Sealed proposals are invited by Sports & Youth Services Department, Government of Odisha, Sports PMU (1st Floor), C-1, Nayapalli, Bhubaneswar – 751012, from Branding Agencies / Companies to deliver Branding Services and promotion of Odisha Hockey Men’s World Cup 2018 through an open RFP. The detailed information may be downloaded from the Sports & Youth Services Department website (www.dsysodisha.gov.in) along with terms & conditions of the Bid.

The Bid should be submitted in the prescribed format along with all relevant documents duly signed and sealed. The bid should reach the Sports & Youth Services Department on or before 8th August 2018 by 4 PM either by Courier/ Speed post/ Registered Post or by hand. Submitting of Bid documents through Fax/e-mail/electronics system shall not be accepted. Bid(s) received after due date & time shall not be accepted. The Department shall not be responsible for delay in postal delivery or similar reasons.

Sports & Youth Services Department reserves the right to accept or reject any or all Bids without assigning any reason thereof. For any specific queries, kindly contact Cell No. 8178967271

Sd/-
Director & Addl. Secretary
Sports & Y.S. Department

Director, Sports and Youth Services,
Department of Sports and Youth Services
C-1, Nayapalli, Bhubaneswar – 751 012
Phone No. 0674 2396715 Fax 0674 2536723
E-mail: worldhockey.odisha@gmail.com
REQUEST FOR PROPOSAL

ENGAGEMENT OF BRANDING AGENCY FOR BRANDING AND PROMOTION OF MEN’S HOCKEY WORLD CUP 2018

JULY 2018

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

E-mail : worldhockey.odisha@gmail.com
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1. Introduction

1.1. Background

Bhubaneswar, the capital city of Odisha, will host the Men’s Hockey World Cup scheduled from 28th November to 16th December 2018 at Kalinga Stadium. The tournament will have participation of teams from 16 countries viz: India, England, Malaysia, Canada, Pakistan, China, Belgium, Germany, New Zealand, Spain, Ireland, France, Argentina, Netherlands, Australia and South Africa.

The tournament will have 36 matches in total which will be played in four pools, with Quarter Finals, Semi Finals, positional matches and Finals (3rd/4th and 1st/2nd). The schedule will include two matches per day.

After successful hosting of the 22nd Asian Athletics Championships and Men’s Hockey World League Final 2017, Bhubaneswar has emerged as a strong force in the Global Sporting Arena. Bhubaneswar is proud to host the prestigious Men’s Hockey World Cup 2018 which will cement its position 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 branding and promotion for successful hosting of the mega event. (herein referred as “Agency”).

1.2. Instructions to the Applicants

(i) Firms are hereby invited to submit their Bids 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 Odisha Hockey Men’s World Cup 2018, Bhubaneswar 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.
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](http://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 and time of Pre-Bid Meeting shall be as per the schedule mentioned in para 1.7 below.**

Venue: Conference Hall, Deptt. of Sports & YS, Bhubaneswar

**Bidders are advised to submit their queries addressed to the Under Secretary, Department of Sports & Youth Services, by date and time mentioned in para 1.7 below.** The responses to the queries shall be uploaded in the website of DSYS after the pre-bid meeting.

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

To,

Director, Sports & YS
Department of Sports & YS
C-1, Nayapalli, Bhubaneswar-751012
E-mail: worldhockey.odisha@gmail.com

1.7. **Schedule of Selection Process:**

DSYS shall endeavor to adhere to the following schedule:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Event Description</th>
<th>Date &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Issue of Tender Notice</td>
<td>18th July’2018</td>
</tr>
<tr>
<td>2</td>
<td>Submission of queries for pre-bid meeting</td>
<td>24th July’2018 by 6 PM</td>
</tr>
<tr>
<td>3</td>
<td>Pre-Bid Meeting</td>
<td>27th July’2018 at 3 PM</td>
</tr>
<tr>
<td>4</td>
<td>Proposal submission date</td>
<td>8th August’2018 by 4 PM</td>
</tr>
<tr>
<td>5</td>
<td>Opening of Technical Proposal</td>
<td>10th August’2018 at 11 AM</td>
</tr>
<tr>
<td>6</td>
<td>Presentation by Qualified Bidders</td>
<td>(Date &amp; time to be intimated)</td>
</tr>
<tr>
<td>7</td>
<td>Opening of Financial Proposals</td>
<td>(Date &amp; time to be intimated)</td>
</tr>
</tbody>
</table>

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 of Men’s Hockey World Cup
b) **Financial Proposal:** (Marked “Financial Proposal for Branding & Promotion of Men’s Hockey World Cup 2018 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 of Men’s Hockey World Cup 2018 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**  
**C-1, Nayapalli, Bhubaneswar-751012**  
**E-mail: worldhockey.odisha@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 DSYS 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.4,00,000.00 (Rupees Four Lakh Only)** in the form of Demand Draft drawn in favor of "**Deputy Secretary to Government, Sports & Youth Services Department, Government of Odisha**" 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 "**Deputy Secretary to Government, Sports & Youth Services Department, Government of Odisha**" 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 objective of this assignment is **preparation and execution of a branding and promotion strategy for Men’s Hockey World Cup 2018.**

2.2. Scope of Work

2.2.1. Introduction

The Branding Agency will be required to undertake work as per the Scope of Work (SOW) in accordance with agreement as a Turnkey Project. The Branding Agency will be required to provide all management, labour, equipment and consumables required for successful supply, printing, installation, testing, commissioning, maintenance, operation, dismantling and removal of the brandings equipment and any other work required to ensure successful functioning of the entire promotion of the Tournament.

While the DSYS has prepared this detailed SOW to the best of its ability, Respondents are encouraged to provide proposals based on their proven, innovative solutions. The DSYS reserves the right to accept or reject any proposal. However, the responses shall be evaluated based only on the relevant forms provided.

2.2.2. Objectives

**The Mission and Key Objectives of the Project for the Branding Agency:**

- To comply with all local and State Government regulations and by-laws including electrical and fire safety regulations, other statutory requirements and building by-laws;
- To ensure the objectives of sustainability are achieved wherever possible;
- To provide all brandings that is consistent with requirements of major international sports events;
- To provide branding in the most efficient and time bound manner for the successful completion of the Men’s Hockey World Cup 2018;
- To give the market visibility and an understanding of the DSYS requirements as per the SOW (Scope of Work);

**The Mission and Key Objectives of the DSYS in relation to Branding Agency are to:**

- Ensure all prospective suppliers are given the same information;
- Deal with all Tournament Design and Branding Agency and other contractors in a fair and transparent manner;
- Encourage innovative submissions that are at the forefront of current designs and specifications of items in the SOW (Scope of Work).

The overall scope of work is bifurcated in three parts in terms of on-ground execution and delivery.
(i) **Branding requirements for Venue and City** – It comprises branding of main Hockey Stadium as well as City Branding.

(ii) **Branding for Opening Ceremony** – Opening Ceremony is to be conducted in Main Athletics Stadium of Kalinga Sports Complex. The premises need to be branded accordingly.

(iii) **Branding at Fan Parks** – Fan Parks are to be developed in and around city at 2-3 identified locations for Fan engagement activities.

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

The designs of the branding items shall be provided by DSYS/HI. 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.

**2.2.3. The Branding Agency is required to adhere to following;**

i. **Printing**: Printing would contain not only providing print but also printing the design on the media/medium which is specified in the SOW. If the need arises, stocking and warehousing of the prints depending on the changing requirements will have to be catered for by the Branding Agency, i.e., existing warehousing capability with the vendor where he can store the prints required.

ii. **Finishing**: Apart from the printing of the material the Branding Agency is also responsible for the final appearance/look of the printed material which may or may not include sewing, loops, hooks, seaming, stitching, etc.

iii. **Fabrication & Civil work**: The Branding Agency may be required to fabricate structures as per the requirements of DSYS for a particular location. The scope of fabrication may or may not be limited to making steel structures, display units, standees or any other form of customized fabrication. Scope of civil work incidental to installation will also be the responsibility of the Branding Agency as per details given in the SOW.

iv. **Installation**: Installation of items as mentioned above along with the printed material on a location within the given time frame mutually agreed between the bidder/bidders and the DSYS. The Branding Agency will also be responsible for the following processes which will ensure smooth and timely flow of the material and installation:
   a. Material handling,
   b. Delivery processes,
   c. Challans receipts,
   d. Transportation and any other requirements will be the sole responsibility of the bidder.
v. The Branding Agency will accommodate any location based limitations that may arise e.g. no drilling in the wall, so alternatives should be suggested and implemented accordingly by the Branding Agency.

vi. **Completion Period:** Completion period is the time frame to be elaborated as mutually agreed between the bidder/bidders and the DSYS.

vii. **Maintenance:** The structures that will be put up during the period, mutually agreed between DSYS and the Branding Agency, will be maintained by the Branding Agency. “Any kind of repair or replacement for wear and tear, maintenance and cleaning of the site during the mutually agreed period –will be undertaken by the Branding Agency as they will be solely responsible for it and this would be done at no extra cost.”

However, in the event of Force Majeure, the request of reimbursing the cost of replacement of Brandings may be considered by the department depending on the scale of damage. Photo proof along with a request letter for approval is to be submitted by the vendor in such scenario.

viii. Management of the location of the structure and any repair/replacement will be undertaken by the Branding Agency within 24 hours of any damage that may take place.

ix. **De-installation:** It includes after the completion of the event, de-installation and transportation of the material. The material is on rent and the Branding Agency is responsible for its reinstallation and restoring the mounting surface to its original state.

x. **Disposal:** The material is on rent and the disposal of the same is the responsibility of the Branding Agency.

2.2.4. The Scope of Work of Branding Agency shall include designing, printing, installation and removal of the following branding elements. Detailed requirements are mentioned in **Annexure B (ii)**;

1. **Venue and City Branding**

   i. Design (design to be based on the event specific theme and to be consistent across all elements, design will be subject to approval by DSYS),

   ii. Supply and commissioning of Branding Elements to be on a rental basis for a period of 22 days from 26.11.18 to 17.12.18

   iii. Supply and commissioning of helium balloons at Kalinga Stadium for
a period of 30 days from 17.11.18 to 17.12.18

iv. The Agency shall be responsible for 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, sponsor branding, drop down flex from the galleries and a combination of general branding and Hockey Men’s World Cup 2018 branding on the outer concourse of Kalinga Stadium and across the city. No additional payment shall be made by the Client for replacement of damaged flex during the tenure of the event in Bhubaneswar.


vii. Men’s Hockey World Cup 2018 event branding at all accommodation sites (hotels) of players and officials, government offices and Bhubaneswar Airport

viii. **Installation of Country Flags** – The Agency shall procure the flags of all the participating countries and install the Country Flags en route
  - Hotels (Accommodation sites of players) to Kalinga Stadium
  - Airport road
  - Janpath
  The Agency shall also install the Flags inside the stadium as per the requirement of FIH and Department of Sports & Youth Services

2. **Branding of Country (Team) Buses:** The Agency shall carry out the branding of the team buses - 20 nos. The Agency shall be responsible to install the vinyl branding as per branding dimensions available on the buses. The cost quoted by the Agency shall include the cost of designing, printing, pasting and removal of vinyl stickers on buses for a period from 15.11.2018 to 16.12.2018. The Agency shall also be responsible for removing the vinyl stickers from the team buses immediately after the tournament is over. Any damage to the bus due to pasting/removal of branding shall be borne by the Branding Agency.

3. **City Bus Branding:** The Agency shall carry out the design and installation of vinyl branding on 50 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. Any damage to the bus due to pasting/removal of branding shall be borne by the Branding Agency.

The cost quoted by the Agency shall include the cost of design, printing and pasting of vinyl stickers on buses for a period of 30 days from 17.11.18 to 16.12.18.

Branding of No. of Buses plying between
- BBSR-CTC – 15
- BBSR-Puri – 15
- Within City limits of BBSR - 20

4. **Branding at City Shopping Centers & Govt. offices** – The Agency is required to design and install flex branding at shopping malls (like BMC Bhawani, Forum Mart, etc.) and Government offices in Bhubaneswar for a period of 30 days from 17.11.18 to 16.12.18. Any damage to the branding element during the campaign period is the responsibility of the agency and the agency will have to replace the same at no additional costs.

5. **Outdoor Hoarding**: The Agency shall put up hoardings for a period of 30 days (17.11.18 to 16.12.18) at locations identified by DSYS. The amount quoted by the Agency shall include cost of designing, flex printing and installation. The Agency shall also seek necessary permissions from the concerned agencies for the said time period.

Rent of the respective hoardings for the said time period will be reimbursed by the department on actuals as spent by the Agency, or on the Govt. specified rates (whichever is lower).

**Prospective 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 Square

**Cuttack** - Buxi Bazar, Link Road, OMP square, 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.
NOTE: The above scope of work is indicative in nature and may increase or decrease at a later stage.

2.2.5. The Branding Agency/agency shall bear all and any cost associated with the aforementioned scope including but not limited to:

- All Preliminary Overheads, profits and expenses (including all photocopying and drawing supply).
- Replacement of any damaged branding installation.
- Overtime, Penalty rates, Site allowances and permit rates.
- Shipping charges.
- Mobilization and repatriation of staff.
- Management and administrative costs.
- Rental of local equipment and store / yard.
- Material handling charges.
- Transportation charges.
- Labour / Specialised and Trained manpower charges.
- Local material transfer charges.
- Accommodation charges.
- Cost of hardware/ structure or equipment used for installation / maintenance and de-installation.

a) Quality
The respondents are required to provide the branding Items of same or better quality than that provided in the Technical Specification as specified in RFP. The Branding Agency shall for all the items adhere to the best quality brands and latest International Standards and as per the approved samples. The Items should have relevant standard certifications wherever applicable.
In case the quality of the respondents is found to be below par, they shall be rejected and their performance security may be forfeited at the discretion of the Organising Committee/ DSYS.

b) Advance Samples
The Branding Agency shall be required to submit and / or put samples of required branding Items and materials during their technical bids and at any stage at the location to be specified by DSYS for the approval of Organising Committee. These samples shall be of the same or better quality as specified in the Technical specifications as specified in RFP.
Any discrepancy found in the samples to be rectified to the satisfaction of DSYS within the time specified for installation. After inspection of the samples, DSYS shall approve the samples and the Branding Agency shall be required to adhere to that or better quality / standards thereafter

Outdoor Production Items:

<table>
<thead>
<tr>
<th>Production Category</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
</table>
### Production Items

- Digital Signage, Glow-sign, Neon-sign, Venue signage, Building signage, etc.
- Vinyl, Flex, Vinyl fixtures, Flex drapes, Vinyl Cut-outs pasted on sun-board, Vehicle branding, Contravision on glass walls
- Knitted Polyester, Woven Polyester, Satin (Glossy/Matt), Banner Fabric Matt/Glossy, Double Sided Banner. Flags (Satin, polywoven and netted polyester).
- Backdrops, Standees, Brand stands, brand shelves, Canopies, Branded Tents, etc.

#### Suggested Outdoor Material specification:

<table>
<thead>
<tr>
<th>Material</th>
<th>Specification 1</th>
<th>Specification 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame</td>
<td>25mm - 20 gauge steel frame</td>
<td>25mm - 22 gauge steel frame</td>
</tr>
<tr>
<td>Flex</td>
<td>3M/LG/ Star or equivalent for all</td>
<td>3M/LG/ Star or equivalent for all</td>
</tr>
<tr>
<td>Vinyl</td>
<td>3M/Avery or equivalent for all</td>
<td>3M/Avery or equivalent for all</td>
</tr>
<tr>
<td>Contra-Vision</td>
<td>3M/Avery or equivalent for all</td>
<td>3M/Avery or equivalent for all</td>
</tr>
<tr>
<td>Vinyl cut-outs pasted on sun-board without vinyl</td>
<td>2mm sun-board</td>
<td>5mm sun-board</td>
</tr>
</tbody>
</table>

#### Submissions of material for qualification are as under:
Submission of advance samples of various production items/materials (one printed/produced sample of each material, size- 1sq. ft.) as mentioned in the Scope of Work on the date of submission of the bid. Quality of products submitted by respective bidders becomes the benchmark for all the jobs to be done in the future.

**SPECIFICATIONS / QUALITY**

a. The Branding Agency shall maintain effective control of the quality of the Works, provide test facilities, test certificates and perform all examinations and tests necessary to demonstrate conformance of the works to the requirements of the Agreement and shall offer for acceptance only works that
so conform. The Branding Agency shall ensure that the quality assurance requirements of the Works Agreement are included in any subcontracts entered into by the Branding Agency. The Branding Agency’s quality system shall include the following elements:

- Quality manual;
- Quality plan;
- Quality procedures;
- Inspection and test plans;
- Internal audit schedule;
- Technical procedures and work instructions;
- Quality records; and
- Reference and other related documents.

b. These shall be submitted by the Branding Agency for review and comment by the DSYS within two (2) weeks of appointment.

c. The Branding Agency shall also comply with any further quality assurance specification documents or requirements that are incorporated into the Works Agreement by the DSYS from time to time.

d. The Bidder has to submit any of the compliance certificates (e.g. Restriction of Hazardous Substances (ROHS, etc.) as asked for by DSYS as detailed in the specifications. Self-declaration certificate in this respect is also acceptable.

2.3. PAYMENT SCHEDULE

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

<table>
<thead>
<tr>
<th>Sl.</th>
<th>Event / Deliverable</th>
<th>Time lines</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Submission of execution plan</td>
<td>30 days from issue of LoI</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Deployment of manpower &amp; mobilizing resources at venue</td>
<td>By 25th Oct’2018</td>
<td>5%</td>
</tr>
<tr>
<td>3.</td>
<td>Completion of major branding &amp; promotion activities as per scope of work</td>
<td>By 20th Nov’2018</td>
<td>30%</td>
</tr>
<tr>
<td>4.</td>
<td>Handover of venue with complete brandings etc.</td>
<td>By 25th Nov’2018</td>
<td>20%</td>
</tr>
<tr>
<td>5.</td>
<td>Ten days from commencement of the Event</td>
<td>By 7th Dec’2018</td>
<td>20%</td>
</tr>
<tr>
<td>6.</td>
<td>On completion of event in Bhubaneswar</td>
<td>Within 15 days of completion of event</td>
<td>20%</td>
</tr>
</tbody>
</table>

Note: Final payments to be released subject to submission of a photo report on the execution of the deliverables and clearance by committee.
3. Submission of RFP

3.1 Submission:
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-4 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
(v) Other supporting documents and samples as mentioned in Section 4 of this RFP.

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

(iii) 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 branding & promotion)

(vii) Bid Processing fees in the form of Demand Draft in favour of “Deputy Secretary to Government, Sports & Youth Services Department, Government of Odisha” payable at Bhubaneswar

(viii) Bid Security in the form of Demand Draft in favour of “Deputy Secretary to Government, Sports & Youth Services Department, Government of Odisha” 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 Branding and Promotion of Men’s Hockey World Cup 2018 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.

3.4 Checklist for Submission

<table>
<thead>
<tr>
<th></th>
<th>Technical Proposal</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Covering Letter</td>
<td>Annexure-A1</td>
</tr>
<tr>
<td>2</td>
<td>Bid Processing Fee (non-refundable) of Rs. 5,200/- (Rupees Five Thousand Two Hundred Only)</td>
<td>Demand draft in favor of Deputy Secretary to Government, Sports &amp; Youth Services Department, Government of Odisha</td>
</tr>
<tr>
<td>3</td>
<td>Bid Security of Rs. 4,00,000/- (Rupees Four Lakh Only)</td>
<td>Demand draft in favor of “Deputy Secretary to Government, Sports &amp; Youth Services Department, Government of Odisha”</td>
</tr>
<tr>
<td>4</td>
<td>Particulars of Bidder</td>
<td>Annexure-A2</td>
</tr>
<tr>
<td>5</td>
<td>Financial capabilities of the Bidder</td>
<td>Annexure-A3</td>
</tr>
<tr>
<td>6</td>
<td>Details of experience in similar assignments</td>
<td>Annexure-A4</td>
</tr>
<tr>
<td>7</td>
<td>Supporting Documents</td>
<td>As mentioned in Section 4 of this RFP</td>
</tr>
</tbody>
</table>

B | Financial Proposal | Annexure-B (i) and (ii) |

4. Evaluation Criteria

4.1 Evaluation of Proposals

a) A tiered evaluation procedure will be adopted for evaluation of proposals, with the technical evaluation being completed before the financial proposals are opened and compared.

b) DSYS will review the technical bids to determine whether the technical bids are responsive. Bids that are not responsive are liable to be disqualified. DSYS may seek inputs from their professional, external experts in the technical and financial evaluation process.

c) DSYS shall assign technical score to the bidders based on the technical evaluation criteria. The bidders with a technical score above the threshold as specified in the technical evaluation criteria shall technically qualify for the financial evaluation stage.
d) The financial bids for the technically qualified bidders will then be opened and reviewed to determine whether the financial bids are substantially responsive.

4.2 Pre-Qualification / Minimum Eligibility Criteria:
The Bidder must satisfy each of the qualifying clauses indicated in the PQ Bid, as specified for Branding and Promotion Agency with supporting documents. All documents shall be submitted as hard copies to DSYS.

The eligibility criteria are given in the table below:

<table>
<thead>
<tr>
<th>S.No:</th>
<th>Parameter</th>
<th>Supporting Documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Bidder should have been in the business of providing professional services in the area of outdoor signage production &amp; management for at least the last 3 years. [E.g: Printing, finishing, fabrication, installation, maintenance, de-installation and disposal of similar material as mentioned in the technical specifications]</td>
<td>- Copy of letter of Incorporation/Article of Association should be submitted as proof</td>
</tr>
</tbody>
</table>
| 2.   | The bidder should be a Firm/ Company/ Partnership Firm registered under the Indian Companies Act, 1956/ The Partnership Act, 1932 and who have their registered offices in India. The bidder must be registered with the GST authorities in India. | - Certificate of Incorporation  
- GST Registration Certificate |
| 3.   | The bidder should have an annual turnover of at least INR 3,00,00,000 (INR Three Crore or more in each of the last 3 Financial Years (FY 15-16, 16-17 and FY 17-18) from the business of such production activities) | - Audited Financial Statement (Balance sheet and Profit & Loss Account) for the previous 3 Financial years, i.e., FY 15-16, 16-17 and FY 17-18  
- Certificate from the statutory Auditors |
<p>| 4.   | The bidder should have active operations in India for at least past 3 years | - Details of operations in India with years of operations |
| 5.   | Experience and past work in managing and planning Branding of at least one sports event of national &amp; | - The bidder has to showcase the past work along with the release/work order as |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>international repute and magnitude on turnkey basis.</td>
<td>proof of the similar work done by them</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Designing, Production, Material procurement and other capabilities as mentioned in scope of work. Experience in development of complete design pallet for event, venues signages, venue branding, city branding and indoor branding etc.</td>
<td>The bidder has to showcase/submit the past similar work done record/proof along with the work order from their clients/technology/material used for the production of various such items</td>
</tr>
<tr>
<td>8.</td>
<td>The Bidder having worked with any Government Organisation / PSU in the past would be preferred</td>
<td>The bidder has to submit the past work order as proof of the similar work done with any Government Organisation/PSU</td>
</tr>
<tr>
<td>9.</td>
<td>The Bidders shall not have been barred by any Government Agency. If the undertaking is found to be false at a later date after the award of contract, the said contract is liable for termination with immediate effect without any notice</td>
<td>The bidder has to give an undertaking, duly signed by authorized signatory, to this effect</td>
</tr>
<tr>
<td>10.</td>
<td>DSYS recognizes/prefers innovations in the past experience</td>
<td>The Bidder should submit the same in a case study format with proof</td>
</tr>
</tbody>
</table>

Bidders shall have to enclose documentary evidence in support of the stipulated PQ eligibility criteria, in the absence of which, the bids shall be rejected.

4.3 Technical Proposal Evaluation –

The evaluation of the Technical bids will be carried out in the following manner:

a) The bidders' technical solution proposed in the bid document is evaluated as per the Requirements specified in the RFP and adopting the evaluation criteria spelt out in this RFP. The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for technical evaluation.

b) Proposal Presentations: The Tender Committee constituted by DSYS shall invite each bidder to make a presentation at a date, time and venue decided by state. The purpose of such presentations would be to allow
the bidders to present their proposed solutions to the committee and orchestrate the key points in their proposals. The Committee may seek oral clarifications from the bidders. The primary function of clarifications in the evaluation process is to clarify ambiguities and uncertainties arising out of the evaluation of the bid documents. Oral clarifications provide the opportunity for the committee to state its requirements clearly and for the bidder to more clearly state its proposal. The committee may seek inputs from their professional and technical experts in the evaluation process.

c) Technical Evaluation Methodology:
   a. Each Technical Bid will be assigned a technical score out of a maximum of 100 points.
   b. Technical bids would be analyzed and evaluated by an Evaluation Committee constituted for the purpose.
   c. Financial bids of only those bidders qualifying in technical evaluation would be considered for opening and further processing.
   d. Technical bids would be analyzed and evaluated by an Evaluation Committee constituted for the purpose. Technical score to the bidders will be based on the technical evaluation criteria indicated below. Financial bids of only those bidders scoring 70 Marks or above in Technical evaluation would be considered for opening and further processing.
   e. The Technical score will carry a weight of 70% of the score by the bidder in technical evaluation in the overall evaluation. Technical Evaluation scoring matrix would be as under (criteria for example):

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Evaluation Criteria</th>
<th>Point System (points)</th>
<th>Maximum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>No of years of Experience for executing similar Projects</td>
<td>More than 3 years but Less than 5 years - <strong>05 Marks</strong></td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 5 years but Less than 7 years - <strong>10 Marks</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 7 years - <strong>20 Marks</strong></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>No of employees on roll of the company for last one year</td>
<td>Less than 50 - <strong>05 Marks</strong></td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>more than 50 but More than 75 - <strong>07 Marks</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 75 - <strong>10 Marks</strong></td>
<td></td>
</tr>
</tbody>
</table>
3. **Financial Strength**

   The Bidders Annual turnover for last three years

   - More than 3 Crores but Less than 5 Crores - **05 Marks**
   - More than 5 Crores but Less than 7 crores - **10 Marks**
   - More than 7 Crores - **20 Marks**

4. **Experience in supply / execution, development of design, Goods/Services in last three years as on 31/3/2018**

   Less than 50 Lakhs – **02 Marks**
   - More than 50 lakhs but less than 1 Crore – **05 Marks**
   - More than 01 Crore but less than 3 crores – **10 Marks**
   - More than 3 crores - **20 Marks**

5. **Technical and Creative Presentation**

   Innovative ideas – **10 marks**
   - Material and samples – **10 marks**
   - Methodology (in terms of delivery schedule) to be followed in execution of work – **10 marks**

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

f. The committee shall indicate to all the bidders the results of the technical evaluation through online communication. The technical scores of the bidders will be announced prior to the opening of the financial bids.
The technically shortlisted bidders will be informed of the date and venue of the opening of the financial bids email communication.

**d. Technical Criteria / Statement of Requirements (SOR)**

**i. Printer and Hardware Setup**

Printing Machines: The machine required for printing should be of the following printing capacity:

<table>
<thead>
<tr>
<th>Specifications</th>
<th>ECO – SOLVENT/ LATEX- High resolution digital printing machine with Eco-solvent/latex technology on large formats for printing on different kinds of vinyl, paper, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Inks to be used should be manufactured by the manufacturer of the printer only and duly certified by the media manufacturer)</td>
<td></td>
</tr>
<tr>
<td>Minimum Print Capability width</td>
<td>150 cm</td>
</tr>
<tr>
<td>Minimum Print Speed</td>
<td>300 sq ft/hour</td>
</tr>
<tr>
<td>Minimum no. of machines</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Supporting Documents:**
  - Copy of the invoices for the printing machines, duly attested by the authorized signatory along with details of make, model, specifications, print capability, etc.
  - Certificate of inks/Copy of invoices of purchase of original inks.
-MoU showcasing any official association of the Branding Agency with a Printing house which meets all specifications of the RFP in this regard is also acceptable.

ii. **Colour Calibration & Profiling**
Bidder who wants to apply for the RFP should have the capability of colour calibration and profiling at his printing setup.

- Supporting Documents:
  - A self-attested undertaking to be submitted by the Bidder

iii. **Hardware Machines**
The hardware machines that are to be used by the bidder in the printing and fabrication of the media are mentioned below:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Machine</th>
<th>Purpose</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Welding Machine (Electric)</td>
<td>Iron Welding</td>
<td>N.A.</td>
</tr>
<tr>
<td>2.</td>
<td>Gas Cutter</td>
<td>Metal Sheet Cutting</td>
<td>N.A.</td>
</tr>
<tr>
<td>3.</td>
<td>Plotter</td>
<td>Vinyl</td>
<td>150 cm minimum</td>
</tr>
<tr>
<td>4.</td>
<td>Laminating Machine</td>
<td>Vinyl</td>
<td>120 cm Wide minimum</td>
</tr>
</tbody>
</table>

- Supporting Documents:
  - A self-attested undertaking declaring the usage of the above mentioned machines is to be submitted.

iv. **Computer Hardware and Software**
Requirement for licensed software: The software required is "ADOBE CS-6 (Creative Suite) or Corel Draw X6. The software should be installed on both the operating systems – Windows OS and Macintosh OS.

- Supporting Documents:
  - A self-attested copy of the software’s registration (for Adobe CS-6, Corel Draw X6, Windows and Macintosh OS) is to be submitted;

Computers: A minimum of 03 work stations is required out of which 01 workstation has to be a Macintosh system and the rest 02 systems should
be operating on Windows OS and both the OS should support the ADOBE CS-6 software. The hardware requirements for the systems are mentioned below:

<table>
<thead>
<tr>
<th>Item</th>
<th>WINDOWS</th>
<th>MACINTOSH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qty : 02</td>
<td></td>
<td>Qty : 01</td>
</tr>
<tr>
<td>Processor</td>
<td>i5</td>
<td>iOS 6</td>
</tr>
<tr>
<td>RAM</td>
<td>4 GB</td>
<td>4 GB</td>
</tr>
<tr>
<td>Software</td>
<td>Corel Draw X6 or ADOBE CS 6 - Windows OS</td>
<td>Corel Draw X6 or ADOBE CS 6 - Macintosh Compatible</td>
</tr>
</tbody>
</table>

• Supporting Documents:
- Self-attested copies of the respective invoices have to be submitted along with the Technical Bid.

v. Logistics
The Bidder should submit an undertaking that the Branding and Promotion Agency would provide for the transportation of the print material and fabrication from place of production to the location within the timeline given. The bidder will also submit an undertaking to provide for adequate storage and warehousing wherever required.

• Supporting Documents:
- An undertaking duly signed by authorized signatory in support of the above. DSYS reserves the right to verify all the information provided in lieu of the above mentioned Technical Criteria in Section 4.

vi. Samples
Along with the technical bid submission:

• The respondents shall be required to submit samples of size 1.0 ft x 1.0 ft of printed matter as per the quality standards and technical specifications of each item as mentioned in this RFP with their Technical Bids for the approval of DSYS.

• DSYS shall approve and seal these samples. If the samples are not up to the requirements of department, they will be rejected and DSYS reserves the right to reject the technical bids of the bidders.
• The samples of the unsuccessful bidders shall be returned along with the Bid Security.
• No payments for such samples will be made by the department.

4.4 Opening of Financial Proposal:
The financial proposal of those bidders qualified in the Technical Score 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:

\[ F = 100 \times \frac{FM}{F1} \]

\((F1 = \text{amount of Financial Proposal as proposed by the Bidder for the assignment})\)

4.5 Combined Evaluation & Scoring:
b. Combined Score-The Combined Score shall be evaluated based on the Technical Score (TS) and Financial Score (FS):

\[ \text{Combined Score} = 0.7 \times (TS) + 0.3 \times (FS) \]

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.

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.

4.6 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.

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.

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.

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.

4.7 Performance Security

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

To,

Director, Sports & YS
Department of Sports & YS
C-1, Nayapalli, Bhubaneswar-751012
E-mail: worldhockey.odisha@gmail.com

Sub: “Proposal for Branding of Odisha Hockey Men’s World Cup Bhubaneswar 2018 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 Branding and promotion of Men’s Hockey World Cup 2018. 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 Branding of Men’s Hockey World Cup 2018 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 .....................__________________
# Financial Capacity of the Applicant

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Financial Year</th>
<th>Annual Turnover (In Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2017-18</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>2016-17</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>2015-16</td>
<td></td>
</tr>
</tbody>
</table>

## 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.
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.

<table>
<thead>
<tr>
<th>(i)</th>
<th>Assignment Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>(iii)</td>
<td>Name, fax, email of the Client Representative:</td>
</tr>
</tbody>
</table>
| (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.
B FINANCIAL PROPOSAL

Covering Letter
(on the Agency’s letterhead)

To

Director, Sports & YS
Department of Sports & YS
C-1, Nayapalli, Bhubaneswar-751012
E-mail: worldhockey.odisha@gmail.com

Sub: “Proposal for Branding and Promotion of Men’s Hockey World Cup 2018, Bhubaneswar”.

Regarding Financial Proposal

Dear Sir,

I, ___________________________________________________________
enclose herewith our Financial Proposal for selection of our firm as Agency to carry out “Brandi
ing and Promotion of Men’s Hockey World Cup 2018”.

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 _________________
**FINANCIAL PROPOSAL**

**Name of Work:** Proposal for Hiring a Branding and Promotion Agency for branding of Men’s Hockey World Cup 2018.

The bidder is required to quote the rates of branding elements in each of categories and for each of the various forms of fabric/media requested in the table mentioned below i.e. separately for Normal Flex, Star Flex, Knitted Polyester, Woven Polyester, Satin, Fabric etc. (wherever applicable).

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Specifications</th>
<th>Size</th>
<th>Qty. Required</th>
<th>Rate (per unit)</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Branding of Reception Desk 1 at Airport</td>
<td>Framed Backdrop (Media: Star flex, Frame: 25mm-20guage square steel pipe)</td>
<td>8ft X 20 ft</td>
<td>160 Sq. ft.</td>
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<tr>
<td>3</td>
<td>Airport Branding</td>
<td>Framed branding. Media: Star Flex. Frame: 25mm-20guage square steel pipe</td>
<td>Various Sizes</td>
<td>2,000 Sq. ft.</td>
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<tr>
<td>4</td>
<td>Airport Branding</td>
<td>Unframed branding. Media: Mesh Fabric.</td>
<td>Various Sizes</td>
<td>8,000 Sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Airport Branding</td>
<td>5mm Sun Board Cutouts – Olly and Players</td>
<td>Various Sizes</td>
<td>1,000 Sq. ft.</td>
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<tr>
<td></td>
<td>Description</td>
<td>Details</td>
<td>Quantity</td>
<td>Area</td>
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<tr>
<td>6</td>
<td>Pole Banners @ airport</td>
<td>Media: Knitted Polyester. Media to be held in its position either with the help of existing horizontal pipes. Velcro strips to be provided to hold the banner in place.</td>
<td>2.5ft x 6ft = 15ft per banner</td>
<td>300 nos.</td>
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<tr>
<td>7</td>
<td>Stadium &amp; Concourse Branding</td>
<td>Framed branding. To include gate arches, standees, directional signage, vomitory areas, etc. Media: Star flex. Frame: 25mm-20 gauge square steel pipe.</td>
<td>Various Sizes</td>
<td>50,000 Sq. ft.</td>
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<tr>
<td>8</td>
<td>Stadium &amp; Concourse Branding</td>
<td>Unframed branding. To include inner concourse branding, masking etc. Media: Star flex.</td>
<td>Various Sizes</td>
<td>20,000 Sq. ft.</td>
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<tr>
<td>9</td>
<td>Stadium &amp; Concourse Branding</td>
<td>Framed branding. To include façade branding, outer concourse, etc. Media: Mesh Fabric. Frame: 25mm-20 gauge square steel pipe.</td>
<td>Various Sizes</td>
<td>10,000 Sq. ft.</td>
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<tr>
<td>10</td>
<td>Stadium &amp; Concourse Branding</td>
<td>Unframed branding. To include dropdowns, façade branding, Fan Village, Barricading, etc. Media: Mesh Fabric.</td>
<td>Various Sizes</td>
<td>10,000 Sq. ft.</td>
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<tr>
<td>11</td>
<td>Stadium &amp; Concourse Branding</td>
<td>Framed branding. To include branding along the periphery of the stadium and external parking areas. Media: Normal flex. Frame: 25mm-20 gauge square steel pipe.</td>
<td>Various Sizes</td>
<td>10,000 Sq. ft.</td>
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<tr>
<td>12</td>
<td>VIP Lounge Branding</td>
<td>Glossy Vinyl based branding</td>
<td>Various Sizes</td>
<td>3,000 Sq. ft.</td>
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<td>No.</td>
<td>Description</td>
<td>Details</td>
<td>Size</td>
<td>Quantity</td>
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<td>14</td>
<td>Framed branding. Media: Star Flex. Frame: 25mm-20guage square steel pipe. Temporary structure/ scaffolding as per the requirement at the specific location</td>
<td>Various Sizes</td>
<td>10,000 Sq. ft.</td>
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<tr>
<td>15</td>
<td>Un-framed branding. Media: Mesh Fabric. Temporary structure/ scaffolding as per the requirement at the specific location</td>
<td>Various Sizes</td>
<td>5,000 Sq. ft.</td>
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<tr>
<td>16</td>
<td>Framed branding. Media: Star Flex. Frame: 25mm-20guage square steel pipe. Temporary structure/ scaffolding as per the requirement at various locations.</td>
<td>Various Sizes</td>
<td>10,000 Sq. ft.</td>
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<tr>
<td>17</td>
<td>Design, Supply and Commissioning of Helium Balloons</td>
<td>To be provided with graphic printing and to have the capability of being elevated to a height of 70-80 feet</td>
<td>12 ft diameter</td>
<td>4 nos.</td>
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<tr>
<td>18</td>
<td>Design, production and supply of wearable life size mascot kit (2 for stadium, 2 at the fan park)</td>
<td>Should be light in weight and the shell structure to be provided only for the face. Sample pictures to be attached. References can be taken from recent Commonwealth Games Event held at Gold Coast, Australia.</td>
<td>Life size (For a person with height between 5.5 to 6 feet)</td>
<td>10 nos.</td>
<td></td>
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<tr>
<td>19</td>
<td>Pole Branding across the City</td>
<td>Media: Knitted Polyester. Media to be held in its position either with the help of existing horizontal pipes. Velcro strips to be provided to hold the banner in place. To be installed across various locations within the City.</td>
<td>2.5ft wide x 6ft height</td>
<td>1500 nos.</td>
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<td></td>
<td>Branding at Team Hotels, Government Offices</td>
<td>Framed branding and standees. Media: Star flex. Frame: 25mm-20guage square steel pipe.</td>
<td>1 backdrop of 12 x 8; 2 Standee of 3x6 at each location (Approx 1200 Sqft.)</td>
<td>1200 Sqft.</td>
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<td>21</td>
<td>Country Flags along with poles and base (as required)</td>
<td>Media: Knitted Polyester (stands/poles/base to be provided). Flags to be held in its position either with the help of existing horizontal pipes or velcro strips to be provided as and where required, MS Steel Poles (2.5 inch Dia and 20 feet ht)</td>
<td>20 sets of 16 countries Size- 4x6</td>
<td>320 nos.</td>
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<tr>
<td>22</td>
<td>Team Bus Branding</td>
<td>Glossy Vinyl Stickering</td>
<td>20 Buses with approx. 500 Sqft on each bus</td>
<td>10000 Sq. ft.</td>
<td></td>
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<tr>
<td>23</td>
<td>City Bus Branding - on buses plying within the City and between BBSR, Puri, Cuttack, Konark, etc.</td>
<td>Glossy Vinyl Stickering</td>
<td>50 Buses with approx. 200 Sqft on each bus</td>
<td>10000 Sq. ft.</td>
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<tr>
<td>26</td>
<td>Outdoor Hoardings</td>
<td>Star flex to be used for outdoor hoarding requirements.</td>
<td>Average size of 400 Sq. Ft. per hoarding at 90 locations.</td>
<td>40000 Sq. Ft. (Approx)</td>
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<tr>
<td></td>
<td>Description</td>
<td>Specifications</td>
<td>Quantity</td>
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<tr>
<td>27</td>
<td>Olly Cutouts</td>
<td>5mm sun board / foam board based cutouts pasted with Glossy Vinyl. All cutouts to be provided with stands/bases to keep the cutouts in place.</td>
<td>6ft H x 5 ft W with stand</td>
<td>25 nos.</td>
<td></td>
<td></td>
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<tr>
<td>28</td>
<td>Barricade/ Fence Wrapping</td>
<td>Knitted Polyester</td>
<td>Location based quantity to be determined on actuals</td>
<td>5000 Sq.ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Curved Top Flags along with the necessary stands.</td>
<td>Knitted Polyester (stands/poles/ base to be provided). To be placed across the stadium concourse.</td>
<td>2m X 0.85m</td>
<td>100 nos.</td>
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<tr>
<td>30</td>
<td>Poles for Portrait Banners</td>
<td>MS Steel Poles (2.5 inch Dia and 20 feet ht) along with horizontal rod on the top to be provided. Agency to also help install the pole across identified locations within the stadium concourse.</td>
<td>2.5inch dia and 20ft long pole. Horizontal rod of 1” dia and 2.5ft long</td>
<td>100 nos.</td>
<td></td>
<td></td>
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<tr>
<td>31</td>
<td>Tear drop Banners along with the necessary stands.</td>
<td>Knitted Polyester (stands/poles/ base to be provided). To be placed across the stadium concourse.</td>
<td>1m X 2m</td>
<td>100 nos.</td>
<td></td>
<td></td>
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<tr>
<td>32</td>
<td>Branded kiosks</td>
<td>Flat / Cone top, All sides branding, Aluminum pipes/Spikes. To be used at Fan Village, practice area and help desks around the Stadium Concourse.</td>
<td>6ft X 6ft</td>
<td>5 nos.</td>
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<td></td>
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<tr>
<td>33</td>
<td>Branded Umbrellas</td>
<td>48&quot; diameter umbrellas made of Satin Semi Glossy/ Canvas. To be used at Fan Village and around the Stadium Concourse.</td>
<td>48 inch Diameter</td>
<td>20 nos.</td>
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</tbody>
</table>

Total for Venue and City Branding (A)
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Specifications</th>
<th>Size</th>
<th>Qty. Required (in Sq. Ft.)</th>
<th>Rate (per unit)</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gangways and Vomitories</td>
<td>Framed branding. Media: Star flex. Frame: 25mm-20gauge square steel pipe.</td>
<td>650</td>
<td>650</td>
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<tr>
<td>2</td>
<td>Ground Level Branding</td>
<td></td>
<td>1700</td>
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<td></td>
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<tr>
<td>3</td>
<td>Tier 1 Branding</td>
<td></td>
<td>5500</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Tier 2 Branding</td>
<td></td>
<td>5500</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>D Block (Rooftop) Branding</td>
<td></td>
<td>4500</td>
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<tr>
<td>6</td>
<td>Camera Platforms</td>
<td></td>
<td>1000</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Water Tanks</td>
<td></td>
<td>1500</td>
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<tr>
<td>8</td>
<td>Box Office/LED Rooms/ Anti Ambush etc.</td>
<td></td>
<td>1000</td>
<td></td>
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<tr>
<td>9</td>
<td>Dropdowns</td>
<td></td>
<td>10000</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>Other Areas</td>
<td></td>
<td>1900</td>
<td></td>
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</tbody>
</table>

Total for Opening Ceremony (B)
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Specifications</th>
<th>Size</th>
<th>Qty. Required (in Sq. Ft.)</th>
<th>Rate (per unit)</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entry Arch</td>
<td>Framed branding. Media: Star flex. Frame: 25mm-20guage square steel pipe.</td>
<td>2ftx15ft Pillars x 3 nos. = 360ft. and 2.5ft x 30ft Beam = 300ft.</td>
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<tr>
<td>4</td>
<td>Signage (Vinyl pasted on Sunboard)</td>
<td>5mm sunboard/ foam board based cutouts pasted with Glossy Vinyl.</td>
<td>3ft x 1ft Boards - 15 nos. = 45 Sq. ft.</td>
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<tr>
<td>5</td>
<td>Directional Signage Panels (Framed Flex)</td>
<td>Framed branding. Media: Star flex. Frame: 25mm-20guage square steel pipe.</td>
<td>3ft x 6ft Panels - 15 nos. = 120 Sq. ft.</td>
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<tr>
<td>6</td>
<td>Circumference Branding (on the inner side of bamboo fencing)</td>
<td>Framed branding. Media: Star flex. Frame: 25mm-20guage square steel pipe.</td>
<td>8ft H x 1100 ft L - 8800 Sq.ft</td>
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<tr>
<td>7</td>
<td>Blade/Curved Top Flags along with the necessary stands.</td>
<td>Knitted Polyester (stands/poles/ base to be provided)</td>
<td>To be placed across Fan Park</td>
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</tbody>
</table>

Total amount for one Fan Park

Total amount for three Fan Parks (C)
Grand Total (A + B + C) = ...................................................... (in words..........................)

- All deliverables to be provided on rent.
- The scope of work includes print, installation and removal of the deliverables.
- In case of damage, replacement to be done at no extra costs to the government.
- Quotes to be provided for various fabric forms including flex, mesh fabric and textile (as and where applicable).
- The Branding Agency should have round the clock facility near to the venues to provide services at a short notice.
- The Branding Agency will also monitor the Display quantity and quality. Quantity will be defined by the DSYS.
- Review design concepts and venue design installations with relevant FA’s, city authorities and other agencies.
- Run test prints and obtain approvals from the DSYS of all the prints and substrates that will be used for the execution.
- Supply and installation of structures and associated equipment specified in the Scheduled Bill of Quantities (BOQs), which would be given to the successful bidder at a later stage.
- Delivery at points of installation with all the required equipment’s and accessories.
- Inventory management system required preferably online.
- Design adaptation and size alteration capabilities on Adobe Illustrator CS6, Coral draw 11, InDesign, Photoshop CS6 and all major design software’s.
- Commissioning, testing, maintenance and certification of the installations to the satisfaction of the DSYS.
- Decommissioning and rendering safe for removal of all Installed Temporary Structures.
- Supply of skilled / unskilled manpower that are fit for purpose.
- Providing sufficient manpower at place of requirement to complete the job in the given timelines.
- Install structures, poles, outdoor applicable materials and other major elements for competition/non-competition venue and other important sites.
- Install design elements at the Venue Media Centre’s (VMCs) and at all other places of media coverage.
- Install way-finding signs required for all competition/non-competition venues and other important sites.
- Install field of play signs and other detailed elements.
- Deliver products to central warehouse/venue on schedule.
- Removal of the I&L temporary structures and other elements from Venue and across other city sites in Bhubaneswar. Cleaning and reinstatement of venue affected by the works above.
- All work should be carried out in consultation with designated committee of DSYS.
- The numbers indicated herewith are tentative and may be scaled-up or scaled-down. The final requirements shall be derived upon in consultation with the successful bidder, HI, FIH and other stakeholders, basis venue specific on ground requirement.
- The bidders are advised to conduct physical visits to the venues for proper assessment of cost of items.

**Note:**

a. GST 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: