

Corrigendum No. 1 to the Request for Proposal for the Selection of “Sponsorship Agency” for the 35th National Games

National Games Secretariat (NGS) has made certain modifications in the Clauses mentioned in the original RFP document released on August 5, 2013.

This document is the **Corrigendum No. 1 to the RFP for the selection of Sponsorship Agency** for the 35th National Games and forms an integral part of the RFP.

1. The Timelines stands modified to:

| No | Events | Details | |
|----|---|---------------------------------|----------------------------------|
| 1 | Issuance of RFP document | August 5, 2013 | |
| 2 | Last date for receipt of queries | August 10,2013 | |
| 3 | Pre- Bid Conference | 2.00 pm on August 12, 2013 | |
| 4 | Response to queries/ Corrigendum to RFP | August 13, 2013 | |
| 5 | Last date for Submission of proposal | Up to 3.00 pm on August 16,2013 | Up to 3.00 pm on August 20, 2013 |
| 6 | Date and Time for Opening of Technical Proposal | 3.30 pm on August 16, 2013 | 3.30 pm on August 20, 2013 |
| 8 | Technical Presentation by Qualified Applicants, if required | Will be intimated later | Will be intimated later |
| 9 | Date and Time for Opening of Financial Proposal | Will be intimated later | Will be intimated later |

2. Clause No 1. (m) stands revised as.

The Assignment of this Sponsorship Agency is expected to be carried out as a lumpsum fee contract. In addition to the Lump sum fee, the Selected Agency shall be eligible for an incentive amounting to 1% of the total Sponsorship Amount collected for the 35th National Games.

3. Clause No 6 Stands revised as.

Clause No. 6 Payment Schedule

- a. The total lump sum consulting fee quoted by the Selected Agency shall be paid in instalments as per the following schedule, after approval of the deliverables by NGS.

| Sl No | Particulars | Percentage Payment |
|--------------|--|---------------------------|
| | Payment schedule for Lump Sum Consulting Fee | |
| 1 | Submission and approval of all Sponsorship Strategy Documents | 30 |
| 2 | Quantification of all possible Deliverables/Inventory and Structuring of Sponsorship layers. | 20 |
| 3 | Upon completion of all Contract Documentation for all sponsorship related activities, in close liaison with the Sponsorship Canvassing Agencies, ahead of the Commencement of the Games. | 20 |
| 4 | Activation of the sponsorship deliverables committed to the Sponsors. | 10 |
| 5 | Submission of Accounts, Transactions and related details of all sponsorship transactions to NGS after Games | 10 |
| 6 | Final payment Post Games | 10 |

b. The 1% incentive of the total Sponsorship amount collected shall be paid as follows:

| Sl No | Particulars | Percentage Payment |
|--------------|---|---------------------------|
| | 1% Commission on the total quantum of Sponsorships to be released in two stages | |
| 1 | 50% of the incentive would be released on accrual basis after receipt by NGS. | 50 |
| 2 | Balance 50% post Games after settlement of Accounts. | 50 |

4. **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 – 5 marks Work Plan – 3 marks Understanding of Scope – 2 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 years. (Rs 3- 4 Crores) – 8 marks Average annual turnover in the past 3 financial years: Greater than Rs 4 Crores – 10 marks | 10 |
| 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 |

5. Annexure 5 – Financial Bid format stands revised as:

Annexure 5 - Financial Bid Format

To:

Chief Commissioner & Principal Coordinator,

National Games Secretariat,

Chandrasekharan Nair Stadium, Palayam,
Thiruvananthapuram, Kerala, India

Dear Sir,

**Subject: Submission of Financial Proposal in reference to NGS RFP dated [Date],
for the Selection of Sponsorship Agency for the 35th National Games.**

We, the undersigned, offer to provide the services for the above in accordance with your RFP dated [Date], and our Technical Proposal and hereby submit our Financial Proposal as below.

| No | Description | Lumpsum Value of the Consultancy Assignment (in Rs. Lakhs) |
|-----------|--|---|
| 1 | Consultancy Services from Sponsorship Agency for the 35 th National Games. | |
| 2 | Duties and Taxes as applicable (Mention rates) | |
| | Total Value | |

Total amount in words (Rs).....only

Note:

- i. *Conditional Bids will be summarily rejected.*
- ii. *In addition to the Lump sum consulting Fee, the Selected Agency is eligible for an incentive, amounting to 1% of total Sponsorship Amount collected for the 35th National Games.*

Our 'Financial Proposal' shall be binding upon us up to the expiration of the validity period of the Proposal, i.e., [Date]. We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely Prevention of Corruption Act, 1988.

We understand you are not bound to accept any proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:

Name and title of Signatory:

Address of the firm: