



**ASANTE KOTOKO SPORTING  
CLUB**

**EXPRESSION OF INTEREST  
FOR  
MARKETING SERVICES**

Date of Issue: September 15, 2018

# ASANTE KOTOKO SC EXPRESSION OF INTEREST

## **1. BACKGROUND**

Kumasi Asante Kotoko SC has the richest tradition in Ghanaian soccer history and also commands the greatest following in terms of support base. The Club is currently under new management who are poised to bring it back to top three on the all-time club rankings of the Confederation of African Football (CAF). With two (2) African Club titles and eight (8) runners-up positions in ten (10) finals; 24 Ghanaian league titles and 14 second place finishes; as well as 9 FA Cup victories the club can boast of the greatest collection of silverware in Ghana's club history. The club has recently been crowned as Africa's Club of the Century.

The club has been able to achieve such honors through the efforts of appointed management and the cherished supporters. With a little push from recognized marketing company which will help improve the brand and bring on board some corporate partners by way of sponsorship, the Club has the potential of attaining heights that would be the envy of clubs on the continent and the world over.

Kumasi Asante Kotoko has now adopted good corporate managerial practices as we also attempt to execute programs and projects aimed at re-establishing our dominance in both local and continental soccer competitions. The mandate of the current management provides them with the stability that has eluded previous managements for some time.

In order to achieve both the short and medium term targets set forth by the current management for the club and to ensure that our partners are able to effectively derive the benefits they envisage from the relationship, Kumasi Asante Kotoko SC is ready to outsource its marketing department to a highly reputable marketing company to bring about needed resources for immediate and long term success.

## **2. INTRODUCTION**

This Expression of Interest (EOI) is issued by Asante Kotoko SC, for the purpose of selecting a shortlist of companies who will be invited to participate in a subsequent formal tender. The aim of this EOI process is not to elicit proposals or tenders, but rather to assess

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the capacity and capability of respondents to carry out the Scope of Works for a company, an individual or a group both locally and internationally to deliver marketing services. This will be the first time that Asante Kotoko SC will be outsourcing its marketing department to another corporate entity.

With just under two months in office, the new management have high aspirations for delivering on its mandate as improving the fortunes of the club and conquering Africa once again.

So far, the club has few sponsors left with MTN being the Title Sponsor, apart from this, ticket sales during matches are the main source of revenue for the club and the effectiveness of the marketing strategy for new sponsors and match ticketing are therefore fundamental to our objective to “maximize the financial return to invest in the future of Asante Kotoko SC”. Another successful marketing campaign area which will be the cornerstone of one of our objectives, is to increase the number of women attending our home matches in order to:”; “create new and unforgettable experiences for players and all supporters” and; “increase participation in football – playing, coaching, volunteering, spectating etc.”

The requirements specified in this EOI reflect our commitment to achieving our collective goals as management by seeking a complete Marketing services solution for the Club, including International Relations, participation in World Football and other sporting events. Core deliverables include an overarching ‘big idea’ that runs from awareness building, branding, sponsorship and database development and sign-up by supporters with the aim of driving ticket sales; an overall creative treatment and modular campaign executions that reflect the Club’s brand. In addition, an advertising strategy and plan (in conjunction with management), advertising production, digital media strategy and executions, including use of social media, designed to encourage peer to peer awareness building and convert interest into ticket sales, and a direct marketing strategy and materials.

**3. Scope of Works**

**a. Marketing Objectives**

With specific reference to Marketing objectives, Asante Kotoko SC is seeking to achieve the following:

- New sponsors who are sustained over a long period
- Ticket sales and attendance targets are achieved or surpassed
- International partnerships and positive appeal to international audience
- The Asante Kotoko brand, image and its values are protected and promoted
- The reputation of football in Ghana is enhanced through innovative programs
- Positive media coverage targets are achieved or surpassed
- The Club has trustworthy data about attitudes and intentions of the supporters
- The Club and its stakeholders (including sponsors, commercial partners, governments, GFA and their agencies) have the information/materials/opportunities necessary to promote Asante Kotoko SC and all events organized by it
- Package the Club to create a positive and lasting legacy for football in Ghana, Africa and the World

**b. Scope of the Marketing Services**

The Successful Respondent shall be required to provide the services below in connection and in accordance with the Strategic Direction and Plan of the Management (i.e. marketing and communications plan), such services to be delivered by the Successful Respondent throughout the Country and elsewhere as required always in accordance with the direction of the Management.

While part or all of the strategic approach and campaign elements proposed by the Successful Respondent in its response to the Expression of Interest may be used as part of the ultimate marketing and communications campaign. Asante Kotoko SC may choose at its sole discretion to require the Successful Respondent to undertake alternative approaches to the campaign development and execution subsequent to the Successful Respondent commencing work. All allowances to undertake this work must be included.

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The following scope of services delivery is for illustrative purposes only and is non-exhaustive (Respondents are encouraged to recommend other marketing initiatives or media recommendations in respect of the Asante Kotoko SC).

- Development of an integrated above and below the implementation plan, chiefly focused on Ghana but also including other key international markets as required including, but not limited to:

- other sporting and major events in Ghana
- Overarching ‘big idea’ that runs from awareness building and database sign-up to match times to drive ticket sales
- Creative treatment
- Creative execution
- Advertising strategy and plan (in conjunction with a separately appointed media buyer if any)
- Advertising production
- Digital media strategy and executions, including use of social media, designed to encourage peer to peer awareness building and convert interest into sponsorships and/or ticket sales
- Direct marketing strategy and materials
- Identification of most effective channels for communication to target groups including the use of database
- Consumer and ticketing promotions, involving GFA sanctioned games, friendly matches, commercial partners/ sponsors and media
- Provision of a dedicated project team of experienced staff that understand local football and marketing nuances to deliver the marketing strategy & execution;
- The ability to be physically present at the Asante Kotoko Secretariat as required and at short notice;
- Full, ongoing and transparent reporting against deliverables and budget in a phase by phase approach;

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- Advisory services in relation to and compliance with applicable marketing and communication related legislation (both local and international);
- Collaboration with relevant marketing activities conducted by the GFA, FIFA and other football bodies (e.g. soccerex);
- Collaboration through with the Government of Ghana at all levels (MDAs and MMDAs) and their relevant agencies; and
- Support the development of the Detailed Event Marketing and Promotions Report for all footballing activities within the football season, which needs to be delivered no later than 20 days after the season.

The Successful Respondent will also provide the following support services:

- Provide suggested recommendations of ways to leverage other third party marketing channels and resources, including for example venues, broadcasters, commercial partners, host cities (for other events and tournaments), other sporting and major events;
- Provide suggested recommendations for attracting interest and selling tickets to people that may not ordinarily consider watching matches at the stadium; and
- Demonstrate an understanding of the positioning of the Club at the African stage and world football, to be reflected across all aspects of the services.

What is currently out of scope of the provider of marketing services is as follows:

- **Media Buying (including press, television and radio airtime, mobile, online and poster sites)**
- **Delivery of Fan activation at matches** (however the campaign big idea should be able to be incorporated into activation branding and supporting materials)
- **Collateral design and production** (non-campaign materials)
- **Brand, visual identity and guidelines** (these must be developed together with management).
- **Commercial running of the ‘Kotoko Shop’**

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- **Any other activity that may be agreed upon with the management of Asante Kotoko SC.**

The Successful Applicant will be required to consider these in its creative development and execution

- **Shareholders**

Provide names of shareholders holding 20% or more of any issued capital in the company registering the interest.

- **Consortia**

For consortia, please list details for all consortium members.

#### **4. Description of Requirements**

Respondents are required to incorporate the following in their responses to this EOI:

1. **Previous Experience** – Provide an outline of delivering world class work within the sport category or including for major sporting events and or major ticketing campaigns or sponsorship drive within and/or outside of Ghana.
2. **Project Delivery** – Provide a brief overview of how the respective element(s) of the Services would be planned, packaged, managed and delivered.
3. **Resources** – Provide an outline of the management model and key personnel proposed, together with details of experience and capabilities by outlining the following:
  - ✓ Scope of services/key objectives/methodology
  - ✓ Schedule with calendar dates
  - ✓ Key personnel (no resume required for now)
  - ✓ Proposed fee/percentages
4. **Client Referees** – Provide at least three (3) referees which are relevant to the services proposed for this EOI.
5. **Company Background** – Provide appropriate financial details outlining years of operation, annual turnover, list of Directors or Partners, ownership structure, staff numbers (full time and part time) and financial stability. Brief details of all key personnel experience and capability are also to be submitted.

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Responses to Section 4 of this EOI should be concise and limited to not more than ten (10) A4 pages. Brochures and similar documentation supporting this EOI response may be submitted but must be no more than five (5) A4 pages.

### **Key criteria for the EOI**

- Previous experience of successfully providing marketing services within the sport category or for major global sporting events and or major sponsorship drive or ticketing campaigns that have generated widespread awareness across multiple event audiences and resulted in commercial success as measured by the quantum of sponsorship package and/or sales of tickets to the event(s);
- Proven capability of delivering an innovative, multi-market, multi-channel marketing strategy within the sport category or in the build up to and throughout a major sporting event and or major program preferably in Ghana, from awareness building through to retail / ticket sales;
- Demonstration of exceptional client service including client references.

### **5. Process following submission EOI responses**

It is anticipated that unsuccessful Respondents to this EOI will be notified and successful Respondents issued with a **Request for Proposal (RFP)** in the week commencing **Monday 19<sup>th</sup> November, 2018**.

It is anticipated that responses to the RFP for those shortlisted will be required by **Friday 14<sup>th</sup> December, 2018**.

RFP Respondents may be required to present their proposals to the Asante Kotoko Management at the Kotoko Secretariat or via email ([info@asantekotokosc.com](mailto:info@asantekotokosc.com) or [asantekotokosc@gmail.com](mailto:asantekotokosc@gmail.com)). The Club will advise RFP Respondents of the requirement to make any presentation or clarifications in relation to their proposals following submission of their proposals. The Club reserves the right to amend these dates at its sole discretion.

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### **6. Costs and Expenses**

All costs and expenses associated with the preparation of a response to this EOI will be the responsibility of the Respondent.

### **7. Ownership of documentation**

All documentation and copyright in all documentation provided to the Club in response to this EOI by the Respondent shall upon lodgment with the Club become the property of the Club.

### **8. Evaluation**

- ✓ Asante Kotoko SC is not bound to accept any response to this EOI and the Club reserves the right to vary, suspend or abandon this EOI.
- ✓ Asante Kotoko SC will evaluate all EOI's and may request further detailed clarifications from selected short-listed Respondents prior to finalizing its short list.

### **9. Scope of Works**

- ✓ Asante Kotoko SC will consider proposals for the Services as outlined in the Scope of Works.
- ✓ Respondents are therefore requested to provide specific detail of the Services that they intend to bid for when submitting its EOI.

### **10. No contractual relationship established**

This EOI is an invitation to treat only and not an offer to acquire any goods and or services. Submission of a response to this EOI does not create a contract for the provision of the Services in any way unless and until the EOI is accepted by Asante Kotoko SC and the parties execute a definitive and binding Agreement for the provision of the Services by the Respondent to the Club.

### **11. No right of recourse**

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Any decision made by Asante Kotoko in relation to the selection of a short list from the EOI will be final. The Club is not liable for any costs or expenses incurred by a Respondent in preparing and lodging the Proposal irrespective of whether the EOI is successful or not.

### **12. Public Announcement**

The Respondent must not make any Public Announcements in relation to this EOI or any matters relating to it unless it first obtains written consent from the Club. If the Respondent makes any Public Announcement at any time without the prior written consent of Asante Kotoko SC, the Club reserves the right to reject the Respondent's EOI without notice, whether or not the Respondent has been advised it is successful or unsuccessful. Asante Kotoko SC reserves its right to pursue all remedies available to it.

### **13. Confidentiality**

The Respondent undertakes to:

- (a) keep secret and treat as confidential the Confidential Information;
- (b) only use the Confidential Information for the purposes of considering whether to respond and providing a Response to this EOI (Agreed Purpose); and
- (c) ensure that any person to whom it discloses Confidential Information only uses the Confidential Information for the Agreed Purpose.

### **14. EOI Conditions**

These EOI conditions apply on receipt by the Respondent of this EOI. If the Respondent does not accept all of these EOI Conditions, it must not respond to this EOI and it will not be entitled to participate further in this process.

### **15. Information provided by Asante Kotoko SC**

- All information in relation to the EOI provided by the Club, whether in the EOI documents or not, is provided in good faith to assist Respondent to assess and respond to the EOI. The Club makes no representations or warranties regarding the accuracy or completeness of the information.

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- The Respondent acknowledges that the Club is not liable for any loss, damage or expense suffered by a Respondent as a result of any inaccuracy or inadequacy in any information it provides to the Respondent or any reliance on such information by the Respondent.

### **16. Errors**

If the Respondent finds any discrepancy, error or omission in this EOI, the Respondent must notify the Club in writing of such discrepancy, error or omission on or before the Closing Date.

### **17. Submission of Expression of Interest**

EOIs must be lodged at the Asante Kotoko SC's Secretariat or via email at any time on or before 4.30pm GMT on Friday 9<sup>th</sup> November, 2018:

An EOI may only be made by the submission of an electronic document (preferably in PDF format) with fully completed schedules, documents and information as required by the Club.

#### **Attention:**

The Policy Analyst

Asante Kotoko Sporting Club Ltd

**E-mail:** [info@asantekotokosc.com](mailto:info@asantekotokosc.com) or [asantekotokosc@gmail.com](mailto:asantekotokosc@gmail.com)

**Asante Kotoko SC**, in its absolute discretion, permit any EOI lodged after the Closing Date to be admitted for evaluation.

Asante Kotoko SC thanks you for your interest and looks forward to receiving your response to this EOI.