



# বাংলাদেশ ফুটবল ফেডারেশন

## BANGLADESH FOOTBALL FEDERATION

Ref: 507

/BFF-Tender/2026

Date: 03-02-2026

### **EXPRESSION OF INTEREST (EOI) For Appointment of esports, Event & Marketing Partner for FIFAe 2026 Season**

Bangladesh Football Federation (BFF) invites Expression of Interest (EOI) from eligible, experienced and reputed agencies to act as the Official Esports, Event & Marketing Partner for Bangladesh's participation in the FIFAe World Cup 2026 Season.

The selected partner will be responsible for the end-to-end execution of national trials, tournament operations, and marketing & sponsorship activations across three official FIFAe disciplines:

- a) eFootball™ Console (2v2)
- b) eFootball™ Mobile (1v1)
- c) Rocket League (3v3)

#### **1. Scope of Work**

The selected partner will be responsible for the end-to-end execution of the following:

##### **1.1 National Championship & Talent Discovery**

- **National Trials:** Design and execute domestic trials to identify and select the top talent for the **Extended National Team** (up to 10 players).
- **Roster Management:** Manage the nomination process for the **National Roster** (up to 6 players) before each competition week.
- **Player Eligibility:** Ensure all players are at least 16 years old for FIFAe-operated events, hold a valid Bangladesh passport, and have a registered FIFA.GG account.

##### **1.2 Event Operations & Tournament Management**

- **Nations League Management:** Manage participation across three dedicated weeks of the **FIFAe Nations League**
- **Championship Qualification:** Provide technical and logistical support for the **Continental Championships** (July – September 2026) and the **FIFAe World Cup main event** in Saudi Arabia
- **Technical Infrastructure:** Ensure high-standard connectivity and hardware for all online qualifier stages to maintain competitive integrity.



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### 1.3 Marketing & Marketing Partnership

- Storytelling:** Develop a "Sustained Storytelling" strategy to build narratives around the national team throughout the season.
- Content Production:** Create social media content, animated graphics, and fan engagement activations using FIFAE-provided templates.
- Sponsorship:** Identify and activate local partners, ensuring they do not fall under prohibited categories (e.g., alcohol, tobacco, betting, or certain cryptocurrency platforms).

### 2. Proposal Submission Guidelines

Bidders should include:

- 2.1 Technical Proposal:** Detailed plan for organizing the National Championship and managing the three game titles.
- 2.2 Marketing Strategy:** Plan for fan engagement and social media growth.
- 2.3 Financial Proposal:** Total budget breakdown for operations and marketing.
- 2.4 Revenue Sharing:** The Selected partner shall share the Percentage (%) of the total gross revenue generated from these events with Bangladesh Football Federation.
- 2.5 Company Profile:** Evidence of past experience in esports or sports management.

### 3. Eligibility Criteria

- 3.1 Any person(s) or entities with an existing un resolved dispute (i.e., Financial, Disciplinary and any other) with BFF or AFC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the Bidding Process.
- 3.2 Interested companies must have at least 2 (Two) years of experience in providing this kind of services. For organizations that have previously worked with BFF, the experience requirement may be relaxed.

3.3 Must have experience of arranging Sports Event Activation.

### 4. EOI Submission System:

This EOI shall follow a Two-Envelope System:

Technical Proposal (Envelope-A)

Financial Proposal (Envelope-B)

Both envelopes must be sealed separately and submitted in one outer sealed envelope, clearly marked with the tender title.

#### 4.1 Evaluation Methodology:

Technical Evaluation: 60%

Financial Evaluation: 40%



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### 4.2 Important Conditions:

Financial Proposals will be opened only if the Technical Proposal is found satisfactory. Bangladesh Football Federation reserves the right to accept the best overall proposal, considering technical superiority alongside financial competitiveness.

Failure to achieve minimum technical standards **will result in disqualification, and the Financial Proposal will not be considered.**

### 5. Documents:

The Offer needs to be accompanied with the following documents:

- Company Profile/Background.
- Copy of TAX Registration
- Trade License
- BIN
- Work Experience.
- 3 Month Bank Statement.
- The project focal point and team set up and availability.
- Financial proposal
- Technical Proposal.

### 6. Currencies of Bid and Payment:

- The EOI shall quoted in BDT. (Clearly itemized Including applicable VAT and TAX)

### 7. Language of Bid:

All Bids must be submitted in English.

### 8. Confidentiality:

8.1 Information relating to the examination, evaluation, comparison of bids, and recommendation of contract award will not be disclosed to bidders or any other persons not officially concerned with such process until the Contract has been awarded.

8.2 Any effort by a Bidder to influence the Bangladesh Football Federation in the examination, evaluation, comparison of the bids or contract award decisions may result in the rejection of its bid.

8.3 From the time of bid opening to the time of Contract award, if any bidder wishes to contact the Bangladesh Football Federation on any matter related to the bidding process, this must be done in writing.

### 9. Submission Procedure& Deadline:

- The Service offer must be submitted at the BFF Office at BFF House, 14/B Toyenbee Circular Road, Motijheel C/A, Dhaka-1000, Bangladesh during office hours (between BST 1000 to BST 1400) on or before **14 February 2026** and should be in a sealed envelope to be addressed to: **General Secretary, Bangladesh Football Federation**



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### 10. Evaluation of EOI:

- 10.1 The Bangladesh Football Federation shall examine all documentation and other information submitted by Bidders to verify eligibility, and then will review and score bids according to the defined criteria for this EOI.
- 10.2 Bangladesh Football Federation reserves the right to reject all bids, and re-tender if no satisfactory bids are submitted. BFF under no obligation to award the contract or to award it to the lowest bidder.

### 11. Award Procedure:

- 11.1 The Bangladesh Football Federation (BFF) may, unless the Bidder expressly stipulates to the contrary in the EOI, accept whatever part of a EOI that BFF so wishes.
- 11.2 The Bangladesh Football Federation shall award the Contract in writing, by email, to the Bidder(s) whose offer(s) has been determined to be the best, before the end of the bid validity period.

### 12. Notification of Award:

- 12.1 The email from BFF to the Bidder(s) alerting them of the fact that they have been successful will state the sum that the Bangladesh Football Federation will pay the Provider in consideration of the provision of goods and/or services as prescribed in the Invitation to Tender and in accordance with their bid.
- 12.2 Bidder is thereafter required to reply to email, confirming their wish to proceed the with a contract.

### 13. Signing of Contract:

- 13.1 The Bangladesh Football Federation shall call the successful Bidder(s) to sign the contract(s) and term of Reference once finalised.
- 13.2 Within an agreed timeframe, the successful Bidder(s) shall sign, date and return the contract(s) to the Bangladesh Football Federation.

**General Secretary**  
Bangladesh Football Federation  
BFF House, 14/B Toyenbee Circular Road  
Motijheel C/A, Dhaka-1000.