

Corrigendum No. 2 to the Request for Proposal for the Selection of “Sponsorship Agency” for the 35th National Games

This Corrigendum No.2 to the RFP for the Selection of a Sponsorship Agency for the 35th National Games is being released to clarify the breakup of marks mentioned in Clause No. 25 (j) of the Original RFP document and the Corrigendum No. 1. There is no change in the overall evaluation criteria and Weightage of marks. However, there is a typographical error in the breakup of marks mentioned in the Criterion No. 2 of the aforesaid clause, which is being clarified through this Corrigendum No. 2.

This document is the **Corrigendum No. 2 to the RFP for the selection of Sponsorship Agency** for the 35th National Games and forms an integral part of the RFP.

1. Clause No 25 (j) stands revised as:

Clause No. 25 Evaluation of Application & Award Criteria

(j) Each of the responsive Technical Proposal will be evaluated based on the criteria stipulated in this RFP by awarding marks which will add up to a total of 100 marks.

No	Criteria	Basis of Evaluation	Max Marks
1	Relevant Past Experience	@ 5 marks per project	20
2	Approach and Methodology, Work Plan and Understanding of Scope of this Assignment.	Approach and Methodology – 10 marks Work Plan – 6 marks Understanding of Scope – 4 marks	20
3	Deployment plan, Qualification & Experience of the Key Resources	Qualitative Assessment based on the CVs of proposed Resources	30
4	Financial Information	Turn over should be related to Sponsorship Assignments Average annual turnover in the past 3 financial years: Rs 3 Crore – 6 marks Average annual turnover in the past 3 financial	10

No	Criteria	Basis of Evaluation	Max Marks
		years. (Rs 3- 4 Crores) – 8 marks Average annual turnover in the past 3 financial years: Greater than Rs 4 Crores – 10 marks	
5	Technical Submission / Presentation (if required)	Sponsorship Strategies for different market segments: PSUs, Consumer Brands, Localised Advertisers, Overall quality of document /Presentation New ideas for monetising Sponsorship opportunities.	20
	Grand Total		100