

Request for Proposal (RFP) Appointment of Agency / Consultant to Execute 7th Edition of Habitat Charity Golf Tournament

Organisation: Habitat for Humanity India

Issue Date: 5th May 2026

Proposal Submission Deadline: 10th May 2026

1. About Habitat for Humanity India

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity India began in 1983 as a grassroots effort. The housing organisation has since grown to become a leading housing nonprofit that has helped over tens of thousands of families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and housing disaster resilience and response programmes, Habitat for Humanity India has positively impacted the lives of over 7.8 million people across the country. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, donate or volunteer, visit: www.habitatindia.org

2. Objective of the Assignment

Habitat for Humanity India has been organising a charity Golf tournament since 2019 to bring the cause of affordable housing closer to the hearts of the golfing fraternity in India. The tournament is envisioned as a premium engagement platform, bringing together corporate leaders, philanthropists and the golfing community to support Habitat India's mission of building homes, communities and hope.

Habitat India invites proposals from experienced event and sports management agencies to partner in the planning and execution of the 7th Edition of the Habitat Charity Golf Tournament in Mumbai.

The objective is to appoint an agency partner to support Habitat India in delivering a high-quality, professionally managed golf event that:

- Provides exceptional experience for participants and sponsors
- Strengthens Habitat India's brand and visibility among key stakeholders
- Enables effective engagement with corporate partners and supporters
- Ensures seamless execution across pre-event, event-day, and post-event phases

Event Details:

- Date: 20 November 2026
- Venue: Royal Willingdon Sports Club

3. Scope of Work

The selected agency will be responsible for end-to-end execution of agreed deliverables across the following areas:

A. Pre-Event Planning & Strategy

- Support in conceptualisation and planning of the event
- Advise on event format, participant structure and experience design
- Develop detailed project plan and timelines
- Appoint a dedicated Single Point of Contact (SPOC)

B. Sponsorship Support

- Develop a sponsorship strategy
- Support identification of prospective sponsors
- Facilitate introductions, follow-ups and coordination
- Maintain a structured tracker of outreach and status

C. Marketing, PR & Communications

- Develop and execute an integrated marketing plan
- Support digital outreach (social media, email campaigns, etc.)
- Secure media coverage of the initiative in mainline print, electronic and online media.
- Design event branding and communication collaterals in alignment with Habitat guidelines

D. Event Production & Tournament Management

- Liaise with the golf club team on all operational requirements
- Manage player registration, bag tagging, tee-offs and scoring
- Ensure accurate, transparent and timely results
- Plan and execute on-ground branding and signage
- Coordinate and manage all vendors (printing, AV, production, etc.)

E. Guest Experience & Event Day Execution

- Manage overall participant experience
- Coordinate hospitality and F&B (in consultation with Habitat India)
- Execute prize distribution ceremony and stage management
- Coordinate with special guests, celebrities, or pro golfers (if applicable)

F. Post-Event Deliverables

- Submit a comprehensive post-event report including:
 - Participant database (with contact details)
 - Event photographs and videos
 - Summary of media coverage
 - Summary of digital outreach
- Support reconciliation of sponsorships and receivables
- Provide all event assets and documentation to Habitat India

4. Commercials

The commercial proposal must be submitted separately and should clearly specify the cost associated with each deliverable using the prescribed cost template. **Please submit the commercial proposal in the given format only. Financial proposals submitted in different formats will not be considered.**

5. Duration of Engagement

From the date of agreement signing until 1st December 2026, or completion of all post-event deliverables.

6. Roles & Responsibilities

Habitat India will:

- Provide brand guidelines, content and communication materials
- Collaboration on sponsor outreach and relationship management
- Support agency in key meetings and approvals
- Ensure timely decision-making and coordination

The Agency will:

- Deliver all agreed services in a timely and professional manner
- Maintain transparency in planning, execution and financials
- Ensure quality standards aligned with Habitat India's brand
- Work collaboratively with Habitat India

7. Data Ownership & Confidentiality

- All data, reports, materials, and assets generated during the engagement shall remain the property of Habitat for Humanity India.
- The agency shall not use or reproduce any materials without prior written consent.

8. Submission Requirements

Interested agencies are requested to submit:

- Technical proposal outlining approach, relevant experience and portfolio of similar events executed
- Financial proposal in the prescribed format
- Client references (if available)

9. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and track record
- Understanding of the brief and approach
- Strength of execution capability
- Commercial competitiveness

10. Submission Details

- Proposals should be submitted via email to: eprocurement-habitat@habitatindia.org
- **Subject line:** Proposal – 7th Habitat Charity Golf Tournament
- Proposals should be submitted via email as attachments. File-sharing links should be avoided unless prior approval is obtained.
- Final date for submission: 10th May 2026
- Late submissions may not be considered.

11. Right to Accept or Reject

Habitat for Humanity India reserves the right to accept or reject any proposal, wholly or in part, without assigning any reason and without incurring any liability.

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