



## 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 Opening Ceremonies and Closing Ceremony 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. Sound permission as per Supreme Court orders is only up to 10 pm. Since the closing ceremony starts after 11 pm, we are assuming that the sound permission for the same will be taken/ sorted out by the BCCI?
  - a. It is the responsibility of the appointed company to confirm all permissions including Sound.
2. Can the 30 yard ring (except the pitch) be used for the closing ceremony?

- a. Yes, however all necessary steps would need to be taken to ensure that no damage is caused to the pitch; subject to maintaining the sanctity of the ground and relevant stadium permissions.
3. Agencies are not allowed to do the recce for stadiums. Can the BCCI help us with the permission for the same before the final presentation?
  - a. Agencies are permitted to undertake recess for the Opening Ceremonies and this has been communicated to all relevant State Associations. Please see attached contact list at Annexure 1 hereto.
4. According to RFP, companies need to ensure that the 30 mins (event duration) includes 10 years of IPL. Can it be dedicated through video content or is it compulsory to dedicate it through live performance? Should it be different for all the venues?
  - a. The Interested Party should propose the details of the Opening Ceremonies and the concepts for each venue.
5. Can the deadline be extended by a week?
  - a. No it is not possible to extend the deadline.
6. Should the trophy installation be at all the home ground venues, or is it ok if it is used only during the opening ceremony?
  - a. Yes the 10<sup>th</sup> Year Installation should be at each Opening Ceremony Venue. The 10<sup>th</sup> year commemorative logo to be used for this installation is attached, at Annexure 2 hereto, for reference.
7. As per RFP, the signing ceremony of captains will take place physically/digitally, need more clarification on the same.
  - a. It is up to the Company to propose the concept for Captains signing the Spirit of Cricket. The BCCI will film the signing of this and edited clips will be provided for display on the Big Screen. This should be a physical or digital which can replicate itself as a backdrop for the Spirit of Cricket exchange which takes place at each Opening Match.
8. Please indicate the budget for each opening and closing ceremony.
  - a. The total budget is to be proposed by Interested Parties as per the amended form at Annexure 3 hereto (which shall form Appendix 1 to the Staging Agreement). Interested Parties should bear in mind that the Budget proposed should be cost effective.
9. What was the amount spent on the international artist last year and what is the budget this year?
  - a. As question 8.
10. Does the agency need to plan the overall ATL and BTL activity for IPL season 2017 or only for the artist?
  - a. The Interested Party is responsible for promoting the eight opening ceremonies and closing ceremony only. The plans for which should be proposed by the Interested Party.

11. As Indore is a home ground of KXIP, should we represent the local culture of Indore or should it be related to Punjab?
  - a. Each of the Opening Ceremonies should have a section dedicated to the home team and the regional audience of the territory in which the Venue is located. In this case it should cater to the audience of Indore but include Kings XI Punjab as a team.
12. Can we use the existing sound systems, installed for the match (at no extra cost) for the opening and closing ceremonies?
  - a. Interested Parties should plan for the provision of the entire sound system required for the Opening and Closing Ceremonies. In due course the requirements for sound systems may change to complement sound systems installed for matches and the final budget would be adjusted accordingly.
13. On the closing ceremony, does the agency need to take care of the trophy presentation as well?
  - a. See paragraph 2 under 'Integration with Cricket' on p.31 regarding the presentation of the trophy. The script of such ceremony will be provided by BCCI and will be provided to the Successful Interested Party.
14. Selection of Winning Proposal: Section 8.1 of the RFP provides as follows:

*“BCCI intends to ask each relevant Interested Party (being Interested Parties whose documents in Envelopes A, B and C conform with the requirements of this RFP) to make a presentation to the BCCI on the day on which the Proposals are submitted, being 1<sup>st</sup> March 2017. Interested Parties should be aware that their presentations should last no longer than 45 minutes in total (such that the period from their entry into the relevant BCCI office and departure from it shall be no longer than 45 minutes) and should include a video demonstrating their concept for the Opening Ceremonies and Closing Ceremony. BCCI anticipates that the selection of the successful Interested Party will be made shortly thereafter. Each Interested Party will be informed whether it has been chosen as part of this short list as soon as practicable.”*

Please clarify the video demonstration of concept. Do we have to present video references to explain the concept or does the entire presentation have to be done in a video format

- a. Video references to explain the concept will suffice as part of the overall presentation of the concept.
15. Paragraph 3 of Part I) A Schedule 1 of the Services Agreement (Materials) states that:  
*“The Company shall ensure that the stage, the setup and the props are planned for in a manner that they arrive onto the field of play ready to be assembled together.”*

How much time for setup will be available to the agency before the match? This will ensure the agency to plan the production accordingly.

- a. Opening Ceremony: a maximum of 30 minutes will be allowed for set up as the ground will be being prepared for a cricket match.  
Closing Ceremony – 13 minutes. See paragraph 1 on page 32 under 'Event Timings/Available Area' for further details.

16. Paragraph 2 of Part II) A Schedule 1 of the Services Agreement (Event Timings/Available Area) states that:

*“The Closing Ceremony shall start immediately following the match presentation (subject to the last ball being bowled, this could start anywhere between 11pm and 11:30pm and the Company shall set everything up for this presentation in not more than 13 minutes from the last ball of the Final. The Company shall ensure that the Closing Ceremony shall last at least 15 mins for TV and may continue for no more than a further 30 minutes.”*

Does the permission to play/operate sound beyond 10pm allowed or permissible for closing ceremony i.e will IPL acquire the permission to extend the time beyond 10pm from the concerned authorities for the closing ceremony?

a. See answer to question 1 above.

17. Paragraph 3 of Part B Schedule 1 of the Services Agreement (Event Obligations) obliges the Company as follows:

(i) Arranging all necessary travel and accommodation for participating artists and acts, officials and Events staff. Please clarify on the officials travel and accommodation.

a. Interested Party will be required to provide travel and accommodation for all staff relevant to their Scope of Services.

(ii) Managing all aspects in relation to external Events staff such as floor managers, support staff, participant management, ambassadors and official photographers. Please clarify if this would be other than the Agency manpower and what all and how many numbers and details related to the same.

a. This is pertinent to Agency Manpower and any staff required by the International Artist. The Interested Party shall not be required to supply Official Photographers; these will be provided by BCCI.

18. Does the agency have to take/acquire all the necessary permission required for the opening and closing ceremony separately i.e police, fire, PPL, IPRS etc? Will this be separate from the permissions acquired by the IPL for entertainment during matches/games like DJ, VO artiste, police, sound, ground licenses etc?

a. This needs to be factored in by the Interested Parties. It may be possible for this to be factored in to Franchise obtained permissions. If this is the case the budget would be adjusted accordingly.

19. We understand the value of the RFP, after going through the Insurance point, can be ascertained to be Rs. 20 crores.

Keeping in thought that we have to deliver 8 opening ceremonies and 1 closing ceremony - in total 9 stadium shows, we request to kindly increase the budget for the RFP for opening and closing ceremonies to at least Rs. 30 crores to 33 crores.

a. The budget is to be proposed by the Interested Parties. Interested Parties should bear in mind that the Budget proposed should be cost effective.

20. Point no. 2.4.1 (Page number 5) – Can the minimum financial eligibility be reduced to Rs. 15 crores of the recent audited annual turnover. We request to kindly consider this clause to be changed.
- a. No it is not possible to reduce the financial eligibility.
21. Can an international event management company bid for this RFP. If yes what are the criteria for the same?
- a. Yes. Refer to point 2.4.2 of the RFP.
22. Can a consortium of Companies submit a proposal?
- a. No. A consortium of companies cannot submit a proposal. A company may, with BCCI written approval, subcontract certain obligations to companies but the successful Interested Party will remain primarily liable.
23. Parent Company Guarantee: We request you to kindly consider the clause and let us submit the Bank Guarantee in any form of third party and also of an International Bank.
- a. The Parent Company Guarantee must be supplied as per the RFP. Bank Guarantee - Please see paragraph 2.3 of the RFP and Schedule 4 of the Staging Agreement. International Banks of repute will be permitted subject to approval by BCCI provided that said bank has a branch in Mumbai.
24. Can we get a clarity on the ATL and BTL activities which needs to be submitted in the presentation?
- a. Please see response to question 10.
25. Kindly let us know in how many number of countries the telecast will take place of the ceremonies. This shall help us to take the music rights (broadcast rights of the songs that shall be played during the performance)
- a. IPL Matches are broadcasted in the following territories/countries;
    - Indian Subcontinent
    - Sub-Saharan Africa
    - North Africa
    - Middle East
    - Europe (including UK)
    - USA
    - Hong Kong
    - Singapore
    - Caribbean
    - New ZealandAdditionally, it should be noted that IPL Matches are broadcasted digitally globally.
26. How many days for set up / Bump-in before the event?
- a. Bump in must completed 72 hours prior to the event. Set up for ceremonies can take no longer than 30 minutes.
27. Is there any Curfew hours while working? Or production work will be allowed 24hours during these days?
- a. Working hours will be specific to each Stadium being used. BCCI will work with the Successful Interested Party to devise the available time slots for rehearsals based on Team Practice schedules at each Venue.
28. Is there any Weight restriction for props / structures to go on field of play?

- a. There is no specific weight restriction but any prop or structure that is used on the field of play must not cause any damage to the field of play. All props and structures must be clear of the field of play by 7.15pm or 3.15pm as applicable. It should be noted however that LED gates onto the field of play are currently a maximum of 2.4 metres wide.
29. Is fork lift or any other type of vehicle allowed to move around the field of play – but not going in the 30 yard circle? Fork lifts are typically 1 to 1.5 ton? Can we have multiple fork lifts driving in and out of field of play without going in the 30 yard circle?
- a. No fork lift(s) or vehicles of any sort will be allowed to move around the field of play. Any equipment that needs to be wheeled on must be on trolleys with soft (turf) tyres.
30. Are seat kills allowed? Can a certain section of the stand be cordoned off for the event ceremony?
- a. No, seat kills will not be permitted.
31. Can we place a floor cover/screen on the entire field – including 30 yard circle.
- a. Nothing can be placed within the 30 yard circle. Anything that is placed on the rest of the field must not cause any damage to the field and must be removed by 7.15pm or 3.15pm as the case may be.
32. Can we roll in a prop in the 30 yard circle, over the pitch area...such that it covers the 30 yard circle...but does not touch the pitch area? The base of the prop will not touch the pitch?
- a. No, the 30 yard circle cannot be used.
33. Is rigging from stadium roof allowed? If we rig something from the top of the stands? Since this might be at the top tier levels and will not be in the obstruction to the view of batsmen or in line of pitch. can this stay until after the match?
- a. Rigging will not be permitted from the stadium roof. It may be possible to rig from a lighting tower but this will be subject to permission (provided that Spidercam is not present at that venue).
34. If we have a structure / pillar which is not in line of pitch- but parallel to pitch; if yes, can it stay until after the match?
- a. Nothing can stay in situ that may have an effect on the view of the spectators. All equipment and trussing must be dismantled at least 20 minutes before the start of the match. It should also be noted that space is severely limited between the donut and the fence and this space is primarily intended for TV cameras/sound equipment/cheerleader podiums etc that are required for the presentation of the IPL Match.
35. If our structures are inside the field but behind perimeter LED - not obstructing the batsmen's view...can it stay? This could be truss pillars?
- a. All equipment and trussing must be dismantled at least 20 minutes before the start of the match.

36. Sound setup – do we have to arrange for sound or will this be provided by home team. Since home team generally does sound setup for the entire season.
- a. Please see answer to question 12 above.
37. Setup Duration for Opening ceremonies – kindly clarify the time available for setup at each of the venues hosting the Opening ceremonies.
- a. Please see answer to question 26 above.
38. Considering the stadium management will already be done for the matches, would request to share the entry gates / area details / access points to plan movement of crew, artistes etc.
- a. These details can be provided to the Successful Interested Party once appointed.
39. Staging Agreement - Schedule 5 (of the RFP) consists the following schedule which needs to be submitted after confirmation of the interested party. Please clarify if we still need to attach these while submitting our proposal.

SCHEDULE 4 (of Staging Agreement) : BANK GUARANTEE

SCHEDULE 5 (of Staging Agreement) : PARENT COMPANY GUARANTEE

- a. No the Bank Guarantee is to be delivered within 5 business days of BCCI signing the Staging Agreement. The Parent Company Guarantee is to be provided, if requested by BCCI, within five days of the request from BCCI.

40. As per the terms of the RFP, the payment scheduled is as follows;

35% on signing the agreement, subject to submission of Bank Guarantee  
35% within 7 days of completion of the 8 Opening Ceremonies  
30% 15 days following the reconciliation of all accounts.

As per the banking norms for any banks in India, the company will have to deposit equivalent some of monies for the desired bank guarantee. Hence, the company will have to invest its own funds in this instance.

Next payment of advance as per above relates to payment after the company executing 8 shows which translates to that the company not receiving any funds from BCCI for organising the 8 events.

Would BCCI consider a flexible payment plan so that the successful Interested Party is not out of pocket?

- a. Clause 4.1 of the Staging Agreement at Schedule 4 of the RFP shall be amended to read as under:
  - (a) 30% advance on signing the agreement subject to submission of the Bank Guarantee of 30%;
  - (b) 20% - within 15 days after the 1st payment;
  - (c) 25% - 1 week before the 1st Opening Ceremony
  - (d) 25% - 15 days following the reconcilliation of all accounts of the Company in relation to the Budget, performance of all post Events' obligations and the final settlement of all costs.

Annexure 1

Contact List of Representatives at the State Associations

Sr. No.	State Association	Contact Person	Contact Details
1.	Delhi District Cricket Association	Mr. Ravinder Manchanda	+91 9810015345 <a href="mailto:ravindermanchanda2015@gmail.com">ravindermanchanda2015@gmail.com</a>
2.	Hyderabad Cricket Association	Mr. John Manoj	+91 7799108195/ +91 9848563797 <a href="mailto:johnmanoj50@gmail.com">johnmanoj50@gmail.com</a> ; <a href="mailto:hycricket@rediffmail.com">hycricket@rediffmail.com</a>
3.	Saurashtra Cricket Association	Mr. M K Worah	+91 9825479136 <a href="mailto:mkworah@gmail.com">mkworah@gmail.com</a> ; <a href="mailto:saucricket@gmail.com">saucricket@gmail.com</a>
4.	Karnataka State Cricket Association	Mr. Santosh Menon	+91 9844002421 <a href="mailto:ceo@ksca.co.in">ceo@ksca.co.in</a> ; <a href="mailto:office@ksca.co.in">office@ksca.co.in</a>
5.	Mumbai Cricket Association	(i) Mr. C S Naik; (ii) Mr. Kinjal Patel	(i) +91 9819322707; (ii) +91 98203 91414 <a href="mailto:mcacrik@mumbaicricket.com">mcacrik@mumbaicricket.com</a>
6.	Madhy Pradesh Cricket Association	Mr. Rohit Pandit	+91 9977813536 <a href="mailto:cricket.operations@mpcaonline.com">cricket.operations@mpcaonline.com</a>
7.	Cricket Association Of Bengal	Mr. Avishek Dalmiya	98303 28801 <a href="mailto:cab@bengalcricket.com">cab@bengalcricket.com</a>
8.	Maharashtra Cricket Association	Mr. Girish Kudale	+91 8605349822 <a href="mailto:kudale11@gmail.com">kudale11@gmail.com</a> ; All emails to be marked in copy to - <a href="mailto:rabindersingh.mca@gmail.com">rabindersingh.mca@gmail.com</a> ; <a href="mailto:riyazbaggy@gmail.com">riyazbaggy@gmail.com</a> ; <a href="mailto:Nachiketchidgopkar@gmail.com">Nachiketchidgopkar@gmail.com</a> ; <a href="mailto:Rohit@whitecopper.com">Rohit@whitecopper.com</a> .
9.	Uttar Pradesh Cricket Assiation	Mr Deepak Sharma	<a href="mailto:upcaknp@gmail.com">upcaknp@gmail.com</a>

Annexure 2

10<sup>th</sup> Year Commemorative Logo



## Annexure 3

### APPENDIX 1 (of Staging Agreement) EVENTS PLAN AND BUDGET

OPENING AND CLOSING CEREMONY COST SHEET									
		OPENING CEREMONIES				CLOSING CEREMONY			
Sr.no	Items	Detail (type of equipment to be supplied)	Unit Cost	Quantity	Total Cost	Detail (type of equipment to be supplied)	Unit Cost	Quantity	Total Cost
<i>The below is intended as a guide only. Costs should be inserted under the relevant heading with detail of equipment specifications and quantities to be supplied.</i>									
1	<b>STAGING COSTS</b>								
	a) Stage				0				0
	b) Props				0				0
	c) Costumes				0				0
	d) Lighting (inc cabling)				0				0
	e) Sound (inc cabling)				0				0
	f) Special effects (smoke, laser, image projection etc)				0				0
	g) Fireworks/pyrotechnics				0				0
	h) Power (including back-up power)				0				0
	i) Permissions/Licences (PPL, IPRS, Police, Fire, Pyrotechnics etc)				0				0
2	<b>ARTIST COSTS</b>								
	a) International Headline Artist performance fee				0				0
	b) Associated costs for International Artist (airfares, ground transport, accomodation, rider provision etc.)				0				0
	c) Indian Headline Artist performance fee				0				0
	d) Other Artists performance fees				0				0
	e) Associated travel and accomodation costs for Indian and other artists				0				0
	e) Additional on site artist costs (e.g. catering, rider provision etc)				0				0
3	<b>EXTERNAL VENUE COSTS (IF REQUIRED)</b>								
	a) Offsite venue hire (if required)				0				0
	b) Power (including back-up power)				0				0
	c) Vanity Vans				0				0
	d) Green room fit out cost				0				0
4	<b>STAFFING COSTS</b>								
	a) Staffing (to include senior staff, accreditation manager, event staff, floor managers etc)				0				0
	b) Staff travel & accomodation				0				0
5	<b>ANCILLARY COSTS</b>								
	a) Security				0				0
	b) Printed collateral (event programme etc)				0				0
	c) Insurance (inc Public Liability)				0				0
	d) Advertising costs				0				0
6	<b>MISCELLANEOUS/ADDITIONAL COSTS</b>								
	<b>Total</b>				-				-
	<b>Management Fee</b>								
	<b>Service tax</b>								
	<b>Grand Total</b>				-				-

