

## **RESPONSE TO QUERIES**

### **EMANELMENT OF SPONSORSHIP SELLING AGENCIES**

1. In case all the 3 sponsorship selling agencies approach the same client for sale of sponsorship, what will be the role of DSYS?

**DSYS will resolve it on first come first serve basis.**

2. If a potential sponsor is the repeat client of an empanelled agency, (as the agency would have developed the business relationship with potential sponsor for many years). Will DSYS indemnify / protect the agency towards future business opportunities?

**No.**

3. All the 3 sponsorship selling agencies will have different style of developing the sponsorship materials, what will be the selection criteria of sponsorship materials?

**The sponsorship materials / packages will be finalised based on the amount of sponsorship. Higher sponsorship amounts will attract premium visibility materials and the visibility of materials will proportionately reduce with reducing sponsorship amounts.**

4. In case the sponsorship material has been developed by Agency A, but if the Agencies B and C also use the sponsorship material developed by Agency A, which may result in damages to Agency A. Will DSYS or the other 2 agencies indemnify Agency A?

**The finalization of sponsorship material will be done in consultation with the Agencies and DSYS reserves the right to take the final decision.**

5. Will the empanelled agencies have the right to negotiate with the potential sponsor or it will be done by DSYS?

**Yes, empanelled agencies will have the right to negotiate with the potential sponsors.**

6. What happens if the empanelled Agency has already approached the potential sponsor but the deal has been closed as a result of the same potential sponsor approaching DSYS or vice versa?

**If the deal is already closed, DSYS reserves the right to directly accept the sponsorship.**

7. Will the branding be static or digital? Who will bear the cost of this?

**The branding will be static. DSYS will bear the cost of in-stadia and out-stadia branding, bus branding, bus stop branding, outdoor hoardings, print & electronic media, etc. where the logo of sponsors will be carried in all media communication.**

8. Will there be category exclusivity for specific parts of the sporting event for the empanelled agency?

**Yes, category exclusivity can be given out to empanelled agency upon discussion.**

9. What does success mean with regard to a partnership in the context of success fee?  
**For any amount of sponsorship amount raised through the agency, DSYS will pay a success fee as described in Section 6 of the EOI.**
10. Apart from the monetary benefit, what are the other benefits that can be expected by the empanelled agency?  
**DSYS is looking for monetary benefits only through empanelled agencies.**
11. Is there any minimum guarantee of business to the empanelled agency?  
**No.**
12. What will be the criteria for inventory distribution for branding? What will be the cost for inventory and is the cost negotiable?  
**The quantum of sponsorship amount will be the criteria for inventory distribution.**
13. How much space will be provided for print media, outdoor media?  
**Bottom Strip of the communication will be dedicated to sponsors. The size of the logo will depend on the amount of sponsorship.**
14. Is there any inventory available for co-sponsor, title sponsor, powered by sponsor, associate sponsor etc.?  
**The inventory of sponsorship materials is enclosed at Annexure – 1. There is no Title Sponsor tag available. However, co-sponsor, powered by sponsor, associate sponsor, etc. are available and the distribution of inventory will be done based on the sponsorship amount.**
15. Is there any inventory available for jersey branding? If yes, what is the cost and size of the logo/brand?  
**There is no inventory available for jersey branding.**

**Annexure – 1**

Deliverable to Sponsors	Sponsorship Packages					
	Principal	Co-sponsor	Powered By	Associate	Supporting	Supporting
Perimeter Boards (as a percentage of total 120 nos. of boards) i) 80 nos. (6m x 1m) – outer circle ii) 40 nos. (3m x 0.5m) – inner circle	35%	25%	20%	10%	5%	5%
In-Stadia Branding (Stadium Tier-1, Gangway, Pillars) - As a percentage of 4,000 sq. ft. of total branding space	35%	25%	20%	10%	5%	5%
Outer Concourse Branding - As a percentage of 10,000 sq. ft. of branding space	35%	25%	20%	10%	5%	5%
Warm up pitch area branding - As a percentage of 5,000 sq. ft. sponsor branding space	35%	25%	20%	10%	5%	5%
Entry Gates Branding	√	√	√	√	√	√
Logo in bus stop branding - 20 locations in Bhubaneswar	√	√	√	√	√	√
Logo in City Buses - 40 Nos.	√	√	√	√	√	√
Standeers in Outer Concourse	20 Nos.	15 Nos.	10 Nos.	7 Nos.	3 Nos.	3 Nos.
Logo in Outdoor Hoardings - 50 locations	√	√	√	√	√	√
Logo in TVC - 500 Spots across 5 reputed news channels	√	√	√	√	√	√
Logo in Newspaper Adverts - Minimum 5 Nos. in reputed National Editions	√	√	√	√	√	√
Logo in Official Website	√	√	√	√	√	√
Logo in all Official Social Media platforms - FB, Twitter, Instagram, YouTube	√	√	√	√	√	√
Co-branding with AAC-2017 logo	√	√	√	√	√	√
Accreditation for Officials	15	10	8	6	3	3
Hospitality Passes per event day	25	20	15	10	5	5
General Passes per event day	50	40	30	20	10	10
Promotion in local road show (30-day campaign)	√	√	√	√	√	√
Promotion through on-ground activation at Universities, Schools, Shopping Centres – 2 events with media coverage	√	√	√	√	√	√

**Note:** The packages are indicative in nature and will be finalised after the empanelment of agencies in DSYS.