



MADHYA PRADESH CRICKET ASSOCIATION

Holkar Stadium, Race Course Road, Indore (Madhya Pradesh, India)

Email : secretary@mpcaonline.com

EXPRESSION OF INTEREST

FOR MATCH SPECIFIC RIGHTS FOR NAMING OF STANDS, BOWLING ENDS DURING THE INDIA – BANGLADESH T20 INTERNATIONAL CRICKET MATCH AT SHRIMANT MADHAVRAO SCINDIA CRICKET STADIUM (SMSCS) GWALIOR. (MADHYA PRADESH)

(EOI document is made available on the website of MPCA free of cost)

Availability of EOI document at website of MPCA from 5th September, 2024 (9.00 am onwards) to 7th September, 2024 (upto 2.00 pm)

Issued by

Hon. Secretary

Madhya Pradesh Cricket Association

Holkar Stadium, Indore

1. Madhya Pradesh Cricket Association ('MPCA') is a 'Society' registered under the M.P. SOCIETY REGISTRİKARAN ADHINIYAM. MPCA is affiliated to the Board of Control for Cricket in India ('BCCI').
2. MPCA is the owner and operator of Shrimant Madhavrao Scindia Cricket Stadium (SMSCS) at Gwalior (located at the Mumbai – Agra National highway bypass, near transport nagar).
3. MPCA shall organize an international T20 cricket match between the India and Bangladesh at SMSCS on 6th October, 2024. It shall be a night match starting at 7 pm.
4. Through this 'EOI', MPCA invites offers from 'Eligible Bidders' for acquiring match specific rights (i.e. rights only for the above referred match) for the following –

Particulars	Deliverables on part of MPCA	Minimum price
West stand naming	<ul style="list-style-type: none"> i) Name on all tickets / invitee access card of west stand ii) Name on the entry gate to the stand (not the main stadium entrances) iii) Concourse branding - outside west stand (approx. 5000 sqft) – cost by the agency iv) 1 corporate box (upto 18 persons) incl branding inside the box - non camera (cost by the agency) v) 2 car passes 	INR 40.00 Lacs + GST
East stand naming	<ul style="list-style-type: none"> i) Name on all tickets / invitee access card of east stand ii) Name on the entry gate to the stand (not the main stadium entrances) iii) Concourse branding - outside east stand (approx. 5000 sqft) – cost by the agency iv) 1 corporate box (upto 18 persons) incl branding inside the box - non camera (cost by the agency) i) 2 car passes 	INR 35.00 Lacs + GST
North stands naming	<ul style="list-style-type: none"> i) Name on all tickets / invitee access card of North-east, North-west, North central stands ii) Name on the entry gate to the stand (not the main stadium entrances) iii) Concourse branding - outside north stand (approx. 2000 sqft) – cost by the agency iv) 1 corporate box (upto 18 persons) incl branding inside the box - non camera (cost by the agency) i) 2 car passes 	INR 25.00 Lacs + GST
South Bowling End	<ul style="list-style-type: none"> i) Name at the south end (inside stadium – camera facing) – size shall be approx. 2 ½ feet (height) x 50 feet (wide) ii) Camera facing branding space (approx. 150 sqft) – cost by the agency iii) 1 corporate box (upto 18 persons) 	INR 2.00 Crore + GST

North Bowling End	<ul style="list-style-type: none"> i) Name at the north end (inside stadium – camera facing) – size shall be approx. 2 ½ feet (height) x 50 feet (wide) ii) Camera facing branding space (approx. 100 sqft) – cost by the agency iii) 1 corporate box (upto 18 persons) incl branding inside the box - non camera (cost by the agency) i) 2 car passes 	INR 1.50 Crore + GST
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Please note :

Stand naming :

- i) Name on tickets shall be printed only in English and upto 2 words and shall be suffixed with the term stand / gallery / pavilion etc (eg. XXX YYY Stand or XXX YYY pavilion)
- ii) The name should be connected to the offeror.
- iii) There shall not be any logo / emblem etc. on the ticket.
- iv) Concourse means the area outside the stadium having vehicular / pedestrian movement (ground level only)
- v) Concourse branding may contain logo / emblem / text etc.
- vi) Concourse branding may have different design patterns
- vii) Branding shall be on biodegradable material.

Bowling end naming :

- i) The bowling end name shall be English only and suffixed with the term bowling end (eg. XXX YYY bowling end)
- ii) The name shall be upto 2 words (without any logo / emblem etc.).
- iii) The name should be connected to the offeror.
- iv) Placement of name board shall be on the designated tier of the stadium.
- v) Camera facing branding shall be inside the stadium and may contain logo / emblem / text etc.
- vi) Camera facing branding shall have only 1 design.
- vii) The size and placement of the any branding shall be the sole decision of MPCA, though the requirement of the offeror shall be considered in the best interests.
- viii) Branding shall be on biodegradable material.
- ix) Placement of any branding shall be with the support of the existing infrastructure or any temporary erections already proposed by MPCA.
- x) MPCA does not serve / allow alcoholic beverages at the corporate box.

All work related to branding should be completed by the morning of 5th October, 2024.

5. Eligibility :

5.1. Interested offeror should be a registered body corporate in India and **should not be** from the following sectors

- a) Banking, Banking Financial Company, and Non-Banking Financial Company.
- b) Fantasy Sports (including Fantasy Gaming and Fantasy Gaming Content)
- c) Broadcast & Media
- d) Athleisure wear, performance wear & sports merchandise/equipment
- e) Insurance & Aggregators
- f) Fans, mixer grinders and safety locks
- g) Non-alcoholic cold beverages

5.2. Any advertisement – publicity managing agency can submit the offer on behalf of its client, provided the client

fulfil the eligibility conditions. If agency expects any professional fee / commission over the minimum price / incremental value price it should be mentioned (amount / percentage) in the commercial proposal.

5.3. Further, the offeror should agree to –

- a) Not to undertake a partnership or any kind of association with an entity that is in any way connected/related to an entity that is involved/operates, directly or indirectly, in the betting/ gambling/ real money gaming/ tobacco/alcohol/ cryptocurrency sector or is one which is likely to offend public morals such as, including but not limited to, pornography.
- b) Not engage with any brands that may utilise its partnership with the MPCA to propagate surrogate advertisements (i.e., an advertisement that duplicates the brand image of one product to promote another product of the same brand) to promote any entity having any kind of association or operating/functioning in the non-permissible categories mentioned above.
- c) Not use any branding or content which contains material related to players, umpires, referees or other officials or other spectators in a manner which offends, insults, humiliates, intimidates, threatens, disparages or vilifies that other person on the basis of that other persons' race, religion, colour, nationality or ethnic origin.
- d) Not promote a product or category, which is in violation with Indian law and will need to adhere to the prevalent law on advertising prohibited categories, if applicable.

6. Commercial offer :

Particulars	Minimum price or incremental value by
West stand naming	INR 5.00 Lacs + GST
East stand naming	INR 5.00 Lacs + GST
North stands naming	INR 5.00 Lacs + GST
South Bowling End	INR 10.00 Lacs + GST
North Bowling End	INR 10.00 Lacs + GST

7. Other conditions :

- 7.1. This document does not constitute an invitation to offer or an offer of the assignment for provision of any service to MPCA.
- 7.2. This document does not constitute any contract or agreement of any kind whatsoever.
- 7.3. This document does not purport to contain all the information that interested agency (including their associates and advisors etc.) would desire or require in reaching decisions as to submission of the EOI. Hence, interested agency should form its own view as to what information is relevant to such decisions and make their own independent inquiry / investigations in relation to any additional information they require.
- 7.4. Neither the information in this document nor any other written or oral information in relation to the assignment or otherwise is intended to form the basis of or the inducement for any investment activity or any decision to enter into any contract or arrangement in relation to the assignment and should not be

relied on as such.

- 7.5. Neither MPCA nor any employees of MPCA or advisors shall be liable to any interested party or any entity under any law including the law of contract, or, the principles of restitution or unjust enrichment or otherwise for any loss, expenses or damage which may arise, or be incurred, or suffered, in connection with this document, or any matter that may be deemed to form part of this document, or any other information supplied by or on behalf of MPCA or its employees or advisors or otherwise arising in any way from the selection process mentioned herein.
 - 7.6. MPCA is not bound to accept any or all the Expressions of Interest they receive without assigning any reason.
 - 7.7. No offeror that submits an EOI shall have any cause of action or claim against MPCA or its officers, employees, advisors, agents, successors or assignees for rejection of the Expression of Interest.
 - 7.8. While this document has been prepared in good faith, neither MPCA nor any of their respective officers or employees or advisors or agents make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions in this document. Any liability is accordingly expressly disclaimed by MPCA or any of their respective officers, employees, advisors or agents, whether negligent or otherwise.
 - 7.9. Before selecting any offer, MPCA shall consult the Board of Control for Cricket in India (BCCI).
 - 7.10. Any modification to the EOI document / corrigendum / addendum shall be displayed on website only.
 - 7.11. MPCA reserves the right to negotiate with any offeror.
 - 7.12. The submissions shall be opened by the committee of MPCA independently.
 - 7.13. Except if the match is abandoned without one ball being bowled, the agreed amount shall not be refunded. The offeror is expected to subscribe to appropriate insurance cover to compensate any losses.
8. **Queries :** For any queries / clarifications kindly email to secretary@mpcaonline.com by 4.00 pm on 7th September, 2024.
 9. **EMD :** 2.5% of the offer value in form of demand draft (M P Cricket Association, payable at Indore) or bank transfer.
 10. **Last date for submitting offer :** In a sealed envelope on 9th September, 2024 by 2.00 pm. At the office of MPCA located at Holkar Stadium, Race Course Road, Indore

11. Payment pattern (applicable to selected offeror)

Naming Rights for Stands	Naming rights for bowling ends
EMD shall be converted to non-refundable security deposit (to be returned by MPCA after successful compliance of all requirements)	EMD shall be converted to non-refundable security deposit (to be returned by MPCA after successful compliance of all requirements)
25% of the agreed value : Before 12 th September, 2024	25% of the agreed value : Before 18 th September, 2024
75% of the agreed value : Before 18 th September, 2024	75% of the agreed value : Before 25 th September, 2024

12. SUBMITTAL REQUIREMENTS:

- 12.1. The response to this EOI should be in English language only, using indelible ink.
- 12.2. A cover letter indicating the interest in the offeror
- 12.3. Letter of authorization in favour of the authorized signatory.
- 12.4. Profile of the offeror along with details in respect to adherence to the relevant eligibility conditions.
- 12.5. Copy of this EOI duly signed by the authorized signatory on all pages as an undertaking of acceptance of the terms & conditions.
- 12.6. Commercial offer on the letterhead of the organization. (If agency on behalf of the offerer is submitting the proposal then apart from the base price / incremental value the commission of the agency - amount / percentage shall be mentioned.
- 12.7. Proposed matter for display (eg. Name, logo, text etc.) and method of placement.

If any advertisement – publicity managing agency is submitting the offer on behalf of its client, then all the necessary documents with appropriate authorisations etc. should be submitted to demonstrate effective compliances of the required details / documents etc.

Issued by :

**Hon. Secretary
Madhya Pradesh Cricket Association**