

Tender No.: NG./24
Expression of Interest for Marketing of 34th National Games
Short Tender Notice

The Indian Olympic Association (IOA) has allotted 34th National Games to the state of Jharkhand. The NGOC is empowered for all activities in connection with the preparation, organizing and conduct of the 34th National Games. The National Games is scheduled from 21st November to 5th December, 2009.

Being the biggest sporting event, National Games has the potential to attract big Corporate Sponsors. NGOC has been mandated to identify a Marketing/ Sponsorship Partner to exploit various commercial opportunities for the 34th National Games.

Scope of Work :-

1. Identify and design various Sponsorship Packages.
2. Marketing of Sponsorship packages to various Corporate Houses/ Public Sector Undertakings/ Other Private Bodies.
3. Designing, Printing & Marketing of National Games Souvenir.
4. Branding of Sponsors in all venues of 34th National Games.
5. Branding of Sponsors with respect to each sponsorship, in all marketing collateral including Print, Electronic and Digital Media.
6. Branding at all Press Conferences.
7. Negotiating and finalizing deals with regard to all Television and Radio Broadcasting programmes for 34th National Games.
8. Create, develop and implement the Advertising & Promotional campaign.
9. Conceptualise and implement Programme to generate publicity for the National Games.

Responsibilities & Obligations of the Bidder :-

1. The interested parties shall submit the proposal on a turn-key basis. The proposal shall include the proofs of qualifications outlined below :-

2. The selected company shall act in a transparent manner for the Event and shall not in any way act in the manner that is detrimental to the interest and reputation of the NGOC.
3. The Selected Company shall undertake to abide sincerely by all rules, regulations and laws of land for their responsibilities to market the event and shall agree to keep itself liable and responsible for any such violation directly related to their responsibilities for the event.

Responsibilities & Obligations of the NGOC

1. As the organizers of the 34th National Games, the NGOC commits to give full assistance and co-operation to get sponsorships from various Companies.

Qualification :-

1. The Company should be based in India.
2. The bidder must have experience of marketing and managing one International Tournament recognized by the Official International Body of the respective Sport(s). The bidder must enclose copies of such confirmation Letters from the Organizers.
3. The Company should have experience in marketing a national or international level sports event being telecasted live on TV.
4. The bidder shall have had experience in marketing an event to a capacity crowd of over 20,000 people a day.
5. Joint ventures shall not be allowed to participate in the tender.
6. The bidder must submit Income Tax paid certificate and other relevant tax paid certificates and balance sheets for the two years.

Tender Process

The Bid 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 “ Bid for Marketing and Sponsorship Partner”. The individual envelopes shall be marked Technical Bid & Financial Bid respectively.

1. Technical Bid

The bidding Company shall submit the technical bid according to the Qualifications outlined above including a Demand Draft of Rs. 10,000/- (Rupees Ten Thousand Only) drawn in favour of Director, NGOC payable at Ranchi as the bid cost. This shall be non-refundable.

2. Financial Bid

The bidder clearly has to spell out the firm amount of Revenue to be generated. The bidder shall mention his cost on percentage basis of the total revenue generated. The bidder shall submit his work plan as to how he/she could arrive at the figure of revenue to be generated.

- a. The Financial Bid of such Bidders shall be opened who shall qualify in the Technical Bid.
- b. The successful bidder shall have to enter in to an agreement with the Director, NGOC.
- c. In case of any dispute the matter can be challenged in the appropriate Court of Jharkhand.
- d. The tender document can be downloaded from our Website "www.34thnationalgamesjharkhand.in".
- e. 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	-	20 Marks
Presentation	-	50 Marks
Financial bid	-	30 Marks

The bidder have to submit the presentation CD to the Tender Committee.

3. If the bidder fails to submit the designated amount penal provisions shall be evoked.

Date of Receiving Tender

The proposal shall be received in the office of the Director, NGOC at NGOC Secretariat, Morabadi, Ranchi by 3.00 PM on or before 23-09-2009 and open on the same day at 4.00 PM.

Late tender shall not be accepted.

(P. C. Mishra)
Director, NGOC