

**KERALA CRICKET ASSOCIATION
MARKETING PARTNER
TERMS & CONDITIONS**

Kerala Cricket Association has been allotted the 5th One Day International cricket match between India and West Indies which will be played on 1st November 2018 at the Sports Hub (Green field International Stadium), Trivandrum. The match is expected to host nearly 50000 spectators on that day. BCCI will telecast match “Live” through Star India , which will be viewed worldwide.

KCA envisions using this match as a platform for inculcating a “Cricket Culture” among the Kerala youth. Additionally, a high degree of awareness and excitement will be created in the build up to the match, translating into maximum spectator presence at the venue.

KCA is embarking on aggressive marketing plan to exploit the potential revenue opportunities and robust schedule of about seven hours live telecast on the match day. KCA has an existing contract with Twenty First Century Media Pvt Ltd in respect of advertising rights inside the stadium except certain specifically excluded items. KCA is interested in selling the marketing rights of the following items to any party offering maximum in the financial offer.

- 1 Advertising rights outside the stadium
- 2 Specified items of advertising rights inside the stadium

The specified items inside the stadium are:-Ground level- Score Board (Manual), Drinks trolley, clothing to ball boys/girls, markers, ground staff, third umpire light, Entertainment platform.

Advertisement scope outside:-

- a) Arches at 5 stadium compound entry points including a 60 ft double road main entry from NH.
- b) 17 lamp posts on the double road, giant light mast, 13 lamp post on the right side road.
- c) Outside walls of the stadium structure
- d) Entry arches:- There are 16 entries to the seating area which is divided into two for separate entries to the upper and lower tier.

Marketing Partner shall not canvas for or display signboards, banners etc., which compete with the event sponsors or BCCI sponsors and shall ensure that the Ambush marketing clause of BCCI is not violated

Eligibility:- (applicant should be eligible as per annexure-1 attached)

Base bid- The base rate for qualification will be Rs.40 lakh plus GST (Rupees thirty lakh only lakh only + GST) and any agency bidding the maximum and getting qualified as per criteria given below will be appointed as the Marketing Partner for KCA for this ODI match. An EMD of 1% of the base rate has to be remitted along with the expression of interest (EOI). The EMD (refundable) may be paid by way of a Demand Draft drawn in favour of Kerala Cricket Association on any nationalized bank payable at Trivandrum.

The marketing partner , finally appointed has to remit the quoted amount plus GST of 18% to KCA vide a Demand Draft /cheque drawn on any Nationalized Bank , payable at Trivandrum or transfer the same through RTGS/NEFT to the separate bank account opened for the ODI match with Federal bank, Cotton Hill Branch, Trivandrum within seven working days from the date of the appointment letter. The marketing partner has to enter into an agreement with KCA.

KCA RESERVES THE RIGHT TO ACCEPT/REJECT ANY OFFER AND TO CANCEL THE TENDER AND CALL FOR RE-TENDER WITHOUT ASSIGNING ANY REASON THEREOF.

Hon: Secretary

Kerala Cricket Association
KCA Complex, Sasthamkoil Road
Thycaud PO, Trivandrum 695 014
Ph 0471 2326522
Email- office@keralacricket.in

Annexure -1

A. Marketing/Sponsorship Selling Agencies for ODI match

Sl No	Criteria	Documentary Proof to be submitted
1	The Bidder should have achieved average annual turnover of at least Rs. 1.00 crore (One crores) from Sponsorship and Rights Sales Engagement during the previous financial years.	Certificate from Chartered Accountant certifying the turnover from Sponsorship and Rights Sales Engagement during the previous financial years. OR IT return
2	The Bidder should have completed at least one sponsorship deal worth minimum value of Rs.50 lakh.	Letters/documents executed with Clients
3	The Bidder should have a Registered Office in Kerala, with strong presence in at least Trivandrum or Ernakulam..	Any suitable documentary proof
4	The Bidder should not have been black-listed or currently be in the process of being black-listed by BCCI, KCA, or any Government Departments, Undertakings and Agencies in India.	An affidavit declaring that the Bidder has not been blacklisted by BCCI, KCA or any Government/Public sector undertakings.

Sl No	Criteria	Documentary Proof to be submitted
5	EMD of 1% of the base amount should be submitted along with the EOI	EOI without EMD will be rejected.