



REQUEST FOR PROPOSAL

**ENGAGEMENT OF AGENCY
FOR PROMOTION & EVENT MANAGEMENT OF
ASIAN ATHLETICS CHAMPIONSHIP-2017
AT KALINGA STADIUM, BHUBANESWAR**

APRIL-2017

**DEPARTMENT OF SPORTS & YOUTH SERVICES
GOVERNMENT OF ODISHA
C-1, NAYAPALLI, BHUBANESWAR-751012**

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1. INTRODUCTION

1.1 Background

Asian Athletics Championship, the flagship sporting event of the continent, is organized biennially with its first edition being held at Manila in 1973. Since its inception, India has twice hosted the Asian Athletics Championships; at New Delhi (1989) and Pune (2013).

Bhubaneswar, the capital city of Odisha, will host the 22nd Asian Athletics Championship-2017 scheduled from 6th July – 9th July 2017 at Kalinga Stadium. The Championship will have participation of athletes from 45 Asian countries competing for 42 events wherein 20 World Champions will be witnessed in action.

Bhubaneswar is proud to host its biggest ever sporting event which will place Odisha in the International Sporting Map. The Mega Event will be hosted with grandeur complying with international standards of hospitality and event management.

Department of Sports & Youth Services (DSYS) seeks to hire single competent agency having experience and expertise in event management as well as in media marketing and promotion for successful hosting, branding and promotion of the mega event. (herein referred as "Agency").

1.2 Instructions to the Applicants

- (i) Firms are hereby invited to submit their Request for Proposal (RFP) for providing their services to Department of Sports & Youth Services (DSYS). Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected Agency and DSYS. The Contract shall be for a period of 1 (One) season, i.e. the Agency shall execute the scope of work mentioned in this document during Asian Athletics Champion (AAC) - 2017 only.
- (ii) A description of the assignment, terms of reference and its objectives are given in Section-2 of this document.
- (iii) To obtain firsthand information on the assignment, the Agency may make visits to Kalinga Stadium, or visit the city of Bhubaneswar before submitting the proposal.

- (iv) Please note that the expenditure incurred towards cost of preparing the proposal and negotiating the contract, including the site visits, are not reimbursable as a direct cost of the assignment.
- (v) DSYS is not bound to accept any of the proposals submitted. DSYS may reject any and / or all the proposals without assigning any reasons thereof.

1.3 Consortium

Keeping in view the scope of work, Consortiums / Joint Ventures are NOT allowed. Proposals from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected. Firms/Agencies desirous of participating in this Bid should not have been debarred/blacklisted by any Government agency.

1.4 Documents

- (i) The RFP document shall be available from the advertisement date till the bid due date on the website of DSYS at www.dsysodisha.gov.in
- (ii) Bidders are advised to submit their proposal in the appropriate formats specified in this document.
- (iii) At any time before the submission of proposals, DSYS may, for any reasons, whether at its own initiative or in response to a clarification requested by an invited consulting firm modify the document by amendment. The amendment will be notified in the website of DSYS and revised documents / clarification if any, shall also be uploaded on the website.

1.5 Pre-bid Meeting:

To address the queries of Bidders on the project scope and bid document, a pre-bid meeting is scheduled to be held at Department of Sports & Youth Services at below mentioned schedule.

The date, time and venue of Pre-Bid Meeting shall be:

Date : 18th April 2017

Time : 11 AM

Venue : Conference Hall, Hockey Stadium, Kalinga Stadium Sports Complex, Bhubaneswar

Bidders are advised to submit their queries addressed to the Under Secretary, Department of Sports & Youth Services, by 17th April 2017 by 3 PM. The responses to the queries shall be uploaded in the website of DSYS.

1.6 Communications:

All communications including the submission of Proposal should be addressed to:

To,

**Director, Sports & YS
Department of Sports & YS
(Games Secretariat, TSU Cell)
C-1, Nayapalli, Bhubaneswar-751012
E-mail: aacbbsr@gmail.com**

1.7 Schedule of Selection Process:

DSYS shall endeavor to adhere to the following schedule:

Sl. No.	Event Description	Date
1	Issue of Tender Notice	12 th April 2017
2	Pre-Bid Meeting	18 th April 2017 at 11 AM
3	Proposal submission date	2 nd May 2017 by 3 PM
4	Opening of Proposals	
	Opening of Technical Proposal	2 nd May 2017
5	Presentation by Qualified Bidders	5 th May 2017 (Time will intimated later)
6	Opening of Financial Proposals	5 th May 2017 (After the presentation)

1.8 Preparation of Proposal

- (i) Bidders are requested to submit the proposals as per the attached formats only. **The proposals, which are not submitted in the required format, are liable to be rejected by DSYS.**
- (ii) The requirement of information to be provided by the Bidder, i.e. the Technical and Financial Proposal, is described in Section-3 of this document. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.
- (iii) The Bidders may be disqualified, if information sought in the RFP is not provided.
- (iv) Any proposals containing vague and indefinite expressions will not be considered.

1.9 Submission of Proposal

- (i) The Bidders should submit their proposals in two packets in the following manner:
 - a) **Technical Proposal:** (Marked "**Technical Proposal for Branding & Promotion and Event Management of Asian Athletics Championship-2017 at Kalinga Stadium**" at the top of the envelope) should contain all the detail sought by DSYS as per Section – 3.2.
 - b) **Financial Proposal:** (Marked "**Financial Proposal for Branding & Promotion and Event Management of Asian Athletics Championship-2017 at Kalinga Stadium**" at the top of the envelope) should contain the commercial proposal as per prescribed format in Section – 5 (Annexure–B).
 - c) Both the envelopes shall be placed in an outer sealed cover marked as "**Proposal for Branding & Promotion and Event Management of Asian Athletics Championship-2017 at Kalinga Stadium**".
- (ii) The Bidders are advised in their own interest to ensure that

completed proposal reaches the office of DSYS at the address mentioned on or before the date stipulated in the document in Section-1.7.

- (iii) Proposals should be submitted through Speed Post/ Registered Post / Courier only.
- (iv) Proposals submitted through Telex / Telegraphic / Fax / Email will not be considered and shall be summarily rejected.
- (v) DSYS will not be responsible for loss of proposal or for delay in transit.
- (vi) Proposals for both the stages shall be submitted in prescribed Performa along with other documents and placed in sealed cover addressed to:

To

**Director, Sports & YS
Department of Sports & YS
(Games Secretariat, TSU Cell)
C-1, Nayapalli, Bhubaneswar-751012
E-mail: aacbbsr@gmail.com**

1.10 Proposal Submission Deadlines: The Bidders shall submit the proposals for both the Stages as per the timelines stated in Section-1.7.

1.11 Late Proposals

Proposals received after the date stipulated in this document for submission mentioned in this RFP shall not be considered and shall be summarily rejected.

1.12 Proposal Validity Period

The proposals shall be valid for acceptance by DSYS for a period of Ninety (90) days from the Bid Due Date.

1.13 Proposal Evaluation

- i. The Technical Proposals submitted on the time & date stipulated in this RFP shall be opened, in presence of Bidders who choose to remain present. The name of the Bidders who have submitted their proposals shall be announced.

- ii. Prior to evaluation of proposals submitted, DSYS will determine whether each proposal is responsive to the requirements of the RFP. DSYS may, in its sole discretion, reject any proposal that is not responsive hereunder. A proposal shall be considered responsive only if:
 - a) Proposal prepared have been as per the format specified in the RFP;
 - b) it is received by the due dates stipulated in the RFP including any extension thereof granted by DSYS;
 - c) it is accompanied by the Bid Security & Bid Processing Fee as per the provisions of this RFP;
 - d) it contains all the information (complete in all respects) as requested in the RFP;
 - e) it does not contain any condition or qualification; and
 - f) it is not non-responsive in terms thereof.
- iii. DSYS reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such proposals.
- iv. DSYS will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- v. Based on the evaluation of credentials submitted by bidders in the Technical Proposal, they shall be pre-qualified. Such pre-qualified bidders shall be invited for presentation before the Evaluation Committee. The Financial Proposals shall be opened in the presence of the qualified Bidders.
- vi. DSYS shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that the selection process shall be entirely at the discretion of the DSYS. Bidders shall be deemed to have understood and agreed that DSYS shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.
- viii. Any information contained in the Proposal shall not in any way be construed as binding on DSYS, its agents, successors or assigns, but shall be binding against the Bidder if the assignment is

subsequently awarded to it.

1.14 Bid Security

1.14.1 Bid Security

- i) A Bid Security of **Rs.1,00,000.00 (Rupees One Lakh Only)** in the form of Demand Draft drawn in favor of **Department of Sports & Youth Services** and payable at any scheduled bank having branch in Bhubaneswar, shall be submitted by all the Bidders along with the Technical Proposal & Financial Proposal.
- ii) Proposals not accompanied by the Bid Security shall be rejected as non-responsive.
- iii) No interest shall be payable by DSYS for the sum deposited as Bid Security.
- iv) The Bid Security of the unsuccessful bidders would be returned back within ten days of issuance of Letter of Intent to the successful Bidder.

1.14.2 The Bid Security shall be forfeited by the DSYS in the following events:

- i) If the proposal is withdrawn during the validity period or any extension thereof.
- ii) If the proposal is varied or modified in a manner not acceptable to DSYS after opening of tender during the validity period or any extension thereof.
- iii) If the Agency tries to influence the evaluation process.
- iv) If the Preferred Agency withdraws his proposal during negotiations.

1.15 Bid Processing Fee

All bidders are required to pay **Rs.5,200.00 (Rupees Five Thousand Two Hundred Only)** towards **Bid Processing Fee** in the form of Demand Draft drawn in favor of "Department of Sports & Youth Services" and payable at Bhubaneswar. The Bid Processing Fee is Non-Refundable and is payable along with the Technical Proposal.

2. TERMS OF REFERENCE

2.1 Objectives of the Assignment

The broad objectives of this assignment, to be accomplished in two folds are as follows:

- a. **Provide complete event management services for the Asian Athletics Championship- 2017 to be held at Kalinga Stadium, Bhubaneswar.**
- b. **Preparation of a promotion strategy for Asian Athletics Championship- 2017 and execution of the promotion plan, media & PR management**

2.2 Scope of Work

The requirement for each item in the scope of work is mentioned in detail in the format for Financial Proposal (**Annexure- B**).

The scope of work with the requirement of different items is only indicative and not exhaustive. The requirement of various items may increase or decrease as per the actual requirement.

2.2.1 EVENT MANAGEMENT

1. Infrastructure Facilities: The Agency shall set up necessary infrastructure at Kalinga Stadium as per the specifications provided below.

- a. **Temporary Tentage:** The Agency shall set up required number of tents with all amenities as per the specifications provided below at the Warm Up Area and Main Stadium. The agency shall set up all the tents at warm up area and main stadium at least 7 days prior to the competition for the training sessions of the athletes and official use of the delegates and technical team.

Details of temporary tents at the Warm Up Area and Main Stadium:

SI No	Temporary Tents	Specification	AC/Non AC	Size	Quantity
WARM UP AREA					
1	Team Tents – Warm Up Area	Pagoda Tents	Non AC (Fans)	5 mtrs x 4mtrs	45
2	First call room	German	AC	120 sq	1

		Hanger		mtrs	
3	Weight Training room	German Hanger	AC	80 sq mtrs	1
4	Medical Tent	German Hanger	AC	15 sq mtrs	1
5	Athletes Lounge	German Hanger	AC	60 sq mtrs	1
6	Massage Room	German Hanger	AC	24 sq mtrs	1
7	Equipment Storage tent	German Hanger	Non AC	60 sq mtrs	1
WARM UP THROW AREA					
1	First Call Room	German Hanger	AC	30 sq mtrs	1
2	Equipment Storage tent	German Hanger	Non AC	20 sq mtrs	1
3	Weight Training Room	German Hanger	AC	40 sq mtrs	1
MAIN STADIUM					
1	Technical Information Centre	German Hanger	AC	60 sq mtrs	1
2	Media Centre (Left Side of GCPE college)	German Hanger	AC	80 sq mtrs	1
3	Media Conference Hall (Right side of GCPE college)	German Hanger	AC	60 sq mtrs	1
4	Media Lounge	German Hanger	AC	60 sq mtrs	1
5	Roofing between Athletes Gallery & Media Centre	Water Proof Tenting			1
6	Artists Lounge (Opening & Closing Ceremony)	German Hanger	AC	1,000 sq mtrs	1

- b. Setting of Infrastructure at Venue:** The Agency shall set up necessary infrastructure with all amenities at the venue (Kalinga Stadium) as per the details given below.

SI No	Temporary Tents	Specification	AC/N on AC	Size	Quantity
1	Food Court	German Hanger	AC	30 m x 15 m	1
2	Stalls	Octonorm		3 mx3 m	10

2. Furnishing & Furbishing: The Agency shall do the furnishing and furbishing of the main stadium, warm up area, designated rooms and temporary tents at the venue as per specifications provided at Annexure-B.

a. The agency shall provide all required furniture like sofa, soft chairs, chairs, desks, meeting table, bench, folding tables, wooden shelves, steel shelves, wooden stools, coat hangers massage tables, massage beds, cloth rails, magazine rails, carpets, at the warm up area and main stadium venue area as per the details attached at **Annexure-B**

b. **Supply and installation of electronic & electrical equipments:** The Agency shall install electronic and electrical equipments like AC, televisions, printers, computers, electronic boards, refrigerators etc. at the designated rooms and tents at the venue. The electronic equipments should be of latest configuration and should not be older than 2 years. The Agency shall ensure that adequate number of spare electronic equipments is readily available at the site which could be used in case of need. **Details provided at Annexure-B**

c. **Portable Toilets:** The Agency shall install portable toilets at the venue and warm up area as per the following details.

- 10 Portable Toilets at Warm Up Area and Warm Up Throw Area for use of athletes and officials
- 6 Portable Shower Rooms at Warm Up Area and Warm Up Throw Area for athletes and officials
- 10 Portable Toilets at Venue Area for use of general public

d. **Other Equipments and Stationeries:** The Agency shall supply all other necessary equipments and stationeries required at the venue as per details provided at **Annexure-B**

3. Lighting of the Venue and Warm Up Area: Supply and installation of high wattage LED/ Metal white lights (800 nos. for all 5 days & 2 practice days prior to the event) to illuminate the warm

up track, temporary tents and rooms at the warm up area, warm up throw area, parking areas, walkways, entry/ exit (All gates), general signage, door signage, out-stadia branding, player drop-off area, toilets, kiosks & stalls and any other area necessary for the purpose. The LUX level of the lights at the warm up area and throw area of the practice pitch should be atleast 400 – 500 LUX.

- 4. Security Cameras:** Supply and installation of 20 nos. of security cameras with 5 nos. of monitors (each 40 inches in size) and recording system for all competition days. The Agency shall install security cameras at all the entry/exit gates of the Stadium, entry gates to the main stadium, media and spectator galleries and other areas, if required in consultation with AFI/DSYS Venue Management team.
- 5. Public Address System:** Supply and installation of 6 Public Address System with 12 portable mikes (2 mikes in each room) in the Media Centre, Media Conference Room, Announcer Room, TV Announcer Room, First Call and Final Call Room on rental basis for all event days. The output of the system should be adequate enough as per the acoustic plan of the stadium.
- 6. Wireless Communication:** Supply of wireless communication device (36 nos. of walkie talkie) to be used by DSYS/AFI venue management team during all the 5 (five) event days. The devices have to be tuned to function in Bhubaneswar. The Agency shall acquire the requisite permission from the concerned authorities and shall also provide all technical assistance for its functioning. The equipment shall remain in the custody of the Client till the end of the championship in Bhubaneswar.
- 7. Supply of Ice bath tubs with ice:** The Agency shall provide Ice bath tubs/ice boxes with ice as per the required quantity attached at **Annexure-B**.
- 8. Maintenance & Management:** The Agency shall ensure
 - a. Complete maintenance & management of the Tents and rooms at the venue, warm area and main stadium
 - b. Maintenance of lights, fans, ACs, computers, printers, refrigerators and all electronic equipments set up at different location in the venue.

- c. Supply of fresh hand towels for each competition day at all the tents and designated rooms as per **Annexure-B**.

9. Security Plan: The Agency, in consultation with Kalinga Stadium Authorities, G4 security services and local Police Commissionerate, shall devise a security plan and make arrangements for implementation of the same. The Agency shall ascertain and prepare a Venue Security Plan and a Security Deployment Pattern and implement it during all 5 (Five) days.

The Agency shall coordinate with G4 security guards, local police and provide security for players, officials, VIPs, delegates etc. The Agency shall ensure adequate security at all stands and entry gates of Kalinga Stadium during the opening ceremony and competition days and ensure there is limited access to Field of Play (FOP) and people not required on FOP are restrained. The Agency shall also collate security personnel's accreditation details and submit it to AFI team.

10. Crowd & Parking Management: The Agency, in consultation with Kalinga Stadium Authorities and local Police Commissionerate, shall devise a crowd & parking management plan for all visitors to the Kalinga Stadium.

The Agency shall make all infrastructure arrangement for its implementation, including but not limited to barricading, masking, parking signs, distribution of merchandise to audience, validation of vehicle entry & security personnel required for crowd and parking management.

The Agency has to ensure there is smooth flow of traffic on the competition days across all the outer gates leading to the Kalinga Stadium and the inner gates leading to the main stadium. The Agency is also required to execute separate parking plans for VIPs, VVIPs, Media, Fire Brigade, Ambulances and team buses carrying athletes and officials. The Agency shall install security scanner at the Media entry point, if required.

11. Pouring: A central pouring partner for the event and a supplier will be appointed by Sports & Youth Services Department to deliver the pouring partner's products (bottled water, juices, soft beverages) at the Stadium. The Agency shall ensure that pouring partner products are available at athletes and officials tents and rooms, hospitality

areas, AFI Venue Operations room, Technical Team Room, VIP lounge, Medical Centre, Anti-Doping Room, Media Centre, etc. on all the 5 days. The Agency shall submit accreditation details of all volunteers engaged for the purpose and submit it to AFI team.

12. Barricading: The agency shall ensure barricading setup at the venue, including but not limited to parking areas, entry points to stadium for smooth flow of vehicles and commuters to the venue. The barricading shall include both metal barricading and black masking of 3500 rft.

Metal Barricading of 3 ft ht at Parking Areas – 500 rft.
Black Masking of 6 ft ht – 3000 rft.

13. Vehicle Passes

- a. Design & Printing of VIP Car Pass
- b. Design & Printing of Service Vehicle Pass
- c. Design & Printing of Official/Athletes Vehicle Pass

14. Reception Desk: The Agency shall set up 2 nos. of Reception Desk at the Bhubaneswar Airport five days prior to the commencement of the event to welcome the athletes, officials and delegates. The Agency shall coordinate with the Reception Committee and accordingly deploy volunteers at the reception desk. The Agency shall ensure adequate numbers of brochures and leaflets, city guide, event details etc. at the Reception Desk to provide necessary information and guide to the athletes, officials and delegates.

15. Other Production & Services

- a. Bouquets for VIPs, dignitaries & athletes on all 5 event days.
- b. Mobilization of Asian Athletics Championship – 2017 mascot inside the venue on all 5 days.
- c. Design, production & distribution of leaflets on all 5 days
- d. Invitation for VVIPs and VIPs

16. Installation of Perimeter Boards

The Agency shall install perimeter boards (cone-shaped) inside the FoP with artwork of sponsor logo & event branding on both sides, placed at designated areas in consultation with DSYS and AFI, as per details mentioned below.

- Outer Circle of FoP (Total Length = 480 m)
Total of 80 nos. of boards, each of size 6m x 1m.

- Inner Circle of FoP (Total Length = 120 m)
Total of 40 nos. of boards, each of size 3m x 0.5m.
- In front of 100 m main track – 1 no. board (rectangular-shaped) of size 10m x 1.5m
- Championship Title - 1 no. board (rectangular-shaped) of size 12m x 0.5m

The boards have to be in solid frame firmly fixed to the ground with advertisement display on both sides.

17. Installation of Camera Raiser in the FoP

The Agency shall a camera raiser (with 4 levels or decks) for the media / broadcast crew inside the FoP, in consultation with AFI, as per dimensions mentioned below.

- Length – 10 mtr. (32 ft. approx.)
- Height of each level / deck – 4 ft. (total height = 16 ft.)
- Width of the each deck – 5 ft.

The platform has to be stable & sturdy structure with carpeting and masking. There raiser should have a stairway of 6 ft. width on one side of the structure to enable large tripods & cameras to be carried to each deck level.

2.2.2 BRANDING & PROMOTION

1. Radio Promotions

- a. The Agency shall be responsible for the design & production of radio jingles – 10 Nos.
- b. The Agency shall propose on-air spots for popular radio channels for a 30-day campaign from 9.06.17 to 9.07.2017 – 1000 spots of 20 secs each
- c. The Agency shall liaise and co-ordinate with the releasing agency to roll out the campaign as per schedule.

The Agency is required to collect the release certificates from the releasing agency and submit it to Department of Sports & Youth Services.

2. Venue and City Branding

- i. Outer & Inner Concourse Branding:** The Agency shall be responsible for designing, printing and installation of flex printing works for all in and out-stadia branding. The branding shall include all runner boards, arch gates, general signage (based on venue requirement), door signage, franchise sponsor branding, player dropdown flex from the galleries, dropdown flex of National flags of participating countries and a combination of general branding and Asian Athletics Championship branding on the inner and outer concourse of Kalinga Stadium. No additional payment shall be made by the Client for damaged flex during the tenure of the event in Bhubaneswar.
- ii.** Design, supply and commissioning of helium balloons at Kalinga Stadium for a period of 30 days from 9.06.17 to 9.07.17
- iii.** Pole Branding – Design, production & installation of pole banners covering 1500 poles (double sided) across the city.
- iv.** Asian Athletics Championship-2017 event branding at all accommodation sites (hotels) of athletes and officials, government offices and Bhubaneswar airport

- 3. Production of Merchandise:** The Agency shall be responsible for design and production of the merchandise:
 - a. T-shirts – a mix of Small/Medium/Large
 - b. Caps with logo
 - c. Flags with logo – 3'x2'

- 4. Outdoor Hoarding:** The Agency shall identify locations and put up hoardings for a period of 30 days (9.06.17 to 9.07.17). The amount quoted by the Agency shall include cost of design, flex printing, flex mounting and rentals for the 30-day period. The Agency shall also seek necessary permissions for the same.

Preferred locations:

Bhubaneswar - Master Canteen, Kalpana Chhak, Satyanagar Flyover, Ashok Nagar, XIMB Square, Omfed Square, Vanivihar Square, AG Chhak, Info City, Pal Heights, IDCO Office, KIIT Square, Rasulgarh,

Khandagiri, Airport, BMC, Patia, Old Town, Ram Mandir Sqaure
Cuttack- Buxi Bazar, Link Road, OMP sqaure, CDA, Badambadi, College Square
Puri- Puri Sea Beach and Bada Danda area and

National Highway- Along Bhubaneswar, Puri & Cuttack

The locations will be finalized in consultation with Department of Sports & Youth Services.

5. Print Advertisement: The agency is required to provide designs for print advertisement and a release plan based on the event schedule for the championship. Department of Sports & Youth Services shall place work orders with empanelled agencies at I&PR rates. The Agency is required to submit the designs to the empanelled media agency for timely roll out of advertisements and to co-ordinate and monitor the release plan. The Agency shall take the approval of Sports & Youth Services Department, at least 4 days prior to the release of advertisement in newspapers.

6. Television: The Agency shall be responsible for the production of 3 (three) television commercials, which includes videography and voice over, of 20 seconds each (1 English, 1 Hindi, 1 Odia) and submit to the Department of Sports & Youth Services at least 45 days prior to the commencement of the Championship. The Agency shall ensure that the content of the commercial is exclusive and protected against copyrights. The Agency shall liaise and co-ordinate with the releasing agency to roll out the campaign as per schedule.

7. City Bus and Bus stop branding

i. City Bus Branding: The Agency shall carry out the design and installation of vinyl branding on 40 Nos. of city buses on major routes connecting Bhubaneswar, Puri & Cuttack. The Agency shall identify the routes in consultation with DSYS. The Agency shall be responsible to create design and install the vinyl branding as per branding dimensions of the buses.

The cost quoted by the Agency shall include the cost of design, printing and pasting of vinyl stickers on buses for a period from 9.6.2017 to 9.7.2017.

Branding of No. of Buses plying between

- BBSR-CTC – 10
- BBSR-Puri – 10
- Within City limits of BBSR - 20

- ii. **Bus Stop Branding:** The Agency shall, in consultation with the Department of Sports & Youth Services, identify 20 (twenty) bus stops at prominent locations in Bhubaneswar for promotion of Asian Athletics Championship-2017 event in Bhubaneswar for a period of 30 days from 9.06.17 to 9.07.17.

The Agency shall be responsible to create all the content as per the dimensions of the bus bay, carry out production & installation as per the approved designs. The Agency shall also obtain all requisite permissions for the above work.

8. **Branding at City Shopping Centers & Govt. offices** – The Agency is required to design and install flex branding at 2 (two) shopping malls (namely BMC Bhawani and Forum Mart) and 10 Government offices in Bhubaneswar for a period of 30 days from 9.06.17 to 9.07.17.

Any damage to the flex during the campaign period is the responsibility of the Agency.

2.3 **Payment Schedule:**

The payment shall be released by Department of Sports & Youth Services to the Agency in the following manner:

Sl.	Event / Deliverable	Time lines	Payment
1	Submission of execution plan	10 days from issue of LOI	10%
2	Execution of event management & promotion	20 days before the launch of event	40%
3	On completion of all the events in Bhubaneswar	Within 10 days from completion of event on	50%

3. SUBMISSION OF RFP

3.1. The RFP bids must be submitted, in two separate envelopes :

- (i) Technical Proposal – Envelope I
- (ii) Financial Proposal – Envelope II

3.2. Technical Proposal

The Technical Proposal should be provided with the following information, using the format for technical proposal provided in Section-5 of this RFP document:

- (i) Letter of Proposal – **Annexure A1**
- (ii) Particulars about the Bidder – **Annexure A2**
- (iii) Financial Capacity of the Bidder – **Annexure A3**
- (iv) Experience of Bidder in Similar Projects – **Annexure A4**
 - a) Experience in preparation of branding and promotion plans & execution of similar assignments
 - b) Experience in event management of similar nature

All the projects cited needs to be submitted by supporting credentials (work orders / completion certificates) from clients.

- (v) Particulars in the form of CVs regarding the team leader and core team of at least 5 key personnel (who will be heading the respective domains of the event management and the branding & promotion)
- (vi) Bid Processing fees in the form of Demand Draft in favour of “Department of Sports & Youth Services” payable at Bhubaneswar
- (vii) Bid Security in the form of Demand Draft in favour of “Department of Sports & Youth Services” payable at Bhubaneswar

3.3. Financial Proposal

- (i) The financial proposal should include remuneration for staff/ volunteer, accommodation, transportation and equipment, printing of documents/ materials and all other expenses related to the assignment for both the activities i.e. Promotion, Branding and Event Management of Asian Athletics Championship-2017 to be held at Bhubaneswar.

- (ii) In the Financial Proposal, the Agency shall quote an item-wise

cost for all elements in the scope. The specifications and quantity of items in scope of work is clearly defined in the format enclosed in **Annexure-B**. However, the Total Amount quoted by the Agency shall be considered for financial evaluation.

(iii) All costs must be expressed in Indian rupees only.

3.3 Checklist for Submission

A	Technical Proposal	Format
1	Covering Letter	Annexure-A1
2	Bid Processing Fee (non-refundable) of Rs. 5,200/- (Rupees Five Thousand Two Hundred Only)	Demand draft in favor of Department of Sports & Youth Services
3	Bid Security of Rs.1,00,000/- (Rupees One Lakh Only)	Demand draft in favor of Department of Sports & Youth Services
4	Particulars of Bidder	Annexure-A2
5	Financial capabilities of the Bidder	Annexure-A3
6	Details of experience in similar assignments (separately for Marketing & Promotion activities and Event Management)	Annexure-A4
B	Financial Proposal	Annexure-B (i) and (ii)

4. EVALUATION CRITERIA

4.1 Evaluation of Proposals

The RFP bids of those Agencies which would meet the minimum conditions of eligibility specified in Section 4.1.1, will be evaluated in two stages:

- i. Technical evaluation of proposals & presentation on proposal by qualified bidders for branding and promotion of AAC-2017 and the Event Management for the entire championship at Kalinga Stadium.
- ii. Financial Proposal.

4.1.1 Pre-Qualification / Minimum Eligibility Criteria:

- (i) The Agency must be rendering brand promotion and event management services in same name and style for last Five years, **and;**
- (ii) In the last 5 (five) years, the firm should have solely undertaken and completed event management of minimum 4 (four) projects of State / National / International repute with a contract value of Rs. 1.00 (One) Crore or above for each project, **and;**
- (iii) In the last 5 (five) years, the firm should have handled branding & promotion for minimum 4 (four) projects with a contract value of Rs.30 Lakhs or above for each project, **and;**
- (iv) In the last 3 (three) years, the firm should have solely undertaken and completed minimum 1 (one) sports competition / championship event at the National / International level for a contract value of Rs.50.00 Lakh or above.
- (iv) **Financial eligibility criteria:** The firm should have a turnover of at least Rs.5.00 Crores (Rupees Five Crores) only per year in the last 3 (three) financial years i.e. 2013-14, 2014-15 and 2015-16.

4.1.2 Technical Proposal Evaluation

- a) Technical proposal evaluation shall be carried out on a 100 mark scale (**Credential score**) based on their credentials submitted with respect to relevant past project experience.
- b) **Bidders scoring 60 or above in Credential Score shall be qualified for further evaluation.** All the qualified bidders shall be duly intimated by DSYS to make a presentation on their proposal.
- c) Evaluation Credentials of the firm shall be done as per the following system.

Sl. No.	Details	Max. Marks	Basis of Marks to be allotted
1.	Experience in event management of relevant projects	60	• 40 Marks for 4 (four) projects of State / National / International repute for contract value of Rs. 1.00 Crore or above

			<p>for each project.</p> <ul style="list-style-type: none"> • 10 Marks for additional project of similar nature for contract value of Rs. 1.00 Crore or above. • 5 Marks for each additional project for contract value between Rs. 50 Lakhs and Rs.1.00 Crore.
2.	Experience in preparation of branding & promotion plans and execution of the same	40	<ul style="list-style-type: none"> • 20 Marks for 4 (four) projects completed for contract value of Rs.30 Lakhs or above for each project. • 5 Marks for additional project of similar nature for contract value of Rs.30 Lakhs or above. • 2.5 Marks for each additional assignment of contract value between Rs.15 Lakhs and Rs.30.00 Lakhs.
Total:		100	

Note: All projects should have been undertaken by the Agency in the last Five Years.

Relevant projects of National or International repute to be considered for evaluation of event management:

- Sports Events
- Award Ceremonies
- Conferences / Seminars
- Youth Services Events
- Cultural Events

Note: Social Events like private parties, marriages, etc shall NOT be considered for evaluation

4.1.3 Evaluation of Approach & Methodology:

The bidders qualified shall be invited to make a presentation (20 Minutes each) to the Evaluation Committee on their Approach & Methodology for executing the assignment.

The presentation to the Evaluation Committee is scheduled to be held on 5th May, 2017.

The Presentation made by qualified bidders, shall be evaluated and given scores (Presentation Score) by the Evaluation Committee as per the following criteria.

Sl. No.	Evaluation Criteria	Max. Marks
1.	Event management plan for AAC-2017	40
2.	Planning, designing & execution of branding and promotion for AAC-2017	30
3.	Experience in event management of sports competitions / events	20
4.	General approach & methodology and quality of deployment of manpower	10
Total:		100

NOTE: The team leader along with the core team should be present for the presentation.

The financial proposals of all qualified bidders will be opened before the representatives of the bidders.

4.1.4 Opening of Financial Proposal:

The financial proposal of those bidders shortlisted by the Technical Evaluation Committee shall be opened and evaluated in presence of such bidders in the following manner.

The score shall be computed as follows:

- a. **Financial Score:** The lowest financial proposal for the (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$F = 100 \times FM/F1$$

(F1 = amount of Financial Proposal as proposed by the Bidder for the assignment)

4.1.5 Combined Evaluation & Scoring:

- a. Combined Score-The Combined Score shall be evaluated based on the Credential Score (CS), Presentation Score (PS) and Financial Score (FS):

$$\text{Combined Score} = 0.3 \times (\text{CS}) + 0.4 \times (\text{PS}) + 0.3 \times (\text{FS})$$

- b. The Bidder to obtain the highest Combined Score shall be identified as the Preferred Bidder.
- c. The decision of Department of Sports & Youth Services as regards to acceptance/rejection of eligibility for parties who apply shall be final and binding.
- d. Notwithstanding the above, Department of Sports & Youth Services reserves the right to accept or reject any or all bids or to annul the bidding process.

4.2 Negotiations

Contract negotiations will then be scheduled with Preferred Agency. Negotiations will commence with a discussion of technical proposal, the proposed concept, staffing and price proposals.

- 4.3** After the contract has been successfully negotiated, Preferred Agency will be issued Letter of Intent by DSYS. If the negotiations do not reach any conclusions and if the first Preferred Agency withdraws his proposal, DSYS may then invite Second Best Bidder for the negotiations.

- 4.4** The other Bidders, which did not meet the Minimum Eligibility Conditions, not shortlisted for other stages of evaluation also the Bidders who were technically qualified but were not selected except the second best Bidder, will be informed by DSYS that they were unsuccessful. The Bid Security of such Bidders will be refunded within 15 days after issue of LOI to the successful Bidder.

- 4.5** No information on the evaluation proposal will be disclosed to any person other than those directly concerned with the selection process. Proposals of any Bidder, who tries to influence the evaluation, will be liable to be rejected.

4.6 Performance Security

The successful bidder shall deposit a performance security equal to 5% of the contract value in the form of bank guarantee.

ANNEXURES – FORMATS

Annexure - A1

Letter of Technical Proposal

To,

**Director, Sports & YS
Department of Sports & YS
(Games Secretariat, TSU Cell)
C-1, Nayapalli, Bhubaneswar-751012
E-mail: aacbbsr@gmail.com**

Sub: "Proposal for Promotion and Event Management of Asian Athletics Championships- 2017 at Kalinga Stadium".

Regarding Technical Proposal

Dear Sir,

1. With reference to the RFP dated _____ for the above captioned project, and clarification issued by DSYS thereof, I _____, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Agency for providing services for preparation of **Promotion and Event Management of Asian Athletics Championships- 2017 at Kalinga Stadium**. The proposal is unconditional and unqualified.
2. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I shall make available to DSYS any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

5. I acknowledge the right of the DSYS to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

6. I certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

I declare that:

a. I have examined and have no reservations to the RFP Documents, including any Addendum issued by the DSYS;

b. I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal issued by or any agreement entered into with the DSYS or any other public sector enterprise or any government, Central or State; and

c. I hereby certify that we have taken steps to ensure that, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

7. I understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.

8. If our Firm is qualified, we shall make a presentation on Approach & Methodology to DSYS on the date specified upon intimation received from DSYS.

9. The undersigned is authorized to sign the documents being submitted through this RFP. (A copy of Power of Attorney may be enclosed)

10. In the event our firm is selected as the Agency for this project we shall enter into a contract with DSYS.

11.The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.

12.The information provided herewith is true and correct to our best knowledge. If any discrepancies are found in the information provided or if the information provided is not correct, our firm would be fully responsible for that. We understand in such cases our bids are liable to be rejected.

Yours faithfully,

(Signature, name and designation of the authorized signatory) (Name and seal of the Bidder)

Power of Attorney (Sample)

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms..... son/daughter/wife and presently residing at , who is presently employed with us and holding the position of as our true and lawful attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for Promotion and Event Management of Asian Athletics Championship-2017 to be held at Kalinga Stadium, Bhubaneswar including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-proposal and other conferences and providing information/ responses to the Department of Sports & Youth Services, representing us in all matters before the Department of Sports & Youth Services, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Department of Sports & Youth Services in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the Department of Sports & Youth Services.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For
(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarized
Accepted

.....
(Signature, name, designation and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs. 50 (fifty) and duly notarized by a notary public.

Annexure - A2

Particulars of the Bidder

General Information about the Firm:

- a) Name of Company or Firm:
- b) Legal status (e.g. incorporated private company, unincorporated business, partnership etc.):
- c) Country of incorporation:
- d) Registered address:
- e) Year of Incorporation:
- f) Year of commencement of business:
- g) Principal place of business:
- h) Brief description of the Company including details of its main lines of business
- i) **Name, designation, address and phone numbers of authorized signatory of the Bidder:**
 - i) Name:
 - ii) Designation:
 - iii) Company:
 - iv) Address:
 - v) Phone No.:
 - vi) Fax No. :
 - vii) E-mail address:

(Signature, name and designation of the authorized signatory)

For and on behalf of_____

Annexure- A3**Financial Capacity of the Applicant**

Sl. No.	Financial Year	Annual Turnover (In Rs)
1.	2015-16	
2.	2014-15	
3.	2013-14	

Certificate from the Statutory Auditor

This is to certify that(name of the Applicant) has received the payments shown above against the respective years on account of professional fees. And the Average Turnover of the Firm from professional fees in the last three years is Rs. (In words)

Name of the audit firm:

Seal of the audit firm

Date:

(Signature, name and designation of the authorized signatory)

Note: In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

Annexure- A4**Eligible projects undertaken by the Bidder**

The following information should be provided in the format below for each Eligible Project for which your firm was legally contracted by the Client stated as a single entity.

Applicants are advised to provide the information for only those assignments qualifying projects in Marketing and Promotion activities and Event Management Activities separately.

(i)	Assignment Name	
(iii)	Name, fax, email of the Client Representative:	
(ii)	Time when the assignment was carried out : Start Date End Date	
(iii)	Location of the Event	
(iv)	Contract Value	
(v)	Narrative Description of the Scope of work of the assignment	
(vii)	Description of Actual Services provided by your Staff	
(viii)	Status of the assignment	

IMPORTANT:

1. Use separate sheet for each Eligible Project
2. Please provide proof of eligible projects undertaken like a copy of completion certificate from the client/Copy of work order/copy of agreement etc.The submitted testimonial MUST contain detail description of work (Scope of Work and TOR) carried out by the Bidder.

Annexure – B (i)

B FINANCIAL PROPOSAL

Covering Letter
(on the Agency's letterhead)

To

**Director, Sports & YS
Department of Sports & YS
(Games Secretariat, TSU Cell)
C-1, Nayapalli, Bhubaneswar-751012
E-mail: aacbbsr@gmail.com**

Sub: "Proposal for Promotion and Event Management of Asian Athletics Championships- 2017 at Kalinga Stadium".

Regarding Financial Proposal

Dear Sir,

I,

enclose herewith our Financial Proposal for selection of our firm as Agency to carry out **"Proposal for Promotion and Event Management of Asian Athletics Championships- 2017 at Kalinga Stadium"**.

Please note that the financial proposal does not contain any conditions and is submitted as per the prescribed format. In case of any discrepancy, our firm will be solely responsible for the same.

I agree that this offer shall remain valid for 90 (Ninety) days from the bid due date or such further period as may be mutually agreed upon.

Yours faithfully,

Signature _____

Full Name _____

Designation _____

Annexure B (ii)**FINANCIAL PROPOSAL**

Name of Work: Proposal for Hiring a Media & Event Management Agency for promotion and event management of Asian Athletics Championship - 2017 at Kalinga Stadium

Sl.	Particulars	Specification	Qty.	Unit Price in Rs. (in Fig & Words)	Total Amount (in Rs.)
I. EVENT MANAGEMENT					
1	Infrastructure				
A	Temporary Tents				
i.	Team Tents – Warm Up Area	Pagoda Tents (AC)- 5 mtrs x 4mtrs	45		
ii.	First call room	German Hanger (AC)- 120 sq mtrs	1		
iii.	Weight Training room	German Hanger (AC)- 80 sq mtrs	1		
iv.	Medical Tent	German Hanger (AC) -15 sq mtrs	1		
v.	Athletes Lounge	German Hanger (AC)- 60 sq mtrs	1		
vi.	Massage Room	German Hanger (AC) -24 sq mtrs	1		
vii.	Equipment Storage tent	German Hanger (non AC with fans) 60 sq mtrs	1		
viii.	First Call Room (Warm Up Throw Area)	German Hanger (AC)- 30 sq mtrs	1		
ix.	Equipment Storage Tent (Warm Up Throw Area)	German Hanger (non AC with fans) 20 sq mtrs	1		
x.	Weight Training Room (Warm Up Throw Area)	German Hanger (AC)- 30 sq mtrs	1		
xi.	Technical Information Centre	German Hanger (AC)- 60 sq mtrs	1		
xii.	Media Centre (Left	German Hanger	1		

	Side of GCPE college)	(AC)- 80 sq mtrs			
xiii.	Media Conference Hall (Right side of GCPE college)	German Hanger (AC) -60 sq mtrs	1		
xiv.	Media Lounge	German Hanger (AC) -60 sq mtrs	1		
xv.	Roofing between Athletes Gallery & Media Centre	Water Proof Tenting	1		
xvi.	Artists Lounge	German Hanger (AC) – 1,000 sq mtrs	1		
B	Food Court & Kiosks				
a.	Food Court	German Hanger (AC)- 30m x15 m	1		
b.	Stalls	Octonorm 3 mx3 m	10		
2	Furnishing & Furbishing				
A	Furniture				
i.	Bench	W200*D40*H40	170		
ii.	Fans		75		
iii.	Dustbins		200		
iv.	Chairs (Plastic)	W45*D70*H75*	560		
v.	Soft Chairs (cushion)	W45*D50*H83	160		
vi.	Folding Tables	W160*D70*H75	85		
vii.	Steel Shelves	W45*D90*H180	42		
viii.	Cupboard		8		
ix.	Wall clocks		15		
x.	Sofa (3-seater)		14		
xi.	Sofa (2-seater)		110		
xii.	Cushion Chair (single)	Premium seating - VIP lounge	50		
xiii.	Aerobic Mats		20		
xiv.	Wooden stool	W200*D40*H40	6		
xv.	Cloth Rail		4		
xvi.	Magazine Rail		2		
xvii.	Towel Stand		10		
xviii.	Examination Table		4		

xix.	Treatment Table		2		
xx.	Massage Table		45		
xxi.	Massage Bed		2		
xxii.	Filing Cabinet	W80*D50*H180	2		
xxiii.	Glass Cabinet		1		
xxiv.	Executive Table		4		
xxv.	Magazine table		6		
xxvi.	Wooden Table	W200*D40*H40	15		
xxvii.	Tea Pots		10		
xxviii.	Office Desk	W1400*D700*H750	2		
xxix.	TV Desk		1		
xxx.	Medal Tray		10		
xxxi.	Tent Tables with Frills		46		
xxxii.	Wooden shelves	W75*D30*H160	8		
xxxiii.	Notice Board		30		
xxxiv.	Tables with power ducts		100		
xxxv.	Pigeon Hole	1 ft x 6 ft (50 holes)	2		
xxxvi.	Head Table for 8 persons		1		
xxxvii.	Q master steel		150		
xxxviii.	Carpeting		200 mtrs x 2.44 w		
xxxix.	Photo platform		1		
XL.	Back drop		1		
XLI.	Media platform		1		
XLII.	Event Guide Board		44		
B.	Electronics & Electrical Equipments				
i.	A.C		22		
ii.	Electronic Board		1		
iii.	Extension Cords		10		
iv.	Power Sockets		180		
v.	Printer	Black & White (Laser Jet)	20		
vi.	TV 32 Inch	(Flat Screen, Wall Mounted)	14		
vii.	Refrigerators	165 ltrs	31		
viii.	Tea maker		15		
ix.	Computer (Desktop)	19" monitor, i3	33		

		core, 2 GB RAM, > 250 GB HDD			
x.	Water Cooler		15		
xi.	Water Heater		3		
xii.	Hot Plate (heating apparatus)		1		
xiii.	Multi Functional Machine		3		
xiv.	Printer with Scanner		2		
xv.	Copier		2		
xvi.	TV 52 Inch	(Flat Screen, Wall Mounted)	7		
xvii.	Fax Machine		1		
xviii.	Fixed HD Camera		1		
C.	Portable Toilets				
i.	Portable Toilets		20		
ii.	Portable Shower Rooms		6		
D.	Other Equipments and Stationeries				
i.	Hand Wash Basins		5		
ii.	Low Foot Basin		1		
iii.	Adhesive colour tape (Roll)		14		
iv.	Masking tape (Roll)		14		
v.	Blank BIBs		80		
vi.	Blank HIPs		60		
vii.	Transparent Plastic Bags		1400		
viii.	Plastic Tighteners		1400		
ix.	Handwash Liquid		30		
x.	Mirror		4		
xi.	Napkins		2000		
xii.	Napthel Packets		120		
xiii.	Room Freshener		50		
xiv.	Toilet Paper Roll		60		
xv.	Photo Album		6		
xvi.	Tissue Paper(Soft) Box		20		
xvii.	Liquid Soap Bottle		20		
xviii.	Umbrella		50		

3	Supply and installation of high wattage LED/ Metal white lights to illuminate the parking areas, walkways, entry/ exit, all gates, general signage, door signage, out-stadia branding, player drop-off area, toilets, kiosks & stalls and other areas necessary for the purpose. The LUX level of the lights at the warm up area and throw area of the practice pitch should be at least 400 – 500 LUX.		800 nos. for all 5 event days & 2 practice days prior to the event.		
4	Supply and installation of 20 nos. of security cameras with 5 nos. of monitors (each 40 inches in size) and recording systems for all competition days, in consultation with AFI/DSYS Venue Management team.		20 Nos. for all match days		
5	Supply and installation of Public Address System, portable mikes in the Media Centre, Media Conference Room, Announcer Room, TV Announcer Room, First Call and Final Call Room on rental basis for all event		6 Public Address Systems with 12 portable mikes		

	days. The output of the system should be adequate enough as per the acoustic plan of the stadium.				
6	Supply of wireless communication device (walkie talkie) to be used by DSYS/AFI venue management team during all the 5 (five) event days. The devices have to be tuned to function in Bhubaneswar. The Agency shall also provide all technical assistance for its functioning. The Agency shall acquire the requisite permission from concerned authorities. The equipment shall remain in the custody of the Client till the end of the championship in Bhubaneswar.		36		
7	Supply of Ice bath tubs with ice: The Agency shall provide Ice bath tubs/ice boxes with ice as per the required quantity.	Ice Bath Tub - 2 mx2 m (Inflatable)	4 nos. of Ice Bath Tubs 60 nos. of Ice Boxes 600 kg ice for each competition day (500 kg ice in slab + 100 kg in cubes)		

8	Supply of fresh hand towels for each competition day		200 Hand Towels every day		
9	<p>Security Plan: The Agency, in consultation with Kalinga Stadium Authorities, G4 security services and local Police Commissionerate, shall devise a security plan and make arrangements for implementation of the same. The Agency shall ascertain and prepare a Venue Security Plan and a Security Deployment Pattern and implement it during all 5 (Five) days</p>				
Proposed deployment of Security Personnel for all 5 days					
	a. Number of Guards		200 Nos.		
	b. Number of Supervisors		30 Nos.		
	c. Number of Inspectors		8 Nos.		
10	<p>Crowd & Parking Management: The Agency, in consultation with Kalinga Stadium Authorities and local Police Commissionerate, shall devise a crowd & parking management plan for all visitors to the Kalinga Stadium.</p>		<p>80 persons for each day</p> <p>1 Security Scanner at Media Entry Point</p>		

	<p>The Agency shall make all infrastructure arrangement for its implementation, including but not limited to barricading, masking, parking signs, distribution of merchandise to audience, validation of vehicle entry & security personnel required for crowd and parking management. The Agency has to ensure there is smooth flow of traffic on all the event days across all the outer gates leading to the Kalinga Stadium and the inner gates leading to the main stadium. The Agency is also required to execute separate parking plans for Media, OB vans, Fire Brigade, Ambulances, VIPs, VVIPs and team buses carrying athletes and officials. Security scanner need to be placed at Media Entry point.</p>				
<p>11</p>	<p>Pouring: A central pouring partner for the event and a supplier will be appointed by Sports & Youth Services</p>		<p>100 persons each day</p>		

	<p>Department to deliver the pouring partner's products (bottled water, juices, soft beverages) at the Stadium. The Agency shall ensure that pouring partner products are available at player dressing rooms, hospitality areas, AFI Venue Operations room, Technical Team Room, Technical Bench, Anti-Doping Room, Stage on all the 5 days. The Agency shall submit accreditation details of all volunteers engaged for the purpose and submit it to AFI team.</p>				
12	<p>Barricading: The agency shall ensure barricading setup at the venue, including but not limited to parking areas, entry points to stadium for smooth flow of vehicles and commuters to the venue.</p>		<p>3500 rft of 6 ft ht.</p> <p>3000 rft - Black masking with 6 ft ht.</p> <p>500 rft - Metal barricading with 3 ft ht.</p>		
13	<p>Vehicle Passes</p>				
	<p>a. Design & Printing of Car Pass</p>				
	<p>b. Design & Printing of Service Vehicle Pass</p>		<p>800 per day</p>		

	c. Design & Printing of Official/Athletes Vehicle Pass		500 for all days		
14	<p>Reception Desk: The Agency shall set up 2 nos. of Reception Desk at the Bhubaneswar Airport five days prior to the commencement of the event to welcome the athletes, officials and delegates. The Agency shall coordinate with the Reception Committee and accordingly deploy volunteers at the reception desk. The Agency shall ensure adequate numbers of brochures and leaflets, city guide, event details etc. to provide necessary information and guide the athletes, officials and delegates.</p>		2 nos. of reception desks with 10 persons each day		
15	<p>Other Production & Services</p> <p>a. Bouquets for athletes on all the 5 competition days.</p> <p>b. Mascot Inflatable</p> <p>c. Mobilization of Asian Athletics Championship – 2017 mascot inside</p>	8 ft ht approx.	Average 40 per day 2 nos. 2 persons each day		

	the venue on all 5 days.				
	d. Design, production & distribution of leaflets on all 5 days	A5 size (200 GSM)	1000 per day		
	e. Invitation for VVIPs and VIPs		1500 per day		
16	Installation of perimeter boards	6m x 1m (cone-shaped)	80 nos.		
		3m x 0.5m (cone-shaped)	40 nos.		
		10m x 1.5m (rectangular-shaped)	1 no.		
		12m x 0.5m (rectangular-shaped)	1 no.		
17	Installation of a camera raiser (with 4 levels or decks) for the media / broadcast crew inside the FoP.	Length – 10 mtr. (32 ft. approx.) Height of each level / deck – 4 ft. (total height = 16 ft.) Width of the each deck – 5 ft.	1 no.		
2.2.2	BRANDING & PROMOTION				
1	Radio Promotions				
a.	The Agency shall be responsible for the design & production of radio jingles – 10 Nos. The Agency shall propose on-air spots for popular radio channels for a 30-day campaign		10 Nos.		

	<p>from 9.06.17 to 9.07.2017 – 1000 spots of 20 secs each. The Agency shall liaise and coordinate with the releasing agency to roll out the campaign as per schedule.</p>				
2	Venue & City Branding				
i.	<p>Outer & Inner Concourse Branding: The Agency shall be responsible for designing, printing and installation of flex printing works for all in and out-stadia branding. The branding shall include all runner boards, arch gates, general signage, door signage, franchise sponsor branding, player dropdown flex from the galleries, dropdown flex of National flags of participating countries and a combination of general branding (based on venue requirement) and Asian Athletics Championship branding on the inner and outer concourse of Kalinga Stadium. No</p>		60, 000 sq ft		

	additional payment shall be made by the Client for damaged flex during the tenure of the event in Bhubaneswar.				
ii.	Design, supply and commissioning of helium balloons at Kalinga Stadium		4 nos. from 9.06.17 to 9.07.17		
iii.	Pole Branding – Design, production & installation of pole banners.		1500 Nos. of double-sided poles (4'x3' size)		
iv.	Asian Athletics Championship-2017 event branding at team hotels, Government offices and Bhubaneswar airport	1 Backdrop 8 ft x 8 ft 2 standees 6 ft x 3 ft	24 team hotels 10 Government Offices and 1 Airport		
3	Production of Merchandise:				
i.	T-shirts – a mix of Small/Medium/Large		5000		
ii.	Caps with logo		4000		
iii.	Flags with logo – 3'x2'		10000		
4	Outdoor Hoarding: The Agency shall identify locations and put up hoardings for a period of 30 days (9 th June 2017 -9 th July, 2017). The amount quoted by the Agency shall include cost of design, flex printing, flex mounting and rentals for the 30-day period. The Agency shall also		50,000 sqt Approx (60 nos. of hoardings)		

	<p>seek necessary permissions for the same. Preferred locations: Bhubaneswar: Master Canteen, Kalpana Chhak, Satyanagar Flyover, Ashok Nagar, XIMB Square, Omfed Square, Vanivihar Square, AG Chhak, Info City, Pal Heights, IDCO Office, KIIT Square, Rasulgarh, Khandagiri, Airport, BMC, Patia, Old Town, Ram Mandir Sqaure Cuttack: Buxi Bazar, Link Road, OMP aqaure, CDA, Badambadi, College Square, Puri: Along Puri Sea Beach and Bada Danda area NH: Between Bhubaneswar, Puri & Cuttack. The locations will be finalized in consultation with Department of Sports & Youth Services.</p>				
<p>5</p>	<p>Print Advertisement: The agency is required to provide designs for print advertisement and a release plan based on the event schedule of the championship.</p>		<p>10 designs: mix of designs in Odia & English</p>		

	<p>Sports & Youth Services Department shall place work orders with empanelled agencies at I&PR rates. The Agency is required to submit the designs to the empanelled media agency for timely roll out of advertisements and to co-ordinate and monitor the release plan. The Agency shall take the approval of Sports & Youth Services Department, at least 4 days prior to the release of advertisement in newspapers</p>				
6	<p>Television: The Agency shall be responsible for the production of 3 (three) television commercials of 20 seconds each (1 English, 1 Hindi, 1 Odia). The Agency shall liaise and co-ordinate with the releasing agency to roll out the campaign as per schedule.</p>		3 nos.		
7	<p>City Bus & Bus Stop Branding:</p>				
I	<p>City Bus Branding: The Agency shall carry out the design and installation of</p>		13,000 sq. ft.		

<p>vinyl branding on 40 Nos. of city buses on major routes connecting Bhubaneswar, Puri & Cuttack. The Agency shall identify the routes in consultation with DSYS. The Agency shall be responsible to create design and install the vinyl branding as per branding dimensions of the buses.</p> <p>The cost quoted by the Agency shall include the cost of design, printing and pasting of vinyl stickers on buses for a period from 9.6.2017 to 9.7.2017.</p> <p>Branding of No. of Buses plying between</p> <p>BBSR-CTC – 10</p> <p>BBSR-Puri – 10</p> <p>Within City limits of BBSR – 20</p> <p>-</p>				
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Ii	<p>Bus stop branding - The Agency shall, in consultation with DSYS, identify 20 (twenty) bus stops at prominent locations in Bhubaneswar for promotion of Asian Athletics Championship-2017 event in Bhubaneswar. The Agency shall be responsible to create all the content i as per the dimensions of the bus bay, carry out production & installation as per the approved designs. The Agency shall also obtain all requisite permissions for the above work.</p>		Branding at 20 bus stops from 9.6.2017 to 9.7.2017.		
8	<p>Branding at City Shopping Centers & Govt. offices – The Agency is required to design and install flex branding at 2 (two) shopping malls (namely BMC Bhawani and Forum Mart) and 10 Government office in Bhubaneswar. Any damage to the flex during the campaign period is the responsibility of the Agency.</p>		800 sq. ft. flex size at each shopping mall and 500 sq.ft at each government office from 9.6.2017 to 9.7.2017.		
TOTAL AMOUNT (In Rs)					

Note:

- a. Service Tax as applicable shall be paid extra by DSYS.
- b. No conditions should be attached to the price proposal.
- c. The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.
- d. The Agency has to quote individual rate for each item in scope.

Signature of the Agency:

Address:

Date: