

Tender No.: NG/22
34th National Games Jharkhand

Short Tender Notice

Tender for Brand Ambassador For National Games

The 34th National Games is going to be held in Jharkhand from 21st November, 2009 to 5th December, 2009. Director National Games Organizing Committee invites tenders from agencies having experience in arranging Brand Ambassador (1 Male and 1 Female) for promoting 34th National Games, Jharkhand.

Objective:

To hire renowned celebrity as Brand Ambassador to endorse 34th National Games, Jharkhand amongst people and enhance the brand value of National Games, so that the popularity of games increases and big corporates are attracted.

Scope of Work

1. The agency will recommend the names of appropriate celebrities for the National Games and give details of their charges.
2. The agency will be responsible for facilitating in hiring the brand ambassador.
3. Coordinating in signing the agreement, ensuring their availability for all the dates where their presence is required and make all necessary arrangements for them. The detailed agreement will be signed in this regard.

Qualification Criteria:

- (a) The agency should be based in India.
- (b) The agency should have 3 years continuous related experience.
- (c) The agency has to sign a sports personality (except cricket) of International reputation or amongst the top Bollywood personality.
- (d) The agency should have right to sign those Celebrities.
- (e) The agency has to produce authorization letter from those Celebrities.

- (f) Information regarding professional competence and organizational set-up.
- (g) Minimum turnover of the agency should be Rs. 10 crores in the last financial year and the bidder must submit up to date Income Tax Return and Balance sheet certified by CA for last 3 years.

Role of Brand Ambassador:

1. To propagate about National Games.
 - (a) Celebrity has to attend 1 press conference to be held at Delhi/Ranchi for 34th National Games, Jharkhand.
 - (b) Celebrity has to shoot for 2 days in Mumbai for still photography. TV Commercials & endorsement.
 - (c) Appearance by the celebrity at the opening or closing ceremony of National Games.
 - (d) Rehearsal of the performance at Mumbai as per mutually agreed with the Event Management company.
 - (e) Performance by the Celebrity for half-an-hour (or as may be decided later) at the opening or closing ceremony.

Financial Criteria:

1. The rate should be inclusive of all the expenses incurred on the Celebrity i.e. To & Fro charges, Accommodation, Make-up charges, Costumes, Ground transportation, Crew members, security of the Celebrity etc.
2. Rate should be inclusive of all taxes.

Tender process:

The tender shall be submitted in two envelope system. The Technical bid to be placed in one envelope and the Financial bid in the other. Both envelopes shall be sealed and put in a separate envelope super scribed "Tender for Celebrity Management Agencies". The individual envelopes shall be marked Technical Bid & Financial Bid respectively.

1. **Technical Bid**

The bidding agency shall submit the technical bid according to the specifications outlined above. A Demand Draft for Rs. 10000/- (Ten Thousand only) drawn in favour of Director, NGOC payable at Ranchi as bid cost. This shall be non refundable.

2. **Financial Bid**

- (a) The bidder clearly has to spell out the amount of expenditure involved.
- (b) The Financial Bid of such Bidders shall be opened who shall qualify in the Technical Bid.
- (c) The successful bidder shall have to enter in to an agreement with the Director, NGOC.
- (d) In case of any dispute the matter can be challenged in the appropriate Court of Jharkhand.
- (e) The bid document can be downloaded from our website:
www.34thnationalgamesjharkhand.in
- (f) The successful bidders in the Technical bid shall be invited for presentation as to how the bidder plans to execute the work. The tender shall be evaluated on quality cum Cost basis.

Technical Bid	-	30 Marks
Presentation	-	40 Marks
Financial Bid	-	30 Marks
- (g) 10 percent of the bid value shall have to be deposited as security cost in the form of Bank Draft or Bank Guarantee drawn in favour of Director , NGOC, Payable at Ranchi. Security money shall be released after successful completion of the contractual work.

The tender shall be submitted 3.00 pm on before 23-09-09 to the office of the Director- NGOC, Secretariat, Morabadi, Ranchi, either through post or by person. Late tenders shall not be accepted. Director, NGOC shall not be responsible for any postal delay. The tender shall be opened on the same day.

(P.C. Mishra)
Director, NGOC