



RFP CLARIFICATIONS

Set out below are replies to questions which have been raised by potential Bidders together with additional information for their benefit.

A. DISCLAIMER

A.1. The information below is being made available for information purposes only in relation to the Request for Proposal for the Right and Obligation to Stage IPL Fan Parks (RFP) published in February 2017 by BCCI.

A.2. This information:

A.2.1. May not be a complete description of all matters which would be material for consideration by an intended Interested Party in response to the RFP;

A.2.2. Is Confidential Information for the purposes of and as defined in the RFP; and

A.2.3. Does not purport to be comprehensive nor to contain all the information that a prospective Interested Party may need or desire in relation to submit a Proposal.

A.3. Except as otherwise provided in any binding Services Agreement which may be entered into by BCCI with an Interested Party, no representation, warranty, assurance, guarantee or forecast is given and no liability or responsibility is accepted by BCCI or any of its officers, employees or agents as to the accuracy or completeness of the Confidential Information. Any potential Interested Party should consult its own legal, commercial, tax and other advisers as to legal, commercial, tax and related matters concerning any Proposal to be submitted by it in response to the RFP.

A.4. Words and expressions which are defined in the RFP shall have the same meaning in this document.

B. CLARIFICATIONS

1. *“The successful Interested Party shall have the right to collect the revenue from concessions only”* Please specify and inclusions under term “concessions”. Is it only restricted to food and beverage?
 - a. Yes. Concessions are to be restricted to food and beverage only. However, sufficient merchandising stalls are to be facilitated by the Interested Party with all stock required to be provided by the Franchisees.
2. *“F & B to be range at a subsidised cost to be approved by BCCI”* ... Please provide rate card and menu of F & B approved by BCCI (past event references). Reference: Page 3, point 1.2 and page 20.

- a. This should be proposed by the Interested Party and should be commensurate with the Venue City each Fan Park is to take place in.
3. What is the tenure of the Bank Guarantee (section 2.3)?
 - a. Please see Schedule 4 of the Staging Agreement clause 9. The Bank Guarantee for 2017 will be returned within seven working days of receipt of the Bank Guarantee for 2018, subject to fulfilment of all obligations of the Successful Interested Party with respect to the 2017 season.
4. The RFP states that the Total bank Guarantee to be paid to BCCI would be 30% of the total Budgeted Costs – correct?
 - a. Correct.
5. Can we propose a change in the percentage of the Budgeted Costs to be secured by the Bank Guarantee or further break it down into parts on a different payment schedule?
 - a. No. This should be as stated in the RFP.
6. Can the order of the events in respective cities (as listed in schedule 6) be changed by the successful Interested Party during the League Season or would BCCI specify the order?
 - a. Fan Parks for League Matches should take place in the cities and months as specified in schedule 6 of the RFP. Fan Parks for the Opening and Playoff matches should take also place in the cities specified in schedule 6 of the RFP. The order of the cities holding the Fan Parks in April and May can be chosen by the Interested Party however this order is subject to BCCI approval.
7. The RFP states that live screening takes place on one centre LED Screen? Are there any additional delay LED screens required for 10,000 pax?
 - a. Additional LED Screens are not required. Please see the Staging Agreement definitions for confirmation of LED Screen requirements.
8. Please provide further detail relating to the dedicated area for families (minimum capacity, location within the Fan Park, seating arrangement type, viewing gallery (open to sky) etc). Or are Interested Parties required to provide such detail in their Proposals?
 - a. Interested Parties are required to provide such detail in their proposal however, it should be noted that family areas should also admit women if they are attending on their own.
9. Please provide further detail relating to possible Franchisee, Official Sponsor and third party activations (e.g. list of requirements, number and size of franchisee stalls and commitments to be fulfilled by the successful Interested Party).
 - a. Please see page 19 paragraph under the heading ‘Merchandising’ regarding Franchisee merchandise for details of Franchisee activity. For Official Sponsors and any third party activations please see page 19 final paragraph.

The number of Franchisee Stalls should be in keeping with the number of Franchisees providing merchandise for each Fan Park.
10. Please provide further detail relating to the area required for media (e.g. number of media personnel and media centre specifications)?
 - a. As specified in the RFP this should take the form of an air-conditioned office with wifi. This office should have a good view of the Fan Park and be able to hold 10 – 15 representatives from the media.
11. *“BCCI may seek to sell certain sponsorship rights at the Fan Parks to third parties”*. Would this cost be later deducted from overall budgeted cost?

- a. No.
12. Please share “look and feel” designs and colours guidelines of BCCI along with list of branding and collateral.
- a. Access to the look and feel and Brand Guidelines will be provided to the Successful Interested Party after their appointment.
13. Can we propose a change in payment (fee) schedule by BCCI?
- a. No. This should be as stated in the RFP.
14. In case we cannot secure a venue with capacity for 10,000 people, can we propose a smaller venue in that city?
- a. No.
15. In case of Franchisee would like the Company to transport merchandise from its home city to the Venue can the costs be included in an amended Budget and charged on actuals as additional to BCCI?
- a. No. If Franchisees wish to sell merchandise at Fan Parks the successful Interested Party will be required to collect such merchandise and will be responsible for organising its distribution at the Venue and the costs of which are to be borne by the Successful Interested Party.
16. Please share Franchisee’s activity, Official Sponsors’ and third party activations on ground which took place in previous years with data sheet and images to understand better.
- a. Please see response to question 9 for details of Franchisee activity. Sponsors’ change their activations each year – specific details of this year’s activations will be informed to the Successful Interested Party in due course.
17. Being a standing crowd event, please specify number of inflated seat cushions required and for which area?
- a. Every spectator should have access to a seat cushion. Thought should be given to the effect on crowd movement in the Venue and the impact on the capacity that these could have. The cost of these should be identified separately in the Amended Cost Sheet.
18. Please share city wise Fan Park Events to be organized between –
- i. Opening Match – 4 cities x 1 day event
 - ii. League Session – 24 cities x 2 days events each
 - iii. Play Off – 2 cities x 1 day event
 - iv. Finals – 4 cities x 1 day event
- Details are mentioned in RFP, however a tabular format listing, will help.
- a. Please see Schedule 6 of the Staging Agreement of the RFP (page 63)
19. Would the Live Feed to LED screen be provided by Sony or does the appointed Company need to source it?
- a. The Live Feed for the LED Screens is to be sourced and provided by the Successful Interested Party. This should be identified separately in the budgeted costs. Please find attached an amended Appendix 2 of the Staging Agreement.
20. **Fan Park Calendar** – Please share the same for venue enquiry.
- a. Please see Schedule 6 of the Staging Agreement of the RFP (page 63) and also response to question 6 above.
21. **Press Conference** – Please share the details for scale of setup required for design planning.
- a. This will vary at each Venue city. This will be subject to discussions between BCCI and the Successful Interested Party however the minimum number to be catered for is 25.

22. **Press Conference Venues** – Please clarify if the same needs to be sourced by the Interested Party and shared as part of the pitch plan. Also, please clarify number of media to plan Venues.
- a. Press Conference Venues are to be agreed in conjunction with the BCCI and the Successful Interested Party and to be held on a day as advised by BCCI before each Fan Park.
23. **Data Collation** The RFP (Page 43 | ii & Page 49 | Part 2)] mentions that the LED screen will be sponsored by a third party sourced by BCCI, while Part 4 | Point 4 | Page 49 states that the agency needs to account for the same. Please clarify.
- a. The Successful Interested Party will be responsible for the provision, installation and operation of the LED Screen and the audio visual set up at each Venue as defined in the RFP. This will be a cost as defined in the Budget and will be borne by BCCI.
24. **Live Feed** – In 2015, Sony had managed live feed. Satellite link of Tata Sky etc would have their brand logo on the screen corner, which challenges Fan Park guidelines. Please help clarify if the Interested Party needs to include the same, irrespective.
- a. Please see response to question 19 above for clarity on sourcing the feed for the LED Screens. Interested Parties will be required to present their plans and sourcing the feed and displaying it on the LED Screens at each of the Fan Park venues.
25. **LED Screens** - [Page 22 | Para 1] – Kindly confirm if the LED will be provided by BCCI or if the agency needs to budget for the same.
- a. The Successful Interested Party is responsible for the provision, installation and operation of the LED Screen. The cost of the LED Screen will be BCCI's responsibility and should be separately identified in the budget.
26. Is there a theme for IPL this season that may be used across collaterals and branding while putting the creative proposal, like last year it was Fun.Fans.Fantastic?
- a. The theme for this season's IPL is 10 Years of IPL.
27. Are we free to use our LED vendor or the execution agency will have to work with the existing BCCI LED supplier vendor?
- a. See answer to question 25. Interested Parties should also note the technical requirements for the LED Screen in the Staging Agreement Definitions. Interested parties are able to work with any vendor of their choice provided the technical requirements of the LED Screen stated in the RFP are adhered to.
28. Please refer my earlier mail regarding our interest to participate in this year Fan Park staging.
- As for the acceptance of the RFP please confirm if the Proposal Acceptance letter does not need to be submitted in soft copy to be eligible to participate."
- a. To note that we have presumed that 'Acceptance' above should read 'Submission'. This does not need to be submitted in soft copy a hard copy submitted with the other required documents will suffice.

NB¹: Conflict of Interest Rules (as amended/revised/updated/substituted) detailed at Clause 3(h) of the Staging Agreement refers to Schedule 7 thereof.

NB²: Presentation length – Presentations for those that meet with the eligibility requirements of the RFP are to be limited to a maximum of 30 minutes each with a further 15 minutes for questions by BCCI.

**APPENDIX 2 (of Staging Agreement)
BUDGET/COSTS SHEET**

VIVO IPL 2017 - FAN PARKS				
S.no	Items	Cost Per City	No of Cities	Total Cost
1	Venue Rental			
2	Venue Construct			
3	Provision of LED Screen, Audio-Visual Set Up (8.0MM Outdoor LED. Screen size: HD feed-32x18 SD feed-32x24) and operation			
4	Branding & Collateral			
5	Staffing			
6	Entertainment			
7	Food Court			
8	Promotional Canters (2 @ 4 days pre match day)			
9	Content & Data Capture (Research, Still Images, Video)			
10	Insurance			
11	Medical			
12	Parking			
13	Permissions and licences			
14	Sourcing and provision of live match feed			
15	Inflatable seat cushions			
	Grand Total	-		-
	Fee			
	Service tax			
	Total	-		-

Note: Details of each item to be supplied as part of the Proposal