

TENDER NOTICE- In-stadia Advertisement Rights at Delhi & District Cricket Association (DDCA)

TENDER/QUOTATION FOR IN-STADIA ADVERTISEMENT RIGHTS

Sealed Tender / Quotation are invited for providing In-stadia Advertisement Rights at Delhi & District Cricket Association (DDCA) situated at Ferozeshah Kotla, New Delhi – 110002 from reputed firms/agencies/companies having valid licenses and sanctions and experience in the field of providing In-Stadia advertisement rights for a minimum period of three years as on date of submission of tender, to quote their best offers in SEALED COVERS for 2 International matches (Test Match, ODI or T20) or 2 years, including the ODI to be played between INDIA Vs AUSTRALIA ON 13TH MARCH 2019 to be held at DDCA, FerozshahKotla Grounds, New Delhi.

The bid shall consist of two envelopes superscribed as:

- (i) Technical Bid
- (ii) Financial Bid

Both these envelopes shall be kept and sealed in bigger envelope which shall be superscribed as "Tender for In Stadia Advertisement Rights" and shall be addressed to CEO, DDCA, Ferozeshah Kotla Ground, New Delhi/

The Technical Bid Envelope shall consist of:

- (a) Information as Per **Annexure 'A'** along with all supporting documents.
- (b) Demand Draft of EMD (Please refer clause 'D' of other Terms and Conditions).

The Financial Bid shall contain the Financial Quote of the bidder

INSTRUCTIONS TO THE BIDDERS

1. Please read the Terms & Conditions carefully before filling up the document.
2. Incomplete Documents will be rejected. It is in the interest of applicant that they may inspect the proposed premises before submitting the bid.
3. DDCA reserves the right to obtain feedback from the previous/present clients of the applicant and also depute its team(s) to inspect the site(s) at present contract(s) for on the spot first-hand information regarding the maintenance and other security related services provided by the applicant. The decision of the DDCA in this regard will be final and binding on all bidders.
4. Exclusive In-Stadia Advertisement Rights for all available areas including Sight Screen and Digital Score Board / Giant Screen except area already earmarked for Title Sponsors of BCCI (250 feet of ground peripheral area).
5. Naming of the Pavilion End [80 Ft x 4 Ft- 1 Qty for Name and 80Ft x 4Ft -1Qty for Branding] and Delhi Gate End [40 Ft x 3 Ft-1Qty for Name and 40Ft x 3Ft-2Qty for Branding and Branding on Pillars. Also the agency can sell South and North bowling ends, which broadcaster can name at the time of bowling and the same shall be displayed on the TV screens.
6. Naming of stands;
 - i) HILL-A [80 Ft x 5 Ft- For Name]
 - ii) HILL-B [80 Ft x 5 Ft- For Name]

iii) CLUB HOUSE STAND [40Ft x 3 Ft – for Name on Tier 1, 40 Ft x 3Ft-For Branding on Tier 2 and 40 Ft x 3Ft- for Branding on Tier3]

iv) NORTH EAST STAND [40Ft x 3 Ft – 1 Qty for Name and 40 Ft x 3Ft-2Qty for Branding]

v) SOUTH EAST STAND [40Ft x 3 Ft – 1 Qty for Name and 40 Ft x 3Ft-2Qty for Branding]

vi) EAST STAND [40Ft x 3 Ft – 1 Qty for Name and 40 Ft x 3Ft-2Qty for Branding]

The size of Ad/ Branding at some locations can be increased depending on the availability of area.

7. Installation and management of Digital LED Video Screen Cum Scoreboard with appointed vendor and peripheral branding around the screens, also the area mentioned above against the naming of Pavilion, Ends and Stands.

8. In-Stadia advertising would mean all advertising sites on and above the ground including but not limited to a) Sight Screen, b) perimeter boards, c) boundary line/rope and such advertising rights that would be available on the ground from time to time. All In-stadia rights [including advertisement] other than those reserved for BCCI, and Bowling Ends shall be granted to the Successful Bidder.

9. The applicant shall ensure that all statutory compliances for its personnel are its responsibilities.

10. The rates should include the transportation, installation and removal of all the items brought by the successful bidder.

11. All statutory taxes/fees of any kind shall be borne by the bidder.

Other Terms & Conditions:

- A. The necessary details / clarification if any can be obtained from DDCA Office.
- B. All quotations / offers/ Tenders should be on Company's / Firm's or Organisation's Letter Head with logo.
- C. DDCA reserves its right to accept or reject any of the offers or cancel all offers and also modify conditions or effect any other change in items, terms and conditions.
- D. All quotations / offers/ Tenders must be accompanied by EMD in form of Demand Draft equal to 10% of Bid amount along with Pan No. / Tin No. / Service Tax /GST Number and I.D Proof with company / Organisation/ Firm's details of Registration, Memorandum & Articles, Partnership / proprietorship details as the case may be.
- E. Bid amount is exclusive of GST and all other taxes.
- F. The bidders to submit the following documents along with the bid documents:
 - a) Copy of their audited accounts for the last 3 years.
 - b) Copy of last 3 years Income tax returns.
 - c) Copy of latest GST return filed with the concerned department. T

The above documents should be attested by their Statutory Auditors only.

- G. The Bids are to be submitted for 2 International matches (Test Match, ODI or T20) or 2 years. The breakup of payment schedule is as follows:
- a) 10% of the total bid amount shall have to be submitted along with the bid documents.
 - b) The balance 90% of the total bid amount shall have to be paid on or before signing of the agreement. The bidder shall have to sign the agreement latest by 28th February, 2019.
 - c) In case there happen to be more than 2 International matches in 2 years, the amount for the additional matches shall be paid on pro-rata basis at least 30 days before the match. In case the amount is not deposited within the stipulated time for the additional matches (beyond two), DDCA shall have the right to allot the In-stadia Advertisement Rights to any other party at its sole discretion and the bidder shall have no rights whatsoever.
- H. Non adherence /violation of the payment schedule as given above, at any stage, may lead to termination of contract without notice & forfeiture of the amount already paid.
- I. The envelopes containing quotations SUPERSCRIPED with the name of item is to be addressed to CEO, Delhi & District Cricket Association, FerozshahKotla Grounds New Delhi-110002 should be dropped in a box kept at the reception of DDCA during office hours 10 A.M TO 5 P.M. on or before 14th February, 2019.
- J. The quotation must reach the office of the DDCA by 14th Feb, 2019 BY 2 P.M which will be opened on the same day at 3.00 PM.

- K. The incomplete quotations in any manner or lacking in any other respect will be summarily rejected.
- L. In the event another party is sought to be engaged as a supplier for the purposes of the tender, this may only be done by obtaining consent in writing of the Authorised official of DDCA.
- M. All disputes shall be subject to the jurisdiction of courts of Delhi.
- N. It is hereby clarified that all rights granted pursuant to the Tender are valid only for the matches as specified in this tender.
- O. The Applicant should not be member of DDCA and should not have any close family relatives working in DDCA.
- P. All In-stadia rights shall be as per BCCI guidelines.
- Q. DDCA reserve the right to change/ modify any of the terms/ conditions of this tender at its discretion.
- R. Any decision of BCCI with regard to In-Stadia Advertisement Rights will be final and binding on all the parties.

The last date for submission of above Tender/Offer/ Quotation is 14th February, 2019 BY 2 P.M.

February 8th , 2019

CEO, DDCA

ANNEXURE 'A'

Information to be given in Technical Bid Envelope

The Company is required to give the following details: -

COMPANY/FIRM PROFILE	
Name of the Company/Firm and complete registered address	
Legal Status (Individual, Sole Proprietary firm, Hindu Undivided Family (HUF) business, Partnership firm, Consortium, Joint Venture, Limited Company or Corporation)	
Status of the signatory of the Applicant	
Has your company/firm ever changed its name any time? If so, when, the earlier name and the reason thereof?	
Were you or your company ever required to suspend In-Stadia services for a period of more than 06 months continuously after you have commenced the business of providing In-Stadia services? If so, give the name of the contract and reasons thereof.	
Name, Designation and Tel. No(s) of the Contact Person - Fax No(s) - E-mail address	

Year of commencement of Business			
Has your company been ever blacklisted by any organization?			
<p>Statutory Details</p> <p>(Photocopy duly signed to be attached)</p> <ul style="list-style-type: none"> - Registration No. of the Firm - PAN - EPF Registration No. - ESI Registration No. - Service Tax, VAT/CST/GST Registration No. - Name & Address of Bankers along with Current Account Details 			
<p><u>Details of EMD:</u></p> <p>Bank Name & Issuing Branch</p> <p>DD No. & Date</p> <p>Amount</p>			
<p>Details of annual financial turnover (gross) [Duly audited by the Chartered Accountant]</p>	(Rupees in Lakhs)		
	FY 2015-2016	FY 2016-2017	FY 2017-2018