

EMPANELMENT OF EVENT SPONSORSHIP AGENCIES

**(INCLUDING BOTH SPONSORSHIP CANVASING / AND
SPONSORSHIP SELLING AGENCIES)**

FOR



20th May' 2017

EXPRESSION OF INTEREST

Last date of submission: 29.05.2017 up to 3.00PM

NATIONAL HOUSING DEVELOPMENT ORGANISATION

NHDO, KAUSHAL HOUSE, UPPER GROUND FLOOR,
39-NEHRU PLACE, NEW DELHI-110019

Phones: 011-41033648/49, 9643403648, **Fax:** 011-40505860, **Email:** info@nhdoindia.org

DISCLAIMER

- 1 This Expression of Interest (EOI) document is neither an agreement nor an offer by the National Housing Development Organisation (NHDO) to the prospective Applicants or any other person. The purpose of this EOI is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this EOI.
- 2 NHDO does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this EOI document and it is not possible for NHDO to consider particular needs of each party who reads or uses this EOI document. This EOI includes statements which reflect various assumptions and assessments arrived at by NHDO in relation to the consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this EOI document and obtain independent advice from appropriate sources.
- 3 NHDO will not have any liability to any prospective Consultancy Company/ Firm/ Consortium or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this EOI document, any matter deemed to form part of this EOI document, the award of the Assignment, the information and any other information supplied by or on behalf of NHDO or their employees, any consultants or otherwise arising in any way from the selection process for the Assignment. NHDO will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this EOI.
- 4 NHDO will not be responsible for any delay in receiving the proposals. The issue of this EOI does not imply that NHDO is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the consultancy and NHDO reserves the right to accept/reject any or all of proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. NHDO also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the EOI Application.
- 5 The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NHDO accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
- 6 NHDO reserves the right to change/ modify/ amend any or all provisions of this EOI document. Such revisions to the EOI / amended EOI will be made available on the website of NHDO.

Expression of Interest (EOI) Notice

National Housing Development Organisation

NHDO, KAUSHAL HOUSE, UPPER GROUND FLOOR,
39-NEHRU PLACE, NEW DELHI-110019

Phones: 011-41033648/49, 9643403648,

Email: info@nhdoindia.org,

National Housing Development Organisation (NHDO) invites Expression of Interest from reputed and well experienced Agencies/ firms for Empanelment as **“Event Sponsorship Agencies” (Including both Sponsorship Selling/ and Canvassing agencies)**. The empaneled agencies may be required to submit bids for the tendered works.

Following shall be applicable for Expressing Interest:

EOI Document to be downloaded from NHDO website (www.nhdoindia.org)	20 th May, 2017
Empanelment Fee (Non Refundable)	Rs.25,000/- (Rs. Twenty Five Thousand only)
Last date of receipt of document:	29 th May, 2017 up to 1500 hrs.

Detailed terms and conditions and other related information is given in the EOI Document. For more details, please visit the Tenders section of NHDO website www.nhdoindia.org

INDEX

1.	Background and Objective.....	6
1.1	Introduction	6
1.2	Objective	8
1.3	Pre-qualification	8
2.	Instruction to Applicants.....	9
2.1	General Instructions	9
2.2	Issue and Receipt of E o I Document.....	11
3.	Eligibility, Experience & Technical Evaluation Criteria:	12
3.1	Eligibility Criteria	12
3.2	Evaluation of Proposals	12
4.	General Terms and Conditions	14
4.1	Definitions and Interpretations	14
4.2	Representation and Warranties.....	14
4.3	Termination.....	14
4.4	Force Majeure.....	15
4.5	Permits, Laws and Regulations	15
4.6	Safety	15
4.7	Dispute Resolution	15
4.8	Settlement of Disputes	16
4.9	Payment Schedule.....	16
5.	Scope of the Work	17
5.1	Scope of work for the empaneled Agencies:	17
	Annexure I: Empanelment Application	20
	Annexure II: About Organisation	21
	Annexure III: Agency's Resource	22
	Annexure IV: Financial Statement.....	23
	Annexure V: Experience.....	24
	Annexure VI: Details of Manpower	25

Annexure VII: Documents required in support of Eligibility criteria	26
Annexure VIII: Litigation History.....	27
Annexure IX: Additional Information.....	28
Annexure X: Power of Attorney.....	29

Invitation of Expression of Interest (E o I)
From eligible Organisations to be empaneled as Event Sponsorship
Agency with National Housing Development Organisation

1. Background and Objective

1.1 Introduction

National Housing Development Organisation (NHDO) has been striving to make 'Housing for All' a reality. One of the sections of the society which finds it very difficult to own a house in the career span are the salaried employees, especially at the lower rung. Towards improving access to housing for this section of the society, NHDO is committed to end the past trails and discover holistic ways by which all the sections of the society may be benefited. With this clear objective National Housing Development Organisation (NHDO) has been established as an SPV to promote, control and co-ordinate the development of houses at selected places and providing all possible assistance for acquisition of accommodation by common man across India, on no profit-no loss basis purely as a social welfare measure. The goal of the organisation is to provide quality welfare services with a special focus on the E.W.S, L.I.G, backwards, SC/ST and women for housing.

NHDO is working in a mission mode and is engrossed in proffering high quality and cost effective residential units. The organisation with its in-house team of professionals seeks to achieve its target of delivering more than 2,50,000/- dwelling units in the first phase across the country.

NHDO is working relentlessly towards 'Adequate Housing For All by 2022' thereby identifying prime lands in different cities in all over India for providing various types of residential units to its members at good locations, built with high quality material of latest specifications, and having high appreciation prospects. The organisation conducts Demand Surveys in various cities, and after gauging the viability of the project, offers housing units at subsidized prices under Self-Financing Scheme. The Organisation's transparent working style combined with its non-profit nature makes all our projects very cost effective, sustainable and affordable at same time as comparative to any other Govt. Authorities and (naturally) private bodies.

With a motive to boost up the mission of "Adequate Housing For All By 2022" and to give this mission a Common man's voice and thereby sensitize the very important basic necessity i.e. the Right of adequate Shelter & social housing combined with holistic living approach, NHDO decided to take-up the issue to every corner of the nation and through the hands of every individual. Thus the organisation has planned a series of continuous events and campaigns at all levels to be organized throughout the calendar year of 2017-2022. The organisation shall celebrate Rashtriya Awas Divas at National level and same to be replicated at state/U.T level with Rajya Awas Divas. After the

completion of every annual cycle of one national level event and 36 state/U.T level events combined with various pre and post events activities at every level the NHDO would also be organizing an International event annually besides all other events.

Rashtriya Awas Divas (RAD 2017)

The 3-day national level mega event ‘Rashtriya Awas Divas’ is a first of its kind public platform where industry experts, academicians, developers, thought leaders, policy makers, NGOs, social activists and end-users will come together and discuss problems, share knowledge and evolve road map for meeting the housing needs through collaborative efforts. The event will bring together the stakeholders to discuss and debate various approaches for implementing housing for all by 2022. The event is proposed to be organized at the Indira Gandhi Stadium from 25th to 27th June in New Delhi.

The Rashtriya Awas Divas is an annual event followed by a series of other annual state level events i.e. Rajya Awas Divas proposed for each state and an International Event every year. At the international forum we would be demonstrating our capabilities & strengths in Building, Construction & Real Estate Sector to the host country and would be getting in dialog with the stakeholders, investors and addressing the Indian diaspora to attract the international market forces. All these events would be linked with a number of pre and post events which would be aimed to create general public awareness and give a missioned approach to our initiatives.

NHDO is planning high quality production and exhaustive telecast of the Opening/ and Closing Ceremonies and the “NHDO Building, Construction & Real Estate (BCRE) Awards” Events across multiple National and Regional TV channels. To enhance footfalls into the Venues and to exploit the potential revenue/funding opportunities, NHDO is embarking on an aggressive marketing plan ahead of and during the event, which is expected to give high degree of visibility. With such marketing initiatives, NHDO also aims to attract fair degree of Sponsorships for all the events.

NHDO envisions using the RAD as a Platform for accomplishing the organisation’s missions and inculcating a ‘healthier Building construction & Real Estate industry’ in the country with better connected end-users and stakeholders. Additionally, a high degree of awareness and buzz will be created as this is a subject which effects every section of society. Given the favorable set of conditions, it is expected that the events could have multiple avenues for mobilizing Sponsorships in Cash and in Kind. As a quid pro quo, the Sponsors can be offered a number of avenues for giving them high visibility.

Over the years, the RAD shall be regarded as a prestigious gathering of eminent personalities of the Community and shall be attracting a large number of overseas delegates including buyers, R&D personnel, retailers, policy makers, quality experts, exporters, importers, traders and other enthusiasts. Through this annual series of mega events NHDO looks forward to promote production and business, setting up a momentum for action to raise shelter security and maintain sustainability. Setting up a forum for discussion on markets and recent trends in this industry, the event will try to

explore feasible methods and ideas that can be implemented in the most practical manner. It brings together global thought leaders, grower representatives, policy-defining bodies as well as leading players from the industry and companies onto one platform.

The RAD would have long lasting effects on the B.C. & R.E industry and trade. The exhibition that is being conducted along with this will definitely offer a scenario to the prospective clients to know more about the capacities and capabilities of the Indian companies thereby building up a healthy and responsible future for the B.C. & R.E industry. Moreover it is an opportunity for the global community to come together and strengthen relationships by working jointly with each other for serving a common interest of Housing for All.

1.2 Objective

To effectively harness the Sponsorship potential of the events, NHDO is planning to avail the services of a professional Sponsorship Agency. Primarily, the Agency shall procure sponsorships /and shall be preparing a comprehensive Sponsorship Strategy, which will help in attracting sponsorships from Central and State Public Sector Enterprises, large Corporate Entities, major Marketers, and any other possible avenues. The Strategy document should also include the suggested modalities for framing sponsorship layers, approaching potential sponsors, closing sponsorship contracts and executing the sponsorship plan. Quantification of inventory/deliverables, preparation of contract documents, servicing of sponsors, keeping accounts and details of all sponsorship transactions, etc. also will have to be undertaken by the Selected Agency. The Agency / Agencies is/are expected to work in close cooperation with NHDO in canvassing /and aggressively selling sponsorships for successfully accomplishing the objective of mobilizing maximum sponsorships for all the events.

The objective of this EoI is to **select qualified and competent** organisations/ institutions/ consortium/ cooperatives etc. interested for empanelment as Sponsorship Agencies with NHDO.

1.3 Pre-qualification

With a view to perform sponsorship canvassing and procurement related activities; NHDO intends to pre-qualify experienced agencies that can perform the said works related to event sponsorship in a professional way.

2. Instruction to Applicants

2.1 General Instructions

- 1) The proposals shall be submitted manually at the client's address. The Proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the person or persons who sign(s) the Proposal.
- 2) The Proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached as part of the Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been dully authorized to sign.
- 3) The Agency shall bear all costs associated with the preparation and submission of their proposals. NHDO is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to award of contract, without any liability to NHDO.
- 4) Agencies may seek clarifications, if any. Any request for clarification must be sent in writing or by fax to NHDO at the official address:

**Director, NHDO, KAUSHAL HOUSE, UPPER GROUND FLOOR,
39-NEHRU PLACE, NEW DELHI-110019, India
Phones: 011-41033648/49, 9643403648, Email: info@nhdoindia.org**

- 5) Proposals must reach NHDO office as per the date and time mentioned in this document. It is the responsibility of the Applicant to submit the proposal before the last date and time at the client's address and NHDO shall not be responsible for any delay.
- 6) *This empanelment shall be valid for a period till no further empanelment process is carried out by NHDO.*
- 7) Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant and cancellation from Empanelment.
- 8) The Client, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
 - i) Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;

- ii) Consult with any Applicant in order to receive clarification or further information;
 - iii) Retain any information and/or evidence submitted to the Client by, on behalf of and/or in relation to any Applicant; and/or
 - iv) Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant.
-
- 9) Agency(s) shall provide to see/overview Agency's office premises, machines information, various works carried out etc. at any time.
 - 10) Mere participation in this process does not guarantee that the firm will be empaneled. As per pre-qualification and technical merit list agencies shall be empaneled by the NHDO.
 - 11) The costs incurred by the agency(s) in making this proposal, in providing clarification or attending discussions, presentation, meetings etc. shall be borne by the agency.
 - 12) The language for submission shall be English.
 - 13) All Annexures shall be filled in completely and all questions shall be answered. If any particular query is not relevant, it shall be stated as "NOT APPLICABLE"
 - 14) Financial data, work costs, value of work etc. shall be given in Indian rupees only.
 - 15) If a proprietary firm makes an application, it shall be signed by the proprietor, above, his full name and the full name of his firm with its current address.
 - 16) If an application is made by a firm in partnership, it shall be signed by all the partners of the firm, above their full names and current addresses or by a

Partner holding the power of attorney of the firm by signing of the application in which case a certified copy of the power of attorney shall accompany the application. A certified copy of the partnership deed, current address of the firm and the full names, and current address of all the partners of the firm shall also accompany the application.

- 17) If a limited company or a limited corporation makes an application, duly authorized person holding the power of attorney for signing the application in which case a certified copy of the power of attorney shall accompany the application shall sign it. Such limited company or Corporation will be required to furnish satisfactory evidence of its existence before the contract is awarded.
- 18) Information furnished must be sufficient to show that the applicant (along with the all parties) is a capable in all respects to successfully participate in the empaneled process.
- 19) While submitting the Annexure duly filled in, the applicant shall enclose latest copies of brochures and technical documentation giving more information about the firm and all the members.
- 20) Applicants are also required to furnish the names of works for which their firm have already been empaneled/pre-qualified for such works since last three years.
- 21) NHDO reserve the right to reject any or all application without assigning any reasons and the NHDO's decision in this connection shall be final and binding.

2.2 Issue and Receipt of EoI Document

- 2.2.1 The EOI Document shall be available for downloading from NHDO website i.e. www.nhdoindia.org and the same shall have to be submitted at the clients address with duly filled-in along with Empanelment fees mentioned in the document, by Demand Draft/Cheque drawn in the name of **National Housing Development Organisation Payable at New Delhi latest by 29th May 2017 up to 3:00 PM.**
- 2.2.3 **Empanelment fees of Rs. 25,000/- (Rs. Twenty Five Thousand only)** (non-refundable) shall have to be furnished in form of Demand Draft/bankers Cheque only issued by Nationalized/Scheduled banks. The original draft/scanned copy of the demand draft/bankers cheque shall be submitted along with the proposals. Applicants whose fee is not received at the client's office along with the proposals will be rejected.

3. Eligibility, Experience & Technical Evaluation Criteria:

Agencies who meet the following eligibility criteria will be qualified and in case required shall be invited for making presentations to a committee constituted by NHDO as a part of Technical Evaluation.

3.1 Eligibility Criteria (Please Refer to Annexure-VII for required documents)

- a) The Applicant should have been in the business of similar nature and should be providing Advisory and Implementation Services in the area of Sponsorship and Rights sales for the last 3 years.
- b) The Applicant should have achieved average annual turnover of at least Rs. 1.00 crores from Sponsorship and Rights Sales/ Advisory Engagement during the previous 3 financial years.
- c) The Applicant should have proven track record of business relationship with organisers and/or event managers of major event, National level Advertisers / Sponsors and leading Advertising Agencies in the country.
- d) The Applicant should have a Registered Office in India, with preferably strong presence in at least 3 metro cities or regional presence in at least 3 large States.
- e) The Applicant preferably should have completed at least 3 assignments of similar nature, scope and complexity successfully, of which at least one assignment shall be for a Mega National Event or other Mega Events during the past five years, in which major brands or corporates have been principal sponsor.
- f) The Applicant should not have been black-listed or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.
- g) Should have a valid PAN and Service Tax / VAT / TIN numbers for the line of business the entity is engaged in. Documentary proof duly attested by the authorized signatory shall be attached.

3.2 Evaluation of Proposals

The proposals shall be evaluated against each of the categories highlighted in Clause no. 3.1 above and those applicants meeting all/most of the above mentioned requirements will be considered for empanelment. The client may also call all the

applicants for a presentation, if desired at the time of finalizing the list of empanelled agencies.

The client may categories separate pool of agencies based on the specific expertise of the applicants and may award the work based on the technical requirements of the assignment and available organizations in each pool.

The detailed scope of work/works to be carried out will be shared with the empaneled agencies/organizations only and work will be awarded to them on the basis of rotation/calling separate financial proposals/ based on the discretion of the client as the case may be.

The client will also have a periodic review of performance of all the empaneled agencies and agencies having unsatisfactory performance will be delisted from the list of the empaneled agencies.

4. General Terms and Conditions

4.1 Definitions and Interpretations

"Agency" shall mean the individual, firm or company incorporated for undertaking the activities related to Event Sponsorships and related services and shall include the legal personal representatives of such individuals or the persons composing the firm of Company or the successors of the firm/Company and the permitted assignees of such individual or firm of Company.

"Services" mean the Services performed by the Agency.

4.2 Representation and Warranties

Agency warrants and covenants that the Services shall be performed to the highest professional standards in a safe manner in accordance with accepted practices.

4.3 Termination

4.3.1 NHDO shall be entitled to terminate this contract at no cost to:-

- (i) In the event of force majeure in accordance with provisions of this agreement.
- (ii) Forthwith by notice in writing to Agency in the event Agency is adjudicated or found bankrupt or insolvent or any order is made or resolution passed for the winding up, liquidation or dissolution of Agency.
- (iii) Forthwith by giving written notice to Agency, if Agency abandons this Contract or if Agency fails to perform or observe any of the obligations on its part to be performed and observed hereunder and in the case of a breach capable of remedy fails or refuses to take steps to remedy the same within seven (7) days of written notice from NHDO requiring the same to be remedied; or
- (iv) For any other reason by giving 10 days written notice, stating the reasons for termination.

4.3.2. Consequences of termination:

- (i) Termination of Contract entered with successful agency shall be without prejudice to any rights or remedies accrued to either Party prior to such termination.
- (ii) No further payment shall become due to Agency in respect of any period after termination of this Contract with the exception only on any payment previously accrued and due to Agency under the terms of this Contract.

4.4 Force Majeure

4.4.1 A delay in or failure of performance of any one or more of its obligations by either Party shall not constitute default hereunder nor give rise to any claim for damage if such delay or failure is wholly and directly caused by any occurrence which the affected Party is unable to prevent including Acts of God by the exercise of reasonable diligence the continuation of which by the exercise of reasonable diligence the affected Party is unable to control and the consequences of which the affected Party is unable to prevent, provided that the affected Party gives prompt written notice to the other Party specifying the circumstances constituting the occurrence and has used all reasonable endeavors to minimize the effects thereof.

4.4.2 If such a delay in or failure of performance caused the suspension of the services hereunder for a continuous period of seven (7) days. NHDO shall be entitled at any time thereafter to terminate the Contract entered into subsequently with the successful Applicant forthwith by written notice to Agency.

4.5 Permits, Laws and Regulations

4.5.1 Agency and their sub- agency to comply with applicable laws.

The Agency shall in carrying out the Services observe and be bound by all applicable laws and hereby undertakes to comply (and to ensure compliance by any Sub-agency) with all laws, ordinances, rules, regulations, bye-laws, decrees and orders whether of Government or other authority or agency having jurisdiction in relation to the Parties. Services or to the Site and the Agency shall give all notices and furnish any bonds, deposits and securities required by official authorities to permit the performance of the Services.

4.6 Safety

4.6.1 The Agency shall at his own expense arrange for all the safety provisions normally called for by the nature of the Contracted Services and as ordered by the Representative of NHDO in respect of all labour directly or indirectly employed for performance of the Services while working.

The Agency shall be responsible for the safety of the equipment /material during the performances of the Services during while process. Agency shall also take such additional precautions as may be indicated from time to time by the Representative with a view to prevent pilferage's accidents, fire hazards, etc.

4.7 Dispute Resolution

4.7.1 Laws Governing the Contract

This agreement shall be subjected to the Indian laws and regulation and shall be governed by the Indian laws that may be in force during the Contractual period.

4.8 Settlement of Disputes

Any difference of opinion between the NHDO and Agency in respect of matters arising out of the Contract shall be resolved through good faith negotiation the unresolved dispute shall be referred to arbitration. The provisions of the Indian Arbitration and Conciliation Act 1996 or any statutory modification or re-enactment thereof for the time being in force shall govern such arbitral proceeding. Arbitration / disputes jurisdiction to be at Delhi.

4.9 Payment Schedule

The Selected Agency shall be paid either on commission or on lump sum fee basis, in installments as per the pre-decided schedule, after approval of the deliverables by NHDO.

5. Scope of the Work

5.1 The following will be the scope of work for the empaneled agencies:

The Broad scope of this contract is indicated below, but not limited to the following.

- A. The Sponsorship Agency is required to identify all possible revenue sources and formulate appropriate strategies for tapping the full potential of the National and State level events and to monetize various advertising options.
- B. Formulate action plan to leverage political and Government contacts to generate Sponsor interest and following up for such business.
- C. Accurate assessment of extent and value of Deliverables/Inventory available in the Venues, Telecast Avenues etc. to be offered to the Sponsors.
- D. Strategies for enhancing Ad inventory through social media, web and mobile media.
- E. Finalization of Ad-Sales Tariff plans, Sponsor Packages and detailed structuring of sponsorship layers; Prepare separate Strategy and Action Plans for each category of revenue avenues depicting tariff plans, value additions, benefits to sponsors/rights holders, circumstances in which trademarks/logos would be used or displayed and rights and obligations of each party.
- F. Providing inputs to Marketing and Creative Agency.
- G. Strategy for TV revenues including revenue share deals with channels.
- H. Tying up Value in Kind (VIK) Partners and Rights sales strategies; The Agency is responsible for developing a comprehensive Strategy for materialising best possible revenue for the Games through Official Partner Scheme/ Value in Kind (VIK) Sponsorship, Merchandising Right Sale, Sale of In-stadia Advertising Rights, other Venue Based Revenue Opportunities and Donations, etc.
- I. Action Plan for exploiting local advertising in Cities/Towns hosting different Events.
- J. Design, conceptualization and preparation of Sponsorship Brochures and Brand Asset Literature for the Games. Representation of brand assets before potential sponsors and partners etc.
- K. Create a prospective Sponsor database with contact information of all past and present event sponsors and potential future sponsors to develop a comprehensive list.

- L. Strategy for empanelling and activating Sponsorship Canvassing Agencies (if any) and Action Plan to increase coverage of potential Sponsors.
- M. Selected Agency shall provide inputs for the empanelled Sponsorship Canvassing Agencies (if any) to negotiate with Corporates, Firms, Government Organisations, Educational Institutions, and Private Ventures etc. to finalize sponsorships and/or partnerships.
- N. Frame a payment collection mechanism and policy to ensure that zero debt is created on Sponsorship account.
- O. Facilitate execution of all Contracts and Documentations between NHDO and Sponsorship Canvassing Agencies/ and between NHDO and Sponsors for all orders and business.
- P. Evaluation of partner hoardings.
- Q. Monitoring of entire business and maintaining all commercial records.
- R. The Selected Agency will have to facilitate Servicing of Sponsors and maintain accurate records of Accounts, Transactions and related details of all sponsorship transactions including receivables and service charges payable to Agencies.
- S. Prepare sponsorship packages and presentation materials, in consultation with NHDO.
- T. Secure meetings with potential Sponsors in Private Sector Companies and Public Sector Companies and make appropriate sales presentations.
- U. Prepare sponsorship proposals and undertake appropriate follow up with potential Sponsors to obtain the maximum sponsorships for the Games.
- V. Negotiate sponsorship arrangements and finalize contracts between NHDO and the Sponsor/s.
- W. Secure other sponsorship rights as required to secure a sponsorship deal.
- X. Coordinate all sponsorship matters with NHDO, as required.
- Y. Report all developments in sponsorship sales on a regular basis to NHDO.
- Z. Collect sponsorship payments and transfer the same to NHDO immediately.

Tentative Project Deliverables

- a) Sponsorship Strategy document including but not limited to the following components:
- i. Strategy document for business procurement through other empanelled Sponsorship Canvassing Agencies (if any).
 - ii. Strategy document for Sale of Rights, including Ticketing, Merchandising, etc.
 - iii. Strategy document for optimizing TV revenues.
 - iv. Strategy document for Optimizing local advertising in towns and cities.
- b) Structuring of Sponsorship layers and identification of possible Sponsors for each layer.
- c) Quantification of all possible Deliverables/Inventory.
- d) Geography wise and Sector wise revenue estimates.
- e) Drafting of Contract Documentation and formats for all sponsorship related activities.
- f) Activation of the sponsorship deliverables committed to the Sponsors.
- g) Maintaining accurate records of Accounts, Transactions and related details of all sponsorship transactions.
- h) Assist and coordinate the sponsor rights with Sponsors with the development of leveraging plans to support the achievement of their business objectives.
- i) Manage the relationship between NHDO and each of its Sponsors to ensure a favourable and pleasant experience for both parties.
- j) Ensure delivery by NHDO of all contracted benefits committed to the Sponsors including Signages and ticketing (if any).

The above mentioned works are indicative and the exact requirements will be defined by the NHDO sufficiently in advance.

Annexure I: Empanelment Application

Name of work: *Empanelment of Event Sponsorship Agencies/ Company.*

To

Director (Event Operations & Management)
National Housing Development Organisation Ltd
NHDO, KAUSHAL HOUSE, UPPER GROUND FLOOR,
39-NEHRU PLACE, NEW DELHI-110019

Dear Sir,

Having examined the EOI Documents including scope of works and eligibility criteria for the aforesaid work, we hereby submit all necessary information and relevant documents as desired. We are qualifying as per minimum requirement narrated in the EoI Document.

The application is made by us on behalf of..... In the capacity of..... duly authorized to submit the offer.

The necessary evidence admissible in law in respects of authority assigned to us on behalf of the firms for applying and for completion of the contract document is attached herewith.

Our Application is valid till [--date in figures and words--]

Our terms and conditions are:

It is certified that the information furnished in this document is authentic.

We undersigned accept that the NHDO reserves the rights to reject pre-qualification as well as the tender for this work without assigning any reason.

Date:

Place:

Signature of the applicant with
his capacity in the firm
(Name in bracket)

Encl:

1. Document duly filled and signed in all the pages accepting the terms and condition.
2. Annexure I to IX duly filled in the prescribed form with supporting documents.
3. Evidence of authority to sign.

Annexure II: About Organisation

1	Name of the Agency	
2	Registered Office	
3	Address of Delhi office and details of other offices in India and /or abroad	
4	Nature of Agency (Ltd. Co., Partnership etc.) Attach copy of partnership Deed/Certification of Incorporation.	
5	Year of Establishment	
6	Registration Number, Service tax number, PAN, (Provide attested Photocopy) :	
7	Trade License No. (Attach photocopy)	
8	Address of Communication and email address, telefax, etc.	
9	Telephone number of the contact Person (Mobile number if any)	
10	Name of Director /Proprietor /Partners (With address and telephone No.)	
11	Name of Bankers with full address	
12	Is your agency associated as Event Sponsorship Agency with Any Govt. body? If yes, how long your? Submit proof	
13	Are you already an empaneled sponsorship agency of Ministries/ PSU Organizations/ Institutions? If yes, give details.	
14	Details of total experience in relevant field along with list of clients in Govt. & Pvt. Sector	
15	Key Personnel Details and experience	
16	Details of previous works of similar nature.	
17	Top 3 works to be submitted	

(Provide attested Photocopy for all the above mentioned requirements)

Annexure III: Agency's Resource

1.0 Agency's general information

Applicant shall enter below, brief company particulars.

1. Personnel Details:

Personnel Category

Number

1.

2.

3.

4.

2.0 Agency's personnel

- (i) Applicant shall submit Resumes of key Personnel, etc.; they wish to propose for the Service.

Agency's Representatives for this Contract is

Name:

Position:

Address:

Telephone No:

Fax No:

Annexure IV: Financial Statement

(To be given separately of each partners)

1. Name of the firm :

2. Attached audited balance sheet and profit loss statement for the past five years :

3. Average Annual Turn Over* for each of the last three years:

Year 2014-15	Year 2015-16	Year 2016-17

*The same shall be countersigned by the chartered accountant of the organization along with authorized representative of the organization.

Annexure V: Experience

Sr. No.	Name of the Company/Organization	Year	Amount of contracts
1.			
2.			
3.			
4.			
5.			

Annexure VI: Details of Manpower

Manpower type/ Designation/ Role	Number of Employee

Annexure -VII: Documents required in support of Eligibility Criteria

Sl No	Criteria	Documentary Proof to be submitted
1	The Applicant should have achieved average annual turnover of at least Rs.1.00 crore (Two crores) from Sponsorship and Rights Sales Engagement during the previous 3 financial years.	Certificate from Chartered Accountant certifying the turnover from Sponsorship and Rights Sales Engagement during the previous 3 financial years.
2	The Applicant should have completed at least one sponsorship deal worth minimum value of Rs. 0.5 crore.	Letters/documents executed with Clients
3	The Applicant should have a Registered Office in India, with preferably strong presence in at least one metro city or regional presence in at least 3 large States.	Any suitable documentary proof
4	The Applicant should not have been blacklisted or currently be in the process of being black-listed by any Government Departments, Undertakings and Agencies in India.	An affidavit declaring that the Applicant has not been blacklisted by any Government/Public sector undertakings.

Annexure VIII: Litigation History

Name of Applicant / or partner :

Applicants should provide information on any History of litigation or arbitration resulting from contracts executed in last five year or currently under execution.

Year	Award for/or against applicant	Name of client. Cause of litigation and matter of dispute	Disputed Amount in Rupees

Annexure IX: Additional Information

(The applicant can add here any further information about novel activities carried out with brief description and samples relevant to the evaluation for empanelment).

Annexure X: Power of Attorney

Know all men by these presents, We, [name of organization and address of the registered office] do hereby constitute, nominate, appoint and authorise Mr / Ms [name], son/ daughter/ wife of [name], and presently residing at [address], who is presently employed with/ retained by us and holding the position of [designation] as our true and lawful attorney (hereinafter referred to as the “Authorised Representative”), with power to sub- delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for [name of assignment], to be developed by National Housing Development Organisation (the “Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us until the entering into of the Contract with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,

THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For

(Signature, name, designation and address)

Accepted

.....

(Signature, name, designation and address of the Attorney) Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.

Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Applicants from countries that have signed the Hague Legislation Convention 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.