

INVITATION

NIT - 06/2023-24

**NOTICE INVITING BID FOR
SPONSORSHIP AND ADVERTISEMENT**



**RAJASTHAN
PREMIER LEAGUE
(RPL)**

INVITATION TO TENDER

1. INTRODUCTION

The Rajasthan Cricket Association ("RCA"), a registered society under the Rajasthan Sports Act, 2005, is actively promoting the development of cricket within the state. In alignment with the BCCI's initiative to encourage state-level cricket premier leagues, the RCA is proudly organizing the Rajasthan Premier League (RPL).

This Notice Inviting Tender (NIT) serves as an official invitation to potential Bidders, outlining the terms and conditions presented herein for Sponsorship and Advertisement opportunities. It is important to note that the RCA's decisions in this regard are deemed final, and the RCA reserves the right to reject any prospective bid or tender without obligation to provide reasons for such action. Any interested Agency (hereinafter referred to as "Bidder," encompassing firms, LLPs, partnerships, incorporated companies, or their subsidiaries) may obtain this NIT at the cost of Rs. 50,000/- plus GST (Rupees Fifty Thousand Only). The payment can be made through a Demand Draft or Transfer.

The Rajasthan Premier League is scheduled to take place between 27th August and 10th September 2023. The matches are planned to be held at the Baraktullah Khan Stadium in Jodhpur and the SMS Stadium in Jaipur. It is imperative to acknowledge that the match schedule is subject to change based on the sole directives of the RCA.

The tenure of the selected bidder will encompass the scheduled matches occurring between 27th August and 10th September 2023. It is essential to recognize that match dates may be altered at the sole discretion of the RCA.

Certain important deadlines/ timelines in relation to this NIT are as follows:

Event Dates	Dates
Tender Issuance	12.08.2023
Clarifications Regarding the Bid	18.08.2023 Till 1400 Hrs.
Purchase of tender	19.08.2023 Till 1430 Hrs.
Submission of Tender	19.08.2023 Till 1800 Hrs.
Opening of bid	19.08.2023 At 1830 Hrs.

2. INVITATION TO TENDER

- a) The RCA extends an invitation for tenders from reputable Agencies/Companies for Sponsorships and Advertisements in the league, encompassing both Jaipur and Jodhpur, along with the stipulated bid amount payable to the RCA.
- b) The terms of the NIT remain unalterable and non-negotiable prior to or post the Bid submission date, except when initiated and exercised at the discretion of the RCA. The RCA retains the prerogative to modify the NIT terms before Bid submission. Should such amendments occur, the RCA will furnish a revised version to all individuals who have procured this NIT.

- c) This NIT exclusively serves as an invitation to present offers and does not, nor is it intended to, establish a contract, grant rights or licenses, or constitute an offer open for acceptance by any Bidder or entity. The conferment of rights is contingent upon the RCA's execution of the Agreement following a successful Bid.

3 . ELIGIBILITY CRITERIA :

- (a) For the purposes of this NIT, any Company which satisfies the requirements set out here (the “**Eligibility Requirements**”).
- (b) The bidder, whether acting independently or with a subsidiary company associated with them, is permitted to submit a bid on the condition that they meet the specified requirements stated below. It is imperative that the bidder, regardless of their chosen method of participation, ensures compliance with the following requirements.
 - 1. Legal Entity: Interested entities must be legally registered and recognized as a company, firm, LLP, partnership, or any other legitimate form of business entity.
 - 2. Financial Standing: The bidders should demonstrate a strong financial standing, substantiated by financial statements, audited reports, or other relevant documentation.
 - 3. Demonstrated Experience: Bidders are required to showcase a well-established history of engagement in sponsorship and advertisement endeavours within the sports or closely related industry. The bidder, its partners, directors, or subsidiary companies should collectively exhibit a minimum of three years of experience in the field, a related industry, or the domain of sponsorship/advertisement.
 - 4. Reputation and Good Standing: Bidders should uphold a positive reputation and ethical standing within the business community and wider society and should not be blacklisted company by any government or private bodies. The company or its director or partners should not be convicted by a court of criminal offences or offences involving moral turpitude, economic offence or fraud. Those bids shall be automatically rejected,
 - 5. Resources and Infrastructure: The bidder must possess the necessary resources, including personnel, technology, and infrastructure, to effectively execute sponsorship and advertisement commitments.
 - 6. Scope of Services: Bidders should showcase a comprehensive understanding of the sports industry and a creative approach to delivering impactful sponsorship and advertisement campaigns.
 - 7. Compliance: The bidder should adhere to all applicable laws, regulations, and industry standards, including those specific to advertising and sponsorship in sports.
 - 8. Innovation: Bidders are encouraged to present innovative concepts and ideas for maximizing the visibility and impact of their sponsorship and advertisement initiatives.
 - 9. Previous Engagements: A history of successful sponsorship and advertisement collaborations with sports leagues or events will be viewed favourably.
 - 10. Alignment with League Values: Bidders should demonstrate alignment with the values, objectives, and vision of the sports league and exhibit a commitment to its growth and success.
 - 11. Financial Capacity: The bidder should possess the financial capability to

meet the sponsorship and advertisement commitments outlined in the proposal.

12. **Submission of Documents:** Interested bidders must submit relevant documents, including company profiles, references, case studies, financial records, and any other materials that demonstrate their eligibility and suitability.
13. **Conflict of Interest:** Bidders must declare any potential conflicts of interest that may arise from existing or past partnerships with competing sports leagues, teams, or entities.
14. **Code of Conduct:** Bidders should adhere to a code of conduct that reflects ethical business practices and professional conduct throughout the sponsorship and advertisement engagement.

3.1 Compliance with Eligibility Requirements

- (a) Compliance with the Eligibility Requirements shall be determined by RCA in its sole and absolute discretion. The decision of RCA as to whether or not a Bidder satisfies any of the Eligibility Requirements shall be final and binding on the Bidders.
- (b) Any Bid submitted by a company, which fails to satisfy the Eligibility Requirements and suitability standards set out in this NIT may be accepted or rejected by the RCA at its absolute discretion.
- (c) In addition to the Eligibility Requirements set out above, RCA has the right to consider any other factor or criteria which it deems necessary or appropriate, in its sole and absolute discretion, while evaluating the eligibility of any Bidder and shortlisting the successful Bidder(s) and/or rejecting any Bid at any time.

4. RIGHTS –

The bidder will have the right to collect all the revenue for RCA from the followings:-

S.No.	Name of Sponsorship Programme	Exposure
1.	Title Sponsor	The highest level of sponsorship is where a company's brand becomes the official title sponsor of the league. The company's name is integrated into the league's name (e.g., "TATA IPL"). This type of sponsorship offers extensive visibility and branding throughout the league's marketing materials, broadcasts, and events.
2.	Sponsor	Companies can become sponsors of the league, gaining exclusive rights in specific categories such as banking, telecommunications, beverages, and more. Official partners enjoy branding rights, promotional opportunities, and co-branding initiatives.
3.	Associate Sponsor	The companies can become sponsors, where a company's brand becomes the official sponsor of the league. This type of sponsorship offers extensive visibility and branding throughout the league's marketing materials, broadcasts, and events.
4.	Umpire Sponsorship	: Sponsoring the league's umpires provides branding opportunities on umpires' uniforms, equipment, and

		decision review system (DRS) graphics during matches
5.	Strategic Timeout Sponsorship	T-20 matches have strategic timeouts during matches. Brands can sponsor these timeouts and gain exposure through on-screen graphics and commentary mentions.
6.	Broadcast Sponsorship	Sponsoring the broadcast of matches allows brands to showcase their logo during live coverage, commercials, and analysis segments.
7.	Fan Engagement Activities	Sponsors can engage fans through interactive activities, contests, and promotions during matches and through digital platforms.
8.	Online Fantasy League Sponsorship	With the rise of fantasy cricket leagues, brands can sponsor these platforms, gaining exposure among the growing fantasy sports audience.
9.	Fan Zones and Fan Parks	Sponsors can create engaging fan zones or parks near match venues, offering fans entertainment, merchandise, and opportunities to interact with the brand.
10.	In-Stadium Activation	Brands can set up stalls, interactive displays, and promotional activities within the stadiums to engage fans directly.
11.	Digital and Social Media Sponsorship	Sponsors can have their branding integrated into the league's official website, mobile app, and social media channels.
12.	Official Merchandise Partner	Brands can become the official merchandise partner, producing and selling league-related products and apparel
13.	Medical Support Sponsorship	Sponsoring the league's medical and physiotherapy teams provides visibility through branding on medical equipment, staff clothing, and medical facilities.
14.	Fair Play Award Sponsorship	Sponsoring fair play awards allows brands to reward teams and players for sportsmanship and fair conduct
15.	Match Ball Sponsorship	Sponsoring the cricket ball used during matches, with the sponsor's logo prominently displayed on the ball and acknowledged during match commentary.
16.	Boundary Rope Sponsorship	Branding on the boundary ropes, which are frequently visible in broadcast footage and photographs.
17.	Trophy Sponsorship	Companies can sponsor the league's championship trophy, gaining recognition as the official trophy sponsor.
18.	Man of the Match Sponsorship	Sponsoring the "Man of the Match" award, with branding during the award presentation and in-match announcements.
19.	Player of the Tournament Sponsorship	Sponsoring the "Player of the Tournament" award, recognizing outstanding performance throughout the league.
20.	Catch of the Match Sponsorship	Sponsoring the "Catch of the Match" award, highlighting exceptional fielding moments.
21.	Fan of the Match Sponsorship	Sponsoring the "Fan of the Match" award, where an enthusiastic fan is recognized during the broadcast.
22.	On-Screen Graphics Sponsorship	Brands can have their logo integrated into on-screen graphics, such as the scorecard, player profiles, and

		match statistics.
23.	Captain's Toss Coin Sponsorship	Sponsoring the coin used for the toss, with branding on the coin and in the toss ceremony.
24.	Instadia and Outstadia	Residual Instadia and Outstadia advertisements.

5. TENDER SUBMISSIONS AND BID SECURITY

5.1 Submission format

Companies interested in participating are invited to submit their Tender Proposals in sealed envelopes, distinctly labelled as Envelope-A "Technical Bid" and Envelope-B "Financial Bid," bearing the title "Rajasthan Premier League Tender." Submissions should be addressed to The Secretary, Rajasthan Cricket Association, and sent to the following address:

RAJASTHAN CRICKET ASSOCIATION

SMS Stadium, North Pavilion,
Ambedkar Circle, Jaipur-302005, Rajasthan

The deadline for submission is 19.08.2023, up to 1800 Hrs.

5.2 Tender Proposal Information:

Each Bidder proposing to submit a Bid, is required to submit the documents listed below (together the "**Bid Documents**"), each of which is required to be initials on each page and signed by the Bidder or its authorized representative. Any such representative's authorization should be confirmed by a written power of attorney/board resolution accompanying the Bid Documents:

- Company profile and contact details,
- Details of experience if any for similar works.
- Audited the Financial Statement of the company for the last 3 years

5.3 Bid security

- Each prospective Bidder will be required to provide a Bid Security for an amount of Rs. 0.20 Cr. by banker's cheque/draft/NEFT (UTR to be provided) on or before submission of the bid.

- The bid security (payable in INR if the successful Bidder is domiciled in India shall be paid only by way of a wire transfer or bankers draft(s) issued by an Indian scheduled bank of good standing and repute, drawn in favour of the Rajasthan Cricket Association and payable at Jaipur, India.
- The Bid Security of the successful Bidder shall, upon the execution of the agreement by RCA, become RCA's property and shall act as an advance towards the bid amount offered.
- The Bid Security of the successful Bidder will be offset against the first instalment of the fees payable to RCA unless the successful Bidder defaults on its obligation to pay the advance amount within 3 days of LOA given by RCA.
- The bid security of all the unsuccessful bidders shall be refunded within 3 days of the execution of the agreement/receipt of advance from the successful bidder.

6. SELECTION OF THE WINNING BIDS

- (a) Only companies who comply with the Eligibility Requirements are entitled to participate in this tender process and to submit a Bid. Any Bid submitted by any company that is not eligible as per the Eligibility Requirements may be rejected by RCA in its absolute discretion.
- (b) Criteria for Bid Selection
 1. The selection process for the bid entails evaluating bidders based on their ability to meet eligibility criteria.
 - A. The technical bid will be evaluated based on the document submitted and the financial bid will be open after evaluation of the technical bid.
 - B. The financial bid form as given is to be fulfilled by the bidders and will be put in a separate envelope that will have the quoted amount in figure and word and in case of any discrepancy the amount quoted in words will be assumed as

the correct amount.

- c. Decision of RCA shall be final and binding in all respect. The prospective bids/tenders can be rejected at any time without assigning any reason. Furthermore, RCA reserves the right to choose the bid/tender, it deems the best suitable.
- d. Tenders/Bids known to be, or subsequently found to be inaccurate or misleading may disqualify the prospective bidder from further participation in the evaluation process.

7. GOVERNING LAW AND DISPUTE RESOLUTION

This NIT shall be governed by and construed in accordance with Indian law and the Courts at Jaipur, Rajasthan shall have exclusive jurisdiction in relation to all matters arising out of or connected with this NIT.

If any dispute arises under this NIT which cannot otherwise be amicably resolved between the parties, such dispute shall be submitted to arbitration under The Arbitration and Conciliation Act, 1996 or any statutory modification or re-enactment/replacement thereof then in effect and conclusively resolved by a single arbitrator appointed by mutual consent of parties or failing which by such process as is laid down in said Act.

The venue and seat for arbitration shall be Jaipur and the arbitration shall be conducted in the English language.

The decision of the arbitrator shall be in writing and shall be final and binding upon the parties.

Each Bidder hereby acknowledges and agrees that its failure to participate in arbitration proceedings in any respect, or to comply with any request, order or direction of the arbitrator, shall not preclude the arbitrator proceeding with such arbitration and/or making a valid final award.

RCA shall have the right to bring an action seeking injunctive or other equitable relief before the Courts at Jaipur in connection with this NIT including without limitation if it reasonably believes that damages may not be an adequate remedy for any breach by any Bidder of the terms of this NIT.

**Hony. Secretary
Rajasthan Cricket Association**

TECHNICAL BID

(To be submitted in a separate envelope – 1 marked as Technical Bid)

FOR THE RPL T-20 TOURNAMENT TO BE PLAYED AT JAIPUR AND JODHPUR AS PER THE SCHEDULE ATTACHED: -

1. All Eligibility Documents.
2. Details of work experience for eligibility criteria
3. Certified copy of the audited Balance Sheet for the last 3 years.
4. Banker cheque / Demand Draft / Online Payment UTR number of the bid security of Rs. 20 Lacs with the covering letter.
5. The copy of details of payment made for the purchase of Tender Documents.

After evaluation of the above, the eligible Technical bidders will be considered for opening their financial bids

SIGNATURE OF THE BIDDER

SEAL OF THE ENTITY

FINANCIAL BID**(To be submitted in a separate envelope – 2 marked as Financial Bid)****CONDITIONS THE RPL T-20 TOURNAMENT TO BE PLAYED AT JAIPUR AND JODHPUR AS PER THE SCHEDULE ATTACHED: -**

1. That the bidder will be responsible to incur and pay for all expenses related to advertisement boards, fixtures, designing, digital perimeters and all other related expenses to their revenue rights.
2. The bidder who offers the highest price payable to RCA will be selected.
3. Conditional Bids will not be accepted.
4. The bidder has to quote as under :-

S.No.	Particulars	Amount	
		In figure	In Words
1.	Bid Offer	Rs. _____ + GST as applicable	Rs. _____ _____ + GST as applicable

The payment of the bid-offer shall have to be made by the bidder to RCA as under –

- A. 40% of the bid-offer shall have to be paid within 3 working days of the letter of Award issued by RCA.
- B. Balance of 30% has to be given on the first day of the start of the match till on or before the start of the match.
- C. Balance of 30% shall be paid on completion of the tournament at Jodhpur and before the start of the tournament at Jaipur.

Note - Nonpayment of the amount as per the above schedule at any instance will automatically cancel the arrangement and agreement and the amount paid earlier will stand forfeited without any notice to the bidder and RCA shall be free go award the said contract to any other agency.

SIGNATURE OF THE BIDDER**SEAL OF THE ENTITY**