



الاتحاد الرياضي للتضامن الإسلامي
Islamic Solidarity Sports Federation
Fédération Sportive pour la Solidarité Islamique

ISSF Program
Sports Capital of the Islamic Countries (SCIC)

Annex No. (01)

Sample of the “Bidding Form”

2019 -2021



www.issf.sa

Annex No. (1)

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2019-2021

Important Note:

Please use the Bidding Form as a guide to be fully binding in its form and substance as the Committee in charge will disregard the improper filled-in or the incomplete biddings and will ignore biddings received beyond the deadline specified by the ISSF.

Standard Guidelines for completing and submitting the Form:

The “Bidding Form” must be sent by the NOC of the country as an attachment, after being duly filled-in, to the following e-mail address (SCIC@ISSF.SA), in one of the three official languages of the ISSF (Arabic, English or French), provided that the following sentence should be written as a subject: (Bidding Form - City of [insert city name]).

However, the following documents must be attached:

1. An official approval by the Ministry of Youth & Sport.
 2. An official letter of support by the candidate city mayor, governor or senior official.
 3. The Bidding Form must be sent under a cover letter from the relative National Olympic Committee, stating the official NOC support of the bidding.
 4. Two supporting letters, minimum, must be submitted by the sport federations and youth organizations.
 5. A short introductory film, not exceeding 3 minutes duration, in HD quality as an introduction profile of the city.
 6. A number of no less than three photographs of the city related to sport, youth, history, civilization and sites of attraction of tourism in JPEG format with no more than 3 MB maximum.
 7. A declaration from the NOC authorizing the ISSF and its partners to use the photographs and introductory films for backing the “ISSF Program of Sport Capital of the Islamic Countries” and as promotional materials, without any liability on the ISSF side.
- The Bidding Form must be submitted together with the documents mentioned above, no later than the date specified by the ISSF.



- The name and other particulars of the Mayor or the First VIP Official of the city or the region must be mentioned as indicated hereunder:

City Name:	Country Name:
<u>Details of the Mayor of the city or a key Official (or other):</u>	
➤ Title (Mr./Mrs./Miss.):	
➤ Family Name:	
➤ First Name:	
➤ Address:	
➤ Telephone No.	
➤ E-mail Address:	
<u>Details of the Assistant/Secretary:</u>	
➤ Full Name:	Title:
➤ Department:	Address:
➤ Telephone No.	Mobile:
➤ Fax No.	E-mail Address:

- The main and alternative contact persons must be indicated for the ISSF communications and to exchange the materials related to the Program. The main or alternative contact persons must be part of the team or part of the administrative structure that implements and conducts all issues that made the city winning the title, as following:



City Name:	Country Name:
<p><u>Main contact person:</u></p> <ul style="list-style-type: none"> ➤ Title (Mr./Mrs./Miss.): ➤ Family Name: ➤ First Name: ➤ Job /position: ➤ Department: ➤ Address: ➤ Telephone No. Mobile No. ➤ Fax No. E-mail Address: 	
<p><u>Alternative contact person:</u></p> <ul style="list-style-type: none"> ➤ Full Name Title: ➤ Department: Address: ➤ Telephone No. Mobile No. ➤ Fax No. E-mail Address: 	



1- City Profile:

Geographic, demographic, sport, cultural, economic, tourism and recreational characteristics of the city must be demonstrated as well as the type of local Government and any relations or ties that the city has locally and abroad especially with the International Organizations, such as:

- What is the general sport movement in the city, such as: (Games, Competitions, Venues, Equipment, Capabilities, Institutions, Staff, and Administrative & Technical Features)?
- What is the social influence that the field of sport and youth is having on the city/country and the plans set up by the country/city to promote the sport and youth sector and to develop sports' marketing.
- Will the city have a sufficient infrastructure to host the Program of "ISSF Sport Capital of the Islamic Countries"? Are there any plans to develop the infrastructures of sports, youth, culture, tourism of the city to host and implement the related programs and activities?
- What are the main assets and sources that the city owns and relies on?
- What is the city experience in organization of competition, championships and sport, youth and cultural activities in general and its experience in organizing exhibitions, conference, seminars and local and international forums?

2- Key foreseen objectives & impacts:

To present the basic motives behind the decision taken to apply for hosting the Program of "ISSF Sport Capital of the Islamic Countries", as well as other objectives related to the anticipated social impacts and positive influences on the development and revitalization of economy, culture, tourism sectors and the possible improvement of youth and sport sector in the city itself or in the larger area where the city is a part from, and to explain:

- Why does the city want to apply for hosting the Program of "ISSF Sport Capital of the Islamic Countries".
- What makes your bidding so special in comparison with other biddings?
- What are the long-term cultural, social and economic impacts expected from the city in case of its winning the title? How can such impacts be monitored & evaluated? Who will be conducting said monitory? What the method to prove the success? What are the criteria standards you will adopt to demonstrate and identify the success?



- What are the categories you trying to reach through the Program of “ISSF Sport Capital of the Islamic Countries”?

3- Preparation process:

To explain the preparation process and identify the staff members who are going to be in charge of implementation the Program:

- To identify the persons and entities in charge and others involved in the preparation phase and in the completion process of the Bidding Form, and to figure out how they were attracted to participate.
- To identify the staff members who will be in charge of the implementation of the Program & to identify the role and function of each person in the implementation and conducting the Program.
- To identify the type and form of administrative system to be used which will control the operations, administration & executive functions of the program.

4- The Activities & Events:

To present and explain an appropriate Work Plan that will define the main initiatives that the city will commit to adopt in case of winning the title (i.e. to holding Sport Championships & Competitions, organizing Forums, youth Competitions, Educational Conferences & various Exhibitions on the sidelines or in conjunction and holding other activities and events of the Program such as Training Courses, Seminars Sport and Youth related to the Program and other Recreational and Tourism Activities, and to support expansions or rehabilitation the Sport & Youth facilities.

Attached to the documents, please find Annex No. 5 (General Guidance Program of Activities & Events) to be used as a reference to activities and events which are proper for the city, however, other folkloric and popular sports can be adopted in coordination with the ISSF.

Work Plan should contain:

4-1 Concept of the Work Plan:

The proposed activities, events and initiatives should be designed to be implemented during the year of sports title and to ensure long-term benefits for the partners and the society at large.



The proposed activities, events and initiatives should be realistic, coherent and implementable, taking into consideration the following:

- What are the concept the planned activity?
- How have the events and activities been selected?
- What are the plans for sustaining and continuing the events and activities after the year of sports title?
- How will the local inhabitants be involved in implementation of the events and activities?

4-2 Cooperation & Partnerships:

To review the capabilities of events and activities to attract the participation of employees and those interested from private and public sectors as well as from the civil community in addition to the staff members of professional & specialized companies from the active local, regional and international companies involved in sport and youth fields and from other cultural, economic industrial and recreational sectors, and to:

- Identify the key partners and the role that will be playing in implementing the events and activities of the Program (*i.e. providing advisory services, funding or strong and concrete support*).
- Figure out how to involve the local & national authorities or the Ministries.
- Explain to what extent is the intention to make use of the contents of the General Guidance Book.
- Explaining to what extent is the intention to make the events & activities of the Program as an ideal example and reference for the other subsequent Islamic Sports Capitals.
- Explain how the city plan does to involve local athletes, young local people in the Program and the participation of local sport and youth organizations.
- Explain the strategy to be followed to attract the interest of participants and fans from the Islamic and non-Islamic countries.

4-3 Media Campaign & Communications:

To review and explain the Media Plan for advertising, marketing and promotion for the sports title.

- Explaining the strategy to be used for advertising and marketing and promotion of the city.
- Identifying the team who is going to be in charge of media and communication.



- Identifying the main target of the media campaign and the communication processes.
- Stating the key messages intended to be deliver, and can said messages be summarized in the logo, and what is the city's strategy to attract fans.
- Indicating whether there are any partnerships with Newspapers and media.
- Indicating how the media coverage, of what it has been planned for of the events and activities, can be ensured.
- Identifying the partners and stakeholders who can help in enhancing the events & activities of the Program.
- Explaining how inhabitants can be employed to disseminate and promote the year title inside the state and abroad.

4-4 Budget & Funding:

Reviewing the key points of expected expenditures and the strategy of funding sources and setting up a realistic budget demonstrating a high degree of confidence in each of its items and describing the various sources of financing the marketing and TV transmission, rights investment and attracting sponsorship programs in addition to arranging donors & secured and potential supporters from the public and private sectors taking into consideration that the budget is supposed to cover the preparation period and entire duration of the Program for the events and activities throughout the year of the title.

Accordingly, and in the light of above, the subsequent tables should be completed. The following tables must be filled:

- How was the budget calculated?
- Have the financial authorities of the city, region or state allocated or approved a financial commitment to cover the expenses or to contribute to do so?
- What is the strategy put to obtain financial support from the public or private sponsors?
- What is the schedule put for receiving sufficient income to cover operational expenses to prepare and implement the events and activities of the Program?



General items of expenditure:

Work/activity	Budget in Euro/US Dollar			
	Preparation work		Year of title	Total
	1 st year	2 nd year		
Events & Activities				
➤ Activity 1				
➤ Activity 2				
➤ Activity 3				
➤ Activity 4				
Program Expenditure				
➤ Wages, Gen. Expenditure & administration				
➤ Travel & accommodation				
➤ Human resources				
➤ Information & communication				
➤ Promotion & marketing				
➤ Communication materials & publications				
➤ Website				
➤ Press & media activities				
➤ TV Commercials				
➤ E-marketing & social networking				
Miscellaneous				
Total				

Sources of funding/Income:

Source	Amount (Euro/ US Dollar)	Percentage
➤ The National Government		
➤ Governorate /Territory Authorities		
➤ Municipal and local authorities		
➤ Sponsors from public & private sectors		
➤ Sports marketing and TV transmission		
➤ Investments of rights and advertising		
➤ Others		
Total		100%

Date: / /20



