

Annexure 4: Technical Evaluation Criteria

In case more than 3 applications are received in each category that meets all technical requirements, the applications will be ranked using the following marking scheme.

Evaluation Scheme for Kerala

No	Criteria	Basis of Evaluation	Max Marks
1	Financial Information	Average annual turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years Upto Rs 1 Crore : 10 Marks 1 Crore to 3 Crores: 15 Marks 3 Crores to 6 Crores: 20 Marks Above 6 Crores: 25 Marks	25
2	Experience with Sponsorship Sales in Sports events	For every sports event related sponsorship project carried out: 5 Marks	25
3	Presentation	In case more than 3 applications are received in each category, applicants who meet the eligibility criteria will be invited to Thiruvananthapuram to make a presentation on their proposed Approach & Methodology and other details. The Core Group of the Sponsorship Committee will conduct a qualitative assessment of the presentation.	50
	Grand Total		100

Evaluation Scheme for Rest of India

No	Criteria	Basis of Evaluation	Max Marks
1	Financial Information	<p>Average annual turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years</p> <p>Upto Rs 2 Crore : 10 Marks 2 Crore to 5 Crores: 15 Marks 5 Crores to 10 Crores: 20 Marks Above 10 Crores: 25 Marks</p>	25
2	Experience with Sponsorship Sales in Sports events	For every sports event related sponsorship project carried out: 5 Marks	25
3	Presentation	<p>In case more than 3 applications are received in each category, applicants who meet the eligibility criteria will be invited to Thiruvananthapuram to make a presentation on their proposed Approach & Methodology and other details.</p> <p>The Core Group of the Sponsorship Committee will conduct a qualitative assessment of the presentation.</p>	50
	Grand Total		100