Expression of Interest
for
Sponsorship
of

GCCS 2017

[Global Conference on CyberSpace]

INDIA

[ORGANIZED BY]

Department of Electronics and Information Technology
Ministry of Communications and Information Technology
Government of India

Expression of Interest for Sponsoring the Activities and Events of Global Conference on Cyber Space (GCCS)-2017

National e Governance Division (NeGD), Ministry of Electronics and IT, Government of India is organizing GCCS 2017 in the month of Nov 2017. GCSS is a prestigious global event where political leaders, policy makers, industry leaders, think tanks and academia gathers to deliberate on the potential and challenges regarding using the Cyber Space for achieving national goals.

Background

GCCS was established in November 2011 in London. The London Conference decided a set of principles for "governing behaviour in cyberspace" after a discussion from 700 participants including Ministers, industry leaders, the internet technical community, civil society and Youth Forums. The second conference was held in October 2012 in Budapest and brought together nearly 20 Heads of States and Ministers plus 700 high level experts from various stakeholder groups from 60 countries. The main focus of the Budapest conference was the relationship between Internet rights and Internet Security. The third event was held in October 2013 in Seoul where approximately 1600 delegates attended the conference with commitment to Open and Secure Cyberspace.

The fourth GCCS was held in April 2015 in The Hague, The Netherlands. Nearly 1800 members from nearly 100 countries participated. Over 60 countries had delegations which were led at ministerial level. The Indian delegation was led by Deputy NSA Shri Arvind Gupta. The Netherlands GCCS 2015 discussed key developments in the cyber domain in the area of Freedom, Security and Growth. Global Forum of Cyber Expertise (GFCE) was also launched during GCCS 2015 which is aimed at giving momentum to global cyber capacity building, make technical expertise as well as new funding available to strengthen cyber security, help fight cyber crime, better protect data and support e-governance. GFCE was launched as a multi-stakeholder global platform with 42 governments, intergovernmental organizations and companies.

Global Conference on CyberSpace (GCCS) 2017 India

With the proliferation of internet and the adoption of programs like Digital India, the scale and importance of event like GCCS has grown significantly. GCCS 2017 is expected to the participation of more than 2000 delegates, more than 700 international delegates, ~ 30 ministerial delegates.

Centered around the theme of "**Cyber4tomorrow: A Connected, Sustainable and Secure Cyberspace**", the event is expected to see the participation of eminent speakers from the domain of cyber security, digital business, emerging cyber technologies, digital sustainability. With a grand opening by Hon'ble Prime Minister of India, GCCS 2017, will have 4 plenary sessions, 12 parallel sessions, a number of side events and break up sessions. A large number of run up events and pre events, digital exhibition, is an excellent opportunity to industry and other stakeholders to be part of this global event.

The Proposal

NeGD invitees leading companies, industry associations, Public Sector Undertakings and collaborators to sponsor events and activities for GCCS 2017. This is an opportunity for organizations working in domain related to cyber space to showcase to the international community their products, brands and ICT leadership.

The proposal also offers an opportunity to interested organizations to contribute and work with the Government of India in the successful execution of this prestigious global event. The sponsorship will allow organizations to strengthen and grow professional network, while demonstrating their commitment to the leadership of India in Cyber Space.

Prospective Sponsorship Offerings/Deliverables

Sponsors will be promoted as a program partner (in various categories) throughout the execution of GCCS 2017, including on the GCCS 2107 website, across social media channels, exhibitions, through our media partner and on promotional material. Logo positioning and coverage will depend on the sponsorship category selected. The specific branding options available to sponsors are as under:

- **Branding** - Gates, Photo wall, OOH billboards, Social Media, In-venue (Public Spaces and Conference halls), Souvenirs, PR activations.
- **Venues** -Public spaces, Conference Halls, Lounge, Meeting rooms, Business Centre.
- **Merchandising-** Souvenirs, Welcome kit, Registration bags, Media kits.
- **Services-** Hospitality, Travel Partner, Telecom (WiFi), Health & Wellness
- **Events – side events, pre events, cultural evening, networking dinner etc**

The sponsorship opportunities are offered in two categories :-

A. **Sponsorship by direct financial contribution**

Category	Sponsorship Amount (in INR)	Conference Branding	Venue Branding	Merchandise	Delegate collaterals	GCCS Website	Focus Session	Exhibition space	Sponsor Limit
Platinum	1,00,00,000/	Yes	Yes	Yes	Yes	Yes	Yes*	large	2
Gold	50,00,000/-	Yes	No	Yes	Yes	Yes	No	Medium	5
Silver	25,00,000/-	Yes	No	No	Yes	Yes	No	Small	10
Bronze	10,00,000/-	Yes	No	No	No	Yes	No	Small	15

For Platinum partners, participation in the focus session is permitted only for Chairperson/CEO/Country Head

B. **Sponsorship of events** – Under this category, organisations may conduct one or more events at their own cost and resources. NeGD may provide necessary support at venue and minimum logistics support, on a case to case basis.

   a. **Pre event** (two days before the main event) – workshops, round table, seminars etc. relating to themes or sub themes of GCCS 2017
   b. **Side events** (during the two day main event) – technology demonstration, tech. talk, round table, CEO/CIO meets etc. relating to themes or sub themes of GCCS 2017
   c. **Run up events** (May 2017 to Oct 2017) – highlight GCCS 2017 and its main activities in existing events of organisations.
   d. **Event activities** – Digital Exhibition, Poster Exhibition, Cultural evening, Networking Dinner.

Organizations opting for sponsorship for any event or group of events under this category will be significantly recognized in event related publicity and marketing material. Organizations may also put their product branding at sites where the sponsored events are held.

The event closure report prepared by the ministry will sufficiently cover the role and contribution of sponsors in the execution of GCCS 2017.

Eligibility Criteria

- The organisation must be a legal entity – company, society etc.(Certificate of registration, Service Tax, PAN etc to be submitted
- The organisation's work domain must be related to Digital India or cyber space preferably in IT, ITeS, Electronics, IT Consultancy, Telecom, Network or any other related industry. (Certificate by Company Secretary to be submitted)
- The organisation should not be blacklisted or debarred by Government of India
- The organisation should not be having a legal case against Government of India

- The organization should not be involved in production/trading of Non-merit goods/services.(Certificate/Affidavit for the above three to be submitted)

Process of Selection

All Expressions of Interest will be assessed against a number of criteria to ensure they align with the objectives of GCCS 2017.

- NeGD will invite proposals in standard format/template
- NeGD will select the sponsors through a transparent and fair process
- In case of number of proposals received in each category is more than the threshold limit, selection will be done through a lucky draw
- NeGD reserves the right of rejection

Exclusion of branding opportunities

As per the approved government guidelines and GCCS norms, the following branding opportunities will not be available to sponsors

- All venue stages and their backdrops cannot be sponsored and need to be free of any corporate representation/branding.
- The conference tracks cannot be owned by any corporate or organization or any other sponsor.
- Print advertisements, Outdoor hoardings exclusively released by MeitY/NeGD through DAVP will not carry sponsors' logo or names as per Government regulation.
- Any other decision of the Organizing Committee in this regard.

General Terms and Condition

- Sponsoring organizations may sponsor more than one activity/event. If more than one organization proposes to sponsor same event , then final decision will be taken by NeGD
- The sponsors will remit sponsorship amounts directly to the official events management agency of NeGD or to the bank account of NeGD

- Sponsoring organizations may be required to send a team of resources to ensure ground level coordination for better visibility and coordination.

- No specific brands/products/organizations/individuals to be promoted or comparisons made.

- Promotional activities of sponsoring organisations to safeguard the sanctity and neutrality of GCCS 2017.

- NeGD will only enter into a sponsorship arrangement with a business or an individual whose reputation and image is consistent with the values, objectives of GCCS and Digital India.

- Interested organisations may send their proposals with a covering letter from authorised signatory, before **31st July 2017**.

Format for Submission of Proposals
[LAST DATE OF SUBMISSION : 31ˢᵗ JULY 2017]

1. Name of the Sponsor organization:

2. Year of Establishment:

3. Type of organization :

   (Please enclose certificate of registration/incorporation)

4. Service Tax No:

5. PAN :

6. Business Domain

   (please enclose a Certificate by Company Secretary)

7. Is there any litigation against Government of India (Y/N):

8. Is the organization blacklisted or debarred by Government of India:

   (Enclose a certificate by Authorized Signatory)

9. Is the sponsoring organization involved in production/trading of Non-merit goods/services (Y/N) :

   (Enclose a certificate/Affidavit for non-involvement of the above)

10. A. **Sponsorship by direct financial contribution**:-

    Type of sponsorship (Please tick relevant box)

Type	Contribution (INR)	Please tick
Platinum	1,00,00,000/	
Gold	50,00,000/-	
Silver	25,00,000/-	
Bronze	10,00,000/-	

B. **Non-financial contribution for sponsorship of events** (Pre-Events, Side Events, Run-up Events & other activities)

Detail of type of contribution with clearly listing out specific deliverables (add pages if required)

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11. Checklist of documents to be submitted:-

   a) Certificate of incorporation/registration

   b) Balance sheet/Audited statement of last three financial years

   c) Copy of service tax registration and PAN

   d) Certificate from Authorized signatory/Head of the organization for para (6),(7),(8),(9)

Authorized Signatory:

Name:

Designation:

Seal:

Sponsorship Terms & Conditions

This GCCS-2017 Sponsorship Contract (the "Contract") states the terms and conditions that govern the contractual agreement between [SPONSOR COMPANY] having its principal place of business at [SPONSOR ADDRESS] (the "Sponsor"), and [National e-Governance Division, on behalf of Ministry of Electronics & IT, Government of India (MeitY) (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting GCCS-2017 , [Global Conference on

Cyber Space], on [............. DATE] (the "Event"); and WHEREAS, the Sponsor

agrees to sponsor the Event according to the terms and conditions mentioned

in the EoI herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the

parties hereto, the Company and the Sponsor (individually, each a "Party" and

collectively, the "Parties") covenant and agree as follows:

Contribution

The total contribution provided by the Sponsor is [CONTRIBUTION AMOUNT] , to be paid in
full by [.........................]
The above payment to be made by Demand Draft (DD) in favour of Media Lab Asia- NeGD

Term/Termination

This Contract will terminate automatically upon completion of [TERMINATION DATE OR
MILESTONE].

Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by all parties. If the
Event is cancelled, NeGD will fully refund the amount to the organization.

Incomplete proposals are liable for rejection.

**[All other Additional Terms & Conditions not mentioned in the EoI will be as per
discretion of the Ministry/NeGD]**

Sponsor Signature: _____   Date: _____

Event Host Signature: _____   Date: _____