

## **TERMS OF REFERENCE (ToR)**

Establishment of Contractual Agreement-s to cover a wide range of needs, including the production of informational and promotional materials, event equipment technical support, manual creation, catering, strategic consulting services, digital platform development, and venue rental

### **1. BACKGROUND / RATIONALE**

EUROHOOPS ACADEMY is dedicated to promoting health, well-being, and social inclusion through sports and physical activity. By fostering an environment of participation, diversity, and excellence, the Academy aims to inspire individuals of all ages and backgrounds to lead active, healthy lifestyles, while embracing the core values of teamwork, respect, integrity, and lifelong learning.

Guided by a strong commitment to excellence, ethical standards, and social responsibility, EUROHOOPS ACADEMY ensures that all its initiatives uphold the highest principles of fairness, transparency, and inclusivity. Through its various programs, initiatives, and events, EUROHOOPS ACADEMY actively contributes to the promotion of health and education, inspires positive change, fosters equal opportunities, and supports personal growth, creating a lasting positive impact on communities. To support the successful implementation of these efforts, the Academy seeks to establish Contractual Agreements with experienced companies and organizations capable of providing high-quality services across multiple operational areas.

These agreements will cover a wide range of needs, including the production of informational and promotional materials, event technical support, manual creation, catering, strategic consulting services, digital platform development, and venue rental. Through these partnerships, EUROHOOPS ACADEMY aims to ensure the seamless execution of its activities, enhance operational efficiency, and maximize the impact of its initiatives.

### **2. PURPOSE OF ASSIGNMENT**

The purpose of this Request for Proposal for Services (RFPS) is to identify and engage experienced and reliable suppliers who can deliver high-quality, professional services that support the operations and initiatives of EUROHOOPS ACADEMY. Suppliers must demonstrate proven expertise, operational efficiency, and a strong commitment to excellence, ensuring that all services align with the Academy's standards and strategic objectives.

Through these Contractual Agreements, EUROHOOPS ACADEMY aims to establish a trusted network of service providers capable of delivering timely, cost-effective, and high-impact solutions. Selected suppliers will play an important role in enhancing the Academy's operations, directly contributing to its broader mission of promoting sports, health, education, and community engagement.

### 3. PROCESS OVERVIEW FOR SERVICE ENGAGEMENT UNDER CONTRACTUAL AGREEMENTS

- a. **Submission of Request for Proposal for Services Form.**
- b. **Submission of Terms of Reference:** EUROHOOPS ACADEMY provides these specific Terms of Reference detailing the requirements, scope, and expectations for the requested services under the agreement.
- c. **Submission of Technical and Financial Proposals:** Service providers are invited to submit technical and financial proposals based on the ToR. Technical and Financial Proposals must be submitted separately.
- d. **Review and Finalization:** EUROHOOPS ACADEMY will review the submitted proposals, evaluate their alignment with the ToR requirements, and finalize the selection of the service provider(s).
- e. **Signing of the Contractual Agreement:** The agreement establishes the general terms and conditions for service provision, including agreed-upon pricing and scope.
- f. **Issuance of Purchase Order (PO):** Upon selection, EUROHOOPS ACADEMY will issue a Purchase Order (PO) for the approved services. The issuance of a PO is mandatory before service delivery can commence and is subject to the specific terms outlined in the ToR.
- g. **Commencement of Service Delivery:** The service provider may begin service delivery only after the Purchase Order has been issued and signed by EUROHOOPS ACADEMY.

### 4. SCOPE OF WORK, DELIVERABLES AND TIMEFRAME

The TOR contain 7 different LOTs, below listed.

LOT A : **Production of Informational & Promotional Materials.**

LOT B : **Event Equipment Technical Support Services**

LOT C : **Manual Creation**

LOT D : **Catering**

LOT E : **Strategic Consulting Services**

LOT F : **Digital Platform Development**

LOT G : **Venue Rental**

Bidders may submit proposals for one, multiple, or all LOTs listed in this ToR. Proposals will be evaluated for each LOT independently, with technical and financial evaluations conducted separately. Suppliers will be awarded Contractual Agreement-s covering only the LOT-s for which they meet the evaluation criteria. Submissions for part of the services, of a LOT, will be disqualified.

Deliverables for each of the LOTS listed below, may include but are not limited to:

### **LOT A: Production of Informational & Promotional Materials**

- **Printed Leaflets**
  - 4-colored printing.
  - High-quality paper, minimum 130gsm.
  - Sustainable production practices, including the use of eco-friendly, odorless inks.
  - Recycled or FSC-certified paper.
- **Branded Bags**
  - Custom printing in the required sizes and colors.
  - Good quality material, suitable for mid-term use.
  - Printing should use non-toxic inks.
  - 100% cotton, minimum 130gsm.
  - Final design and branding elements will be provided by EUROHOOPS ACADEMY.
- **Branded Caps**
  - Custom printing in the required sizes and colors.
  - Printing should use eco-friendly, non-toxic inks.
  - Good quality fabric, with a minimum composition of 70% cotton.

### **LOT B: Event Technical Support Services**

- **Event Technical Support & Equipment (response in less than a week upon request)**
  - Audio and lighting equipment for event presentations and performances.
  - Stage setup for speaker sessions and audience engagement.
  - Recording equipment for event coverage and digital content creation.
  - Branding and set design installations for a cohesive event environment.
  - Technical crew and support staff for on-site event execution.
- **Event Setup & Organization (implementation in less than a week upon request)**
  - Execution of 45 outdoor – indoor events across project's locations .
  - Pre-event setup and technical checks to ensure all equipment and materials are fully operational before each event.

- **Budget Categories:**
  - Per event with a budget of below 5K EUR.
  - Per event with a budget of 5-10K EUR.
  - Per event with a budget of above 10K EUR.

### **LOT C: Manuals Creation**

- **Development of Sports Training Manual**
  - Manual for smooth induction of a new coming athlete (age group 8 – 14 years) to a sports club program.
  - Creation of practical training guidelines tailored to the needs of the Sports Days Events and the overall program objectives.
  - Development of structured exercise plans and drills for various sports included in the program, following a methodology designed for coaches, physical education teachers, and educators.
- **Digital Edition**
  - Transformation of the manual into digital version (e-book format).
  - Creative layout and design to ensure user-friendly navigation and accessibility.

### **LOT D: Catering**

- **Deliverables & Specifications - Food Package (per child per event)**
  - Two bottles of water (500ml each).
  - One banana (fresh, ripe, and free of bruises).
  - One Greek bread ring (koulouri Thessalonikis), preferably whole wheat.
  - One portion of triangle cheese, individually packaged.
- **Event Locations & Logistics handling**

The catering provider must ensure efficient delivery and on-site distribution across multiple cities, considering the following event plan:

- Athens – up to 170 events (Two simultaneous events at different locations).
- Thessaloniki – up to 85 events.
- Patras, Heraklion, Chania, Rhodes – up to 16 events.
- Alexandroupoli, Xanthi, Ioannina, Corfu, Larissa, Volos – up to 24 events.

### **LOT E: Strategic Consulting Services**

- **Strategic Planning & Project Management**
  - Performance Monitoring & KPI Tracking – Establish key performance indicators (KPIs) and track progress toward program goals.
  - Implementation Strategy – Define the phases of execution, develop timelines, allocate required resources, and identify potential risks.
  - Clear coordination processes and smooth execution of all program phases.
  - Risk Management & Development of flexible operational solutions to mitigate disruptions – Identify potential challenges, bottlenecks, and operational risks, and develop mitigation strategies.

### **LOT F: Digital Platform Development**

- **Data Collection & Requirements Analysis**
  - Identify and document user needs and technical specifications.
  - Conduct a risk assessment to anticipate potential challenges in system deployment.
  - The platform must support the following phases:
    - Phase 1: Initial Application Submission – Users submit applications through an intuitive interface.
    - Phase 2: Processing & Approval – Internal workflows for review, verification, and approval.
    - Phase 3: Tracking & Monitoring – Real-time tracking of applications, with automated status updates.
    - Phase 4: Approved Application Management – Final processing and record-keeping for completed applications.
- **Technical Requirements**
  - Compatibility with defined operational requirements.
  - Platform flexibility regarding architecture, modularity, extensibility and key features.
  - Scalability – Ability to accommodate future expansion and increasing user demand.
  - Security & Compliance – Implementation of data protection measures, secure access controls, and GDPR compliance.
  - Ongoing Support & Maintenance – Supplier must offer technical support, updates, and troubleshooting assistance.

## **LOT G: Venue Rental**

- **Venue Identification & Booking**

- Mapping of Available Venues – Identify suitable locations based on program needs.
- Establishing Selection Criteria – Define key requirements such as capacity, facilities, and accessibility.
- Suitability Assessment – Evaluate venues based on location, logistics, and adaptability for event requirements.
- Sports Equipment Availability – The selected venues must have access to or provide sports equipment for football, volleyball, track & field, and gymnastics. The supplier is responsible for ensuring that the venues can accommodate these requirements.
- Contract Finalization – Secure cost-effective agreements with venue providers.
- Booking & Scheduling – Confirm venue reservations in coordination with the EUROHOOPS ACADEMY Events Management team.
- Alternative Spaces Provision – In addition to venues, the supplier must propose alternative spaces that can accommodate the program's needs.
- Exclusive Use for Exhibition Spaces – Ensure that designated exhibition areas are available for exclusive use by EUROHOOPS ACADEMY when required.

- **Additional information**

- Up to 28 **Train the Trainer** sessions in Athens and Thessaloniki.
- Min. 50 days venues usage for sport events rehearsals and preparation, including utilities.
- The availability of sports equipment for football, volleyball, track & field, and gymnastics is a prerequisite for venue selection and should be confirmed as part of the booking process.

## **5. ESTIMATED DURATION OF THE CONTRACTUAL AGREEMENT**

The agreement will be in effect up to 31 December 2025. Unless otherwise amended.

## **6. QUALIFICATIONS AND EXPERIENCES REQUIRED**

### FOR LOT A: Production of Informational & Promotional Materials

- Experience in quality printing and promotional item production.
- Capacity to meet strict delivery deadlines and provide high-quality materials.
- Capability to provide pre-production samples upon request.
- Compliance with fair labor policies.
- Minimum of 2 years of company experience.

#### FOR LOT B: Event Equipment Technical Support Services

- Experience in providing technical event support for large-scale sports or educational events.
- Ability to manage multi-location event logistics and provide consistent service quality.
- Capacity to deliver and operate all required equipment, ensuring high performance and reliability.
- Compliance with EUROHOOPS ACADEMY's branding, safety, and operational standards.
- Minimum of 2 years of company experience.

#### FOR LOT C: Manual Creation

- Experience in educational content development and sports-related instructional material creation.
- Ability to integrate modern pedagogical approaches and inclusive teaching methods.
- Formatting and preparation of digital version.
- Skills in content visualization and interactive digital design.
- Minimum of 2 years of company experience.

#### FOR LOT D: Catering

- Experience in event catering, food distribution, or large-scale meal delivery services.
- Ability to handle high-volume production and multi-city delivery logistics.
- Compliance with food safety and transportation standards.
- Capacity to accommodate scheduling flexibility based on event needs.
- Minimum of 2 years of company experience.

#### FOR LOT E: Strategic Consulting Services

- Experience in strategic planning, project management, and performance tracking.
- Ability to identify potential challenges and proposing practical solutions.
- Ability to coordinate and manage different phases of the program.
- Analytical skills for making data-driven decisions.
- Minimum of 2 years of company experience.

#### FOR LOT F: Digital Platform Development

- Experience platform development/integration.
- Knowledge of secure data management and user interface design.
- Ability to provide technical support and maintenance after launch.
- Capacity to meet strict delivery deadlines.

- Minimum of 2 years of company experience.

#### FOR LOT G: Venue Rental

- Experience in venue scouting, event planning, or rental contract negotiations.
- Established network of sports facilities, conference halls, or multi-purpose event space.
- Ability to manage logistical aspects of venue booking and coordination.
- Timely response to booking requests.
- Minimum of 2 years of company experience.

## **7. STRUCTURE OF PROPOSAL**

For one or more LOTs (irrespective the number of LOTs), bidders shall submit the following documents:

1. **Mandatory Requirements:** Please refer to section 7.1 below for details.
2. **Technical Proposal:** The technical proposal shall be a pdf file based on the Mock Scenario provided in Annex B. The proposal should demonstrate the bidder's understanding of the requirements, the proposed approach, and the capacity to deliver the outlined services effectively and efficiently. The technical proposal must address all components listed in Annexes 1 – 7; each one corresponding to a specific LOT. Therefore, bidders shall check the Annexes corresponding to each of the LOTs they may apply for. Additional information below in Section 7.2.
3. **Financial Proposal:** Additional information below in Section 7.3.

### **7.1 Mandatory Requirements**

For all LOTs, bidders should submit, as part of their technical proposal, the below documentation in order to comply with the mandatory criteria of the selection process:

- Copy of Company's certificate of legal registration in the country, issued by the competent authority. (**MANDATORY**)
- **Financial documents:** Tax Filing and certified financial statements (**MANDATORY**)
- Certificate from tax authorities indicating that the company does not have any outstanding tax obligations to the tax authorities by the closing date of this RFP. (**MANDATORY**)
- Request for Proposal for Services Form, filled in and submitted, signed by a duly authorized representative of your Organization/ Company. (**MANDATORY**)

### **7.2 Technical Proposal**

1. Overall Guidelines for ONE LOT Submissions:
  - All technical proposals must address all components listed in the checklist provided in ANNEXES 1-7.
    - Annex 1 – LOT A
    - Annex 2 – LOT B
    - Annex 3 – LOT C



Annex 4 – LOT D

Annex 5 – LOT E

Annex 6 – LOT F

Annex 7 – LOT G

- Each component must directly address the corresponding technical criteria, demonstrating the agency's expertise in the respective LOT.
- Proposals should be concise and submitted as a PDF file.

## 2. MULTIPLE LOT Submissions:

- Agencies wishing to submit proposals for more than one LOT must provide separate PDF files for each LOT, with all required components for each proposal included.
- Information relevant across multiple LOTs – Mandatory Requirements established in 7.1.- do not have to be replicated more than once. This information can be submitted once in a separate email File Naming: Use the format [Company Name]\_Mandatory Requirements.pdf.
- Each LOT will be evaluated independently, and the relevance of submitted materials will be assessed against the specific criteria for that specific LOT.

### Requirements for all technical proposals:

#### 1. Format and Submission Guidelines:

- Format: Submit the proposal in PDF format, organized with clear headings for each component.
- Language: All proposals should be submitted in English.
- Length: The proposal should not exceed 15 pages, excluding annexes.
- File Naming: Use the below format:  
[Company Name]\_TechnicalProposal\_LOTX.pdf.

#### 2. General Guidelines:

- Submissions must be made in English, presented in pdf. format, duly signed and sealed by the bidders' authorized representatives.
- Certificates issued by the Greek local authorities can be submitted in Greek (no need to be translated it in English). The rest of the proposal and the offer must be prepared and submitted in English, as per the above-mentioned requirement.
- No price information should be attached to the technical documentation.
- Proposals submitted in the form of a link will not be considered compliant by the procurement unit and therefore will not proceed to the evaluation stage.
- Any submissions made outside of the allotted timeframe or without adequate information will be automatically disqualified.
- Bidders applying for different Lots are expected to send separate technical proposals (one per LOT) according to the above requirements.
- Partial Bids, for parts of a LOT, will not be considered.

### 7.3 Financial Proposal

Financial proposal shall be prepared in a separate file (ANNEX C financial offer form), in accordance with the requirements contained in the Terms of Reference for this RFPS.

Financial proposals files must be shared in an encrypted way (password protected). Please do not put the passwords in the email.

The passwords for the financial proposals will be requested only from the technically qualified bidders when the technical evaluation is finalized.

## 8. EVALUATION PROCESS AND METHODOLOGY:

The evaluation of proposals will be conducted in three distinct phases:

Phase	Evaluation Criteria	Outcome
Phase 1	Mandatory Requirements (8.1)	Pass/Fail
Phase 2.1	Mandatory Technical Criteria (8.2)	Minimum 49 points required to pass (70 points max), considering compliance to Mandatory Technical Criteria
Phase 2.2	Mock Scenario Technical Proposal	
Phase 3	Financial Proposal Evaluation (8.3)	Lowest Price Formula (30 points max)
Final Ranking	Combined Technical & Financial Score (100 points total)	Highest Scoring Companies Selected

### 8.1 Mandatory Requirements

The Minimum Organizational Requirements described below must be fully met by the institutional proposers in order to be considered eligible for the technical evaluation.

#	Mandatory requirements	PASS/FAIL
1	Be established as a legal entity (real persons and/or JVs are not eligible)	
2	Financial documents demonstrating financial viability to undertake the project	
3	Shall not have any outstanding social security obligations (for the Staff members under their payroll) to the Social Security Authorities by the closing date of this RFP (photocopies of supporting documents from the Social Security Authority)	
4	Shall not have any outstanding tax obligations to the tax authorities by the closing date of this RFP (photocopies of supporting documents from the tax authorities)	
5	Request for Proposal for Services Form, filled in and submitted, signed by a duly authorized representative of your Organization/ Company	

EUROHOOPS ACADEMY reserves the right to request notarized copies of the mentioned documents from the selected company(s) prior to contract signature.

## 8.2 Technical Evaluation Scoring Methodology

Considering compliance with all Technical Mandatory Criteria, all proposals will be evaluated using the evaluation criteria as indicated in the corresponding ANNEX per LOT (Annexes 1 – 7). Bidders are advised to follow the detailed instructions to construct their submissions, demonstrating each of the criteria and be consistent with the tasks detailed in the ToR. Bidders are advised to avoid submitting brochures and pamphlets that have no direct bearing on the requirements under this RFP.

For a Bidder to pass to the financial evaluation stage, a minimum technical score of 49 out of 70 points is required. NOTE: Bidders should provide all the requested services for each LOT. Partial bids may not be accepted.

## 8.3 Financial Evaluation Scoring Methodology

Financial evaluation will be conducted separately per LOT.

The total number of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal opened and compared among those invited firms/institutions which obtain the threshold points in the technical component's evaluation.

All other price proposals will receive points in inverse proportion to the lowest price; e.g. Score for price proposal X = (Max. score for price proposal Points \* Price of lowest proposal)/ Price of proposal X.

Financial proposals should be submitted all-inclusively for providing the contracted deliverables as described in the TOR.

## 9. CONTRACT AWARD:

For each LOT, the proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

## 10. ANNEXES

ANNEX B – MOCK SCENARIO  
ANNEX C – FINANCIAL OFFER FORMS  
ANNEX 1 – LOT A TECHNICAL PROPOSAL GUIDELINES  
ANNEX 2 – LOT B TECHNICAL PROPOSAL GUIDELINES  
ANNEX 3 – LOT C TECHNICAL PROPOSAL GUIDELINES  
ANNEX 4 – LOT D TECHNICAL PROPOSAL GUIDELINES  
ANNEX 5 – LOT E TECHNICAL PROPOSAL GUIDELINES  
ANNEX 6 – LOT F TECHNICAL PROPOSAL GUIDELINES  
ANNEX 7 – LOT G TECHNICAL PROPOSAL GUIDELINES.