3 All materials shared during the process must be treated as confidential.
- 10.4 All content created by the agency shall be the property of MPCA.
- 10.5 MPCA may choose to empanel multiple agencies based on requirement.
- 10.6 The scope of work and professional charges will be detailed in the work order to the agency to whom the work is awarded..

11. Agency identification:

- 11.1 Upto 2 agencies shall be identified by MPCA based on quality & cost based selection method.
- 11.2 Both agencies shall be required to curate content (based on the input from MPCA staff + on certain topics given by MPCA) for a period of 12-15 days without any commercial return. This content shall be only for assessment purpose and may / may not be used for actual display.
- 11.3 MPCA shall assess the submission quality – timing and such other aspects.
- 11.4 The best suited agency shall be engaged for a period of 6 months, which shall be subsequently continued based on performance.

12. Submission of offers : Interested agencies are required to submit the following documents physically in sealed envelope at the MPCA office and give a presentation on 8th December, 2025 (time to be communicated by MPCA on 6th December, 2025 on the website www.mpcaconline.com by 1 pm)

- 12.1 Agency background, ownership, and legal status.
- 12.2 Address, contact details, and GST/PAN details.
- 12.3 Experience and expertise.
- 12.4 Key clients and testimonials.



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- 12.5 Details of in-house capabilities.
- 12.6 Past work portfolio – specific to cricket / sports / education.
- 12.7 Team composition and profiles of key team members proposed for MPCA task.
- 12.8 Case studies showcasing results.
- 12.9 Approach and methodology for MPCA assignment.
- 12.10 Unique tools and technologies used.
- 12.11 Commercial offer :
 - a. Per month fees for immediate 12 months (without international match activity) explained in most transparent way (Fixed fees + content based fees as per the format of content created)
 - b. International match – period of work, corresponding special services, and fee pattern.
 - c. Additional/optional services if any.
 - d. Annual increment for year no 2 to 5 for item no a to c

13. Presentation (aprox. 15 minutes) -

- 13.1 Understanding of MPCA, knowledge of cricket events tournaments, teams, players, etc
- 13.2 Analysis of MPCA's present social media presence (strength, shortfall, etc)
- 13.3 What could be the broader objective of expanding social media presence.
- 13.4 Approach for different platforms as per the specific requirements
- 13.5 Approach for an international event
- 13.6 Technology & tools
- 13.7 MPCA Social media performance tracking & reports
- 13.8 Perils of social media, and handling crisis

14. Any queries / clarification requirement about the EOI document to be submitted to secretary@mpcaonline.com by 8 pm on 4th December, 2025. MPCA shall issue a common response to all by 8 pm on 5th December, 2025.

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