



BID REFERENCE NO.: LOC/FIFA/RFP/004

THE LOCAL ORGANISING COMMITTEE (LOC) FOR
THE FIFA U-17 WOMEN'S WORLD CUP, INDIA 2022

INVITES PROPOSALS TO PROVIDE
BRANDING & SIGNAGE SERVICES AND ORGANISE THE FINAL

AWARD CEREMONY FOR
THE FIFA U-17 WOMEN'S WORLD CUP INDIA 2022

LAST DATE FOR PROPOSAL SUBMISSION:

4TH JULY 2022 BY 17:00 HRS

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DISCLAIMER

1. This Request for Proposal (“**RFP**”) is being published to enable interested applicants (“**Bidders**”) to participate in the Selection Process (as defined later in this document) to provide Branding and Signage Services and organise the Award Ceremony (“**LOC**”) for the FIFA U-17 Women’s World Cup India 2022 (“**Tournament**”)
2. The information contained in this RFP or subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the Local Organising Committee for the FIFA U-17 Women’s World Cup India 2022 (“**Authority**”) or any of its employees, consultants or advisers, is provided to Bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is or may be provided.
3. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Bid pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Services. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or consultants or advisers to consider the objectives, expertise and needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
4. Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
5. The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
6. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Bidder upon the statements contained in this RFP.

7. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
8. The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the selected Bidder for the Services and the Authority reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
9. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.
10. It shall not be assumed by any prospective Bidders that there shall be no deviation or change in any of the information mentioned herein pertaining to requirements or terms of reference or scope of services. While this document has been prepared in good faith, neither AIFF nor LOC of the Tournament, nor any of their employees, consultants or officers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions here from. Any liability is accordingly and expressly disclaimed by AIFF or the LOC of the Tournament and any of their employees, consultants or officers even if any loss or damage is caused by any act or omission on the part of AIFF or the LOC of the Tournament or any of their employees, consultants or officers, whether negligent or otherwise.
11. By acceptance of this document, the recipient agrees that any information herewith will be superseded by any subsequent written information on the same subject made available to the recipient by or on behalf of AIFF or LOC of the Tournament. AIFF and LOC of the Tournament and any of their respective officers undertake no obligation, among others, to provide the recipient with access to any additional information or to update this document or to correct any inaccuracies therein which may become apparent, and they reserve the right, at any time and without advance notice, to change the procedure for the selection of or any part of the interest or terminate negotiations or the due diligence process prior to the signing of any binding agreement.
12. Accordingly, interested applicants should carry out an independent assessment and analysis of the requirements of the information, facts and observations contained herein.

1. BACKGROUND

The FIFA U-17 Women's World Cup, is the world championship of association football for female players under the age of 17 organized by Fédération Internationale de Football Association ("FIFA").

2. FIFA U-17 WOMEN'S WORLD CUP INDIA 2022

The FIFA U-17 Women's World Cup India 2022 will be the 7th edition of the FIFA U-17 Women's World Cup, the biennial international women's youth football championship contested by top 16 U-17 national teams of the member associations of FIFA. The tournament will be hosted by India and will comprise of 32 matches to be held across Navi Mumbai, Bhubaneswar & Goa. This will be the first FIFA tournament for women to be hosted in the country.

3. OVERVIEW OF REQUEST FOR PROPOSAL DOCUMENT

- 3.1. The Local Organising Committee ("**Authority**") for the Tournament, a part of the All India Football Federation ("**AIFF**"), and having its principal office at Football House, Sector 19, Phase 1, Dwarka, New Delhi - 110075 has been entrusted by the by Fédération Internationale de Football Association ("**FIFA**") with the organisation, hosting and staging of the Tournament
- 3.2. The FIFA U-17 Women's World Cup India 2022 is envisaged to have a long lasting influence on Indian football, help spread awareness of initiatives taken to improve and develop the game, advocate for gender equality and increase representation of women in football.
- 3.3. As part of this endeavour, the Authority plans to appoint an Agency to provide Branding and Signage Services and organise the Final Award Ceremony as specified in detail in Section 6 of this RFP ("Scope of Services"). Through this RFP, the Authority wishes to initiate the Selection Process for suitable Service Providers registered in India who are competent and eligible for providing the services as per the eligibility criteria mentioned in this RFP document.
- 3.4. The Authority invites proposals (the "Proposals" or "Bids") for selection of a Service Provider through an open competitive bidding process in accordance with the procedure set out herein.
- 3.5. A detailed description of the objectives, scope of services and other requirements including the terms and conditions for providing services are specified in this RFP. In case a Bidder possesses the requisite experience and capabilities required for undertaking the assignment, it may participate in the Selection Process in response to this invitation. The manner in which the Bid is required to be submitted, evaluated and accepted is explained in this RFP.

- 3.6. The selected Bidder would be required to undertake the required works, in accordance with the agreement to be entered separately between the Authority and the selected Bidder (the **“Agreement”**).

4. OVERVIEW OF SELECTION PROCESS

- 4.1. The Authority has adopted a 2 (two) stage selection process (collectively the **“Selection Process”**) for evaluating the Proposals. The evaluation of the bids will be done by the Technical and Financial Evaluation Committees of the Authority.
- 4.2. In the first stage, the credentials of Bidders would be evaluated to assess their compliance as per the Evaluation criteria specified in Section 8.1 (**“Evaluation Criteria”**) and based on this evaluation, a list of technically qualified Bidders shall be prepared. The rest would be considered technically non-qualified and would not participate in the process.
- 4.3. In the second stage, a Financial Evaluation will be carried out as per criteria mentioned in Section 11 of this RFP from the technically eligible Bidders for providing the services as mentioned in the Scope of Work. (**“Financial Evaluation”**).

5. INSTRUCTIONS TO THE BIDDERS

- 5.1. Interested Bidder(s) are advised and encouraged to study this RFP document carefully and inform themselves fully about the assignment before submitting their Proposals in response to the RFP. Submission of a Proposal in response to this RFP document shall be deemed to have been made after careful study and examination of this document with full understanding of its terms, conditions and implications. Proposals must be made strictly in accordance with the terms and conditions specified in this RFP.
- 5.2. The RFP document has been made available for download at <https://www.the-aiff.com/documents>. Any corrigenda to the RFP will also be available under the same section. The bidders are advised to regularly check the website for any corrigenda.
- 5.3. Any failure, oversight or delay to read any such addenda will not entitle any Bidder(s) to any additional time for submission of Bids or any other relief or create any liability in any manner of the Authority towards the Bidder(s).
- 5.4. The Bid should be unconditional. In case of any condition, the Bid shall be treated as non-responsive and may be disqualified.
- 5.5. The Bid should be only in the prescribed format as provided in Annexure III. It should also be accompanied by all the requisite supporting documents, else it may be rejected.

6. SCOPE OF SERVICES

Detailed Scope of Services is listed at Annexure II

7. TIMELINES

CRITICAL TIMELINES	
TASK	DATE & TIME
Last date of receiving queries	25 th June 2022; 17:00 HRS
Last date of response to queries	29 th June 2022
Last day of Bid Submission (proposed presentation for the award ceremony must be submitted along with the bid)	4 th July 2022
Evaluation of Eligibility Criteria	5 th July 2022
Technical Evaluation of Bids	6 th July 2022
Financial Evaluation of Bids and Selection of Service Provider	7 th July 2022
Comprehensive venue recce to identify, measure and plot all areas of branding.	22 nd July – 28 th July
Submit Advance Sample creatives for approval	31 st July 2022
Approval of Advance Sample creatives	31 st July 2022
Submit final Venue Branding Concept to LOC	15 th August 2022
Installation of Venue Branding and signage complete (to be completed in 3-5 days)	5 th October 2022
Maintenance and refurbishment	Ongoing till end of Tournament
De-installation and disposal – Kalinga Stadium, Bhubaneswar + Training Grounds	18 th October 2022
De-installation and disposal – Pandit Jawaharlal Nehru Stadium, Goa + Training Grounds	27 th October 2022
De-installation and disposal – DY Patil Stadium, Navi Mumbai + Training Grounds	31 st October 2022

8. SUBMISSION OF PROPOSALS

The bidders are required to submit the proposals for the above-mentioned scope of work. The proposals for the above-mentioned services are to be submitted on bidder's company letterhead signed by the Authorised Representative and submitted online via email to **tenders@india2022wwc.com** within the stipulated time frame.

Please state the Bid Reference No.: i.e. "LOC/FIFA/RFP/004" in the subject line of the email.

8.1. Evaluation Criteria

The bidders are also required to submit the following documents to ascertain the technical compliance of the bidder. The proposals of only those bidders who are technically compliant with the below requirements will be considered.

Further, the Authority reserves the right to seek clarifications or more details as may be deemed appropriate. The following must be complied with:

Sr. No.	Eligibility Criteria	Supporting Documents to be submitted
1	The Bidder must be registered under the Companies Act, 1956 or Partnership Firm registered under the Partnership Act 1932 or Proprietorship Firm or LLP under Limited Liability Partnership Act of 2008.	Bidder must submit the Proprietorship / Partnership / Company Registration Certificate / Incorporation details along with a copy of PAN Card and GST No.
2	Financial details of the Bidder. The Bidder should have an average annual turnover of INR 5 Crores in the last 5 years.	The Bidder must provide a certificate from a Chartered Accountant stating turnover for the last 5 years from FY 2016-17 to FY 2020-21
3	The Bidder should have handled branding (image & look) in at least 3 (three) similar projects during the last 5 (five) years for any of the following: <ol style="list-style-type: none"> 1. FIFA U-17 World Cup 2017 2. Any of the major broadcasted leagues in India like IPL, ISL, PKL etc 3. Any other major sports event in the country like ICC Cricket World Cup, Hockey World Cup, Khelo India etc. 4. Any other project where the scope of branding exceeds 35,000 sq. ft. 	The Bidder must provide on Letterhead a statement detailing the projects they have executed stating the total value in Rupees thereof along with a copy of work order / invoice/ completion certificate for the same.
4	The Bidders must have qualified graphic designers on their team as	The Bidder must provide us a list of graphic designers that will co-

	well as project managers at central and venue levels who would be the point of contact for each venue.	ordinate with the Authority and provide an Organisational Chart explaining hierarchy of personnel that will be deployed along with necessary manpower across locations mentioned in Annexure II
5	<p>The Bidder should submit an undertaking stating:</p> <ul style="list-style-type: none"> • There are no major legal cases pending against it • Not blacklisted by Government of India or any State Government or any other relevant authority or private organisation • Does not have any direct / indirect holding in any other bidding company. There should be no cross ownership between any bidders 	Attach self-undertaking on Letterhead duly signed and stamped by the competent authority of the Bidder.

8.2. The Financial Bids of only the Bidders who satisfy the above mentioned criteria will be opened and the bidder with the least cost will be preferred to provide Branding and Signage Services for the Tournament.

9. **QUERIES FROM BIDDERS**

The bidders may request clarifications about this RFP document, only in writing, by sending an email to tenders@india2022wwc.com. The subject line for the email should be specified as **“QUERY – LOC/FIFA/RFP/004”**

10. **VALIDTY AND MODIFICATION OF PROPOSAL**

10.1. The Bids shall be valid for a period of 120 days from the date of evaluation of the Bids. A Bid valid for a shorter period may be rejected as non-responsive.

10.2. No Bid shall be modified, substituted, or withdrawn by the Bidder on or after the Bid Due Date.

10.3. Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections error will be entertained after the Bid Due Date has passed.

11. **EVALUATION OF BIDS**

The evaluation of the Financial Bids will be done by the Financial Evaluation Committee

appointed by the Authority. The Committee, during the time of evaluation, may seek clarification from the Bidder(s) on the amount quoted in the Bid.

The financial bids should be submitted in a **password protected PDF File** along with all other documents. The password will only be requested once the fulfils all the Eligibility Criteria.

Financial Bid should be submitted in format as mentioned in Annexure III

The lowest financial bid will be awarded the work. The Authority reserves the right to negotiate with the lowest bidder in case the rates quoted by the lowest bidder are found unreasonable by the financial bid evaluation committee.

12. LIQUIDATED DAMAGES FOR UNSATISFACTORY SERVICES

12.1. The selected Bidder will ensure that all the services are being carried out as per Scope of Services section of this RFP unless otherwise informed by the Authority. In the event of unsatisfactory quality of services by the successful Bidder, the Authority reserves the right to subject the successful Bidder to liquidated damages up to 10% (ten percent) of the contract value. For every event of unsatisfactory services as notified by the Authority in writing, liquidated damages up to 1% (one percent) will be levied upon the selected Bidder. In case the Authority feels there are severe issues with the services, the Authority shall have the right to make alternate arrangements for satisfactory carrying out the required services, solely at the risk and cost of the Selected Bidder

13. TERMS OF PAYMENT AND PAYMENT MILESTONES

- 13.1. The Selected Bidder(s) will need to submit an invoice in hard & soft copy to the Authority. Upon verification of the invoice by the Authority, the payment will be released as per the payment terms mentioned in this RFP document.
- 13.2. The unit prices, once offered, must remain fixed and must not be subject to escalation for any reason whatsoever within the period of the validity of the Bid and the contract. An invoice submitted with an adjustable price quotation or conditional proposal may be rejected as non-responsive.
- 13.3. The Authority reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated within specified time frames.
- 13.4. The payment to the selected bidders will be made as per the following payment schedule:

First Payment Milestone	25% of the Contract Value after approval of venue branding concept
Second Payment Milestone	25% upon mobilisation on ground
Third & Final Payment Milestone	50% of the value within 30 days of completion of the tournament

14. TERMS AND CONDITIONS

- 14.1. It should be noted that entities which are controlled or owned, fully or in part, by the same individual or entity may not submit separate bids under this RFP, either as separate Bidders or as part of the same consortium.
- 14.2. Any failure, oversight or delay to read any such addenda will not entitle any Bidder(s) to any additional time for submission of Bids or any other relief or any claims against the Authority
- 14.3. The selected Bidder shall ensure completion of services in accordance with the provisions of the scope of services mentioned in this document and the Agreement which will be entered into subsequently.
- 14.4. The issuance of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the selected Bidder for the Services and the Authority reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
- 14.5. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Bidder upon the statements contained in this RFP.
- 14.6. The Authority makes no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
- 14.7. The Bidder(s) must ensure that all its relevant employees, officers, affiliates, advisors and subcontractors, permanently treat as confidential any data gathered which may pertain to, or be incidental to, this RFP, irrespective of whether the Bidder is subsequently awarded the Agreement. The undue use by any Bidder of confidential information related to the process may result in rejection of its bid.
- 14.8. The Bidder(s) shall not have a Conflict of Interest that may affect the Selection Process or the award of Services Agreement hereunder. Any Bidder found to have a Conflict of Interest shall be disqualified. For the purposes of this RFP Conflict of Interest may refer to any situation where a person could improperly influence the performance of duties and responsibilities of the Authority and/or the Selected Bidder(s) by itself or through any other person, or result in a breach of public trust, or be calculated to further the private or commercial interest of any person or organisation.
- 14.9. The Authority may, in its sole discretion, extend the Bid Due Date at any point of time.

- 14.10. The Authority reserves the right to verify all statements, information and documents, submitted by the Bidder in response to the RFP. Any such verification or the lack of such verification by the Authority to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.
- 14.11. All documents and other information provided by the Authority or submitted by a Bidder to the Authority shall remain or become the property of the Authority. Bidders are to treat all information as strictly confidential. The Authority will not return any Bid, or any information related thereto. All information collected, analysed, processed or in whatever manner provided by the Bidder to the Authority in relation to the assignment shall be the property of the Authority.
- 14.12. The Authority reserves the right to make inquiries with any of the clients listed by the Bidders in their previous experience record.
- 14.13. The Selected Bidder shall not at any time use All India Football Federation or FIFA trademark(s) or trade name(s) in any advertising or publicity. If the Selected Bidder is found violating this norm it will be considered an IP right violation.
- 14.14. The Selected Bidder will be responsible for welfare of its deployed staff and ensuring that all the equipment's being used are in perfect working conditions. The Authority will not be responsible for any of them.
- 14.15. During the period of work at the main stadium or the training site, the selected Bidder will take utmost care to the fact that no damage is caused to the property due to its work. In the event of any case of damage is brought to the notice of the Authority by the facility owners, the selected Bidder(s) will be responsible to take care of all the costs arising due to the damage caused.
- 14.16. The Selected Bidder will co-ordinate with the Authority for access to stadiums and training sites prior to starting their testing duties. The selected Bidder would also be required to submit progress reports to the authority specifying the execution status reaffirming that timelines decided by the Authority are met.
- 14.17. Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any bid and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

15. MISCELLANEOUS

- 15.1. The Selection Process shall be governed by, and construed in accordance with, the laws of India and the courts in New Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.

- 15.2. The Authority, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
- 15.2.1. 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.
- 15.2.2. Consult with any Bidder in order to receive clarification or further information.
- 15.2.3. Retain any information and/or evidence submitted to the Authority by, on behalf of and/or in relation to any Bidder; and/or
- 15.2.4. Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder.
- 15.3. It shall be deemed that by submitting the proposal, the Bidder agrees and releases the Authority, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or future.

For,

LOC, FIFA U-17 Women's World Cup, India 2022



Nandini Arora
Project Director



Ankush Arora
Project Director

ANNEXURE – I – CHECKLIST

Sr. No.	Document	Attached (Yes / No)
1	Registration Certificate / Incorporation Details	
2	PAN Card	
3	CA Certificate for Annual Turnover	
4	GST No.	
5	<p>On Letterhead</p> <ul style="list-style-type: none"> • List of projects executed with a summary of the work executed along with value in Rs. thereof. Copy of work order / invoice / completion certificate should be attached. • Organisation Chart showing hierarchy of personnel to be deployed along with total manpower needed to execute the Scope of Work at various locations • List of graphic designers with experience thereof. 	
6	Proposed Presentation – Award Ceremony (Refer Annexure II) [To be submitted with all documents by 4 th July 2022]	
7	Financial Bid [In Password Protected PDF File to be submitted by 4 th July 2022. Password will be requested from the Bidder after fulfilling eligibility criteria]	
8	<p>Self-Undertaking on Letterhead</p> <ul style="list-style-type: none"> - No Blacklisting by Government / Others - No Cross Ownership - No Major Legal Cases Pending 	

Note: Please submit the documents in the above mentioned order.

ANNEXURE – II – SCOPE OF SERVICES

1. Objectives

The primary objective of the Successful Bidder is to cover all the branding and signage requirements for the FIFA U-17 Women's World Cup 2022 as per the branding manual to be provided by the Authority upon appointed as the selected bidder. The other key objectives of the Successful Bidder are as follows:

- a. To provide branding and signage that is consistent with requirements of the Authority;
- b. To provide branding and signage in the most efficient and time bound manner for the successful completion of the FIFA U-17 Women's World Cup 2022.
- c. To comply with all local and state government regulations and by-laws including but not limited to electrical and fire safety regulations, other statutory requirements and building by-laws;
- d. To ensure that the objectives of sustainability are achieved wherever possible;

2. Detailed Scope of Services (Branding & Signage)

- a. The Successful Bidder will be required to provide all management, labour, equipment and consumables required for successful design of creatives, supply, printing, installation, covering, testing, commissioning, maintenance, operation, dismantling, destroying and removal of the branding & signage elements and any other work required to ensure successful functioning of the entire branding and signage for the Tournament as well as executing for the Final Award Ceremony including designing, producing & installing the award ceremony stage.
- b. Upon finalisation of the Successful Bidder, the Selected Bidder and the Authority will conduct a joint recce of the stadium & training sites to identify branding & signage areas to come up with exact measurements and final BOQ. The tentative estimates of overall branding & signage quantities are provided at Annexure III.
- c. The Selected Bidder will produce artworks for the identified areas as per the venue branding concept and in line with the official brand guidelines. All artworks must be shared as per the project timelines provided in this RFP.

- d. The Selected Bidder must perform design adaptation and size alteration on Adobe Illustrator CS6, Coral draw 11, InDesign, Photoshop CS6 and all other major design software.
- e. The Selected Bidder must deliver products to venues on schedule and ensure sufficient manpower for the installation, testing and maintenance of such installations to the satisfaction of the Authority.
- f. Restore the site / creatives that may get damaged or vandalized by any act of public mischief or by any unforeseen forces of nature within 12 (twelve) hours of occurrence of any such event.
- g. Civil work incidental to installation will also be the responsibility of the branding agency. All the Fabrication and Civil Works must be approved by the Authority.
- h. The Bidders are required to provide advance samples of all branding & signage elements to the authority for approval before going ahead with final printing. The selected bidder shall ensure that the quality is the same and the authority reserves the right to reject elements not in confirming with the advance sample.
- i. In case the quality of the items that are provided by the Selected Bidder is found to be under the minimum acceptable level as per the Authority, these items shall be rejected, and the Authority can ask the Selected Bidder for any necessary measures to be taken to resolve this matter at its own cost.

3. Detailed Scope of Services (Final Award Ceremony) – The Bidder is expected to submit a presentation to the Authority on how they plan to execute the Award Ceremony based on the points mentioned below along with all other documents by 4th July 2022

[Refer Point 6 below for reference images]

- a. Stage - The Authority is responsible for designing, producing, storing, and installing the stage. FIFA has the following recommendations with regards to the design, measurement, and delivery of the stage. These recommendations offer flexibility for design purpose but are considered as a blueprint to follow for an ideal stage to host a successful Award Ceremony.
- b. Measurements
 - i. Dignitaries' and host/hostesses' side (on the left): This is where the dignitaries and carriers holding the medals / awards will be standing. The space should be big enough to have three to four rows (front dignitaries; back hosts/hostesses in one or two lines) of 6 to 8 people

per row. The players and referees will pass in front of the dignitaries to receive their medals.

- ii. Players' side (on the right): this is where the players/referees pose for photographers & TV as well as where the winning team receives the trophy. Should be big enough for 23 players plus the coach on stage. For further guidance for the measurements, please refer to the illustrations below.

c. Design Elements and Materials

- i. Structure: the stage should be divided into parts, so it can be moved and reassembled quickly and easily moved. Otherwise, stage could be brought in on wheels entirely or big pieces.
- ii. Shape: The shape of the official trophy of the tournament can be used as guidance – see example of the FIFA Club World Cup UAE 2021™ below.
- iii. Steps: The height of the stage should be between 0.5m and 1m. Steps should be wide, not higher than 20cm, safe and visible.
- iv. Flooring: Shall be a non-slip flooring, i.e. carpet. It should be easily cleanable after rehearsals should a carpet be used.
- v. Backdrops and Decorative Elements: It is recommended to have design elements vertical to the stage bearing the look and feel of the event. Please note however that the backdrops should be low enough to guarantee that the players and dignitaries are visible from all tribunes of the stadium. The branding of the stage design should include the Official Look, Official Emblem and the Event Title. Review and final approval of the branding will have to be done in coordination with the Authority.

d. Stage Weight and Set-up

- i. The stage should be in its assigned position on the pitch shortly after the final whistle.
- ii. To set-up the stage within this limited time, the weight of the stage should be taken into consideration. Enough manpower should be present to lift it and set it up, but the material used to build the stage should be as light as possible while being solid to accommodate around 40 people.

- iii. Handles / holes should be installed in the sides for the stage to be lifted. If the stage has wheels, they should be completely stable. The stage must have a high load-bearing capacity that can cope with the players jumping up and down.
- e. Trophy Plinth
 - i. A trophy plinth wrapped in event branded dressing should be located on the left side of the stage, next to the highest ranked dignitary. The plinth shall be 1m high and robust to withstand any disturbance when the teams are walking on the stage. Please note that FIFA is responsible for designing, producing and bring the trophy plinth onsite.
- f. Champions board
 - i. For the trophy lift of the winning team, a champions board shall be attached to the stage. Please note that this board will only be placed next to the stage once the runners-up team is leaving the stage. The Selected Bidder is responsible for designing, producing, storing, and installing the champion's board.
- g. Pyrotechnics/Confetti
 - i. Pyrotechnics/confetti's machines shall be installed behind the stage for the trophy lift of the winning team - 30 second duration. Exact number to be confirmed based on concept.
- h. Rehearsals
 - i. A key element for the successful delivery of the Award Ceremony are the rehearsal of the ceremony and training of all the people involved a few days before the final. In the days prior to the final day, FIFA in close collaboration with the LOC, will organize a series of rehearsals and meetings:
 - i. Stage rehearsal (technical rehearsal)
 - ii. Full dress rehearsal (one to three), performed on pitch of the stadium hosting the final (usually on a rest day – two (or one) days before the final).

4. Branding / Signage Areas

- a. The Bidder would be required to provide branding services for the areas including, but not limited to, the following:
 - i. Stadium Inner Bowl
 - ii. Stadium Outer Bowl
 - iii. Stadium Concourse Areas
 - iv. Stadium Entry Gates

- v. Player Dressing Rooms
 - vi. Team Dugouts
 - vii. Training Site Branding
 - viii. Hospitality Lounges
 - ix. Stadium Signages
 - x. Car Parking Stickers
 - xi. Wristbands
 - xii. Media Tribune
 - xiii. Official Team Buses & other operational vehicles
- b. The Bidder would be required to provide signage's for the areas including, but not limited to, the following:
- i. Rooms & other operational spaces,
 - ii. Toilets
 - iii. Gates
 - iv. Parking
 - v. Directional Signages
 - vi. Emergency / Safety Zones
 - vii. Lifts
- c. The Bidder would be required to provide masking services for the areas including, but not limited to, the following:
- i. Glass façade
 - ii. Black Masking around the training grounds
 - iii. Black masking where required around the stadium
 - iv. Unused areas/rooms
- d. For the services to be provided, please note that specifications provided below are indicative with regards to an approximate material quantity across the venues.

5. Reference Image for Award Ceremony



6. Frame and Installation of Artwork – The Successful Bidder is to produce the timber frame and install artworks as provided to them by the Authority.

7. Location of Stadiums and Training Sites

HOST CITY STADIUM	HOST CITY TRAINING SITE
Navi Mumbai Dr. DY Patil Sports Stadium	<ul style="list-style-type: none">• Upto 4 training sites
Goa Pandit Jawaharlal Nehru Stadium	<ul style="list-style-type: none">• Upto 4 Training sites
Bhubaneswar Kalinga Stadium	<ul style="list-style-type: none">• Upto 3 training sites

ANNEXURE – III – FORMAT OF FINANIAL BID

BRANDING BREAKUP PER STADIUM/TRANING SITES			
[STARFLEX BLACK MATTE FINISH WITH FRAME – 450 GSM]			
STADIUM	ESTIMATED BRANDING SQUARE FOOTAGE	COST PER UNIT	TOTAL BRANDING COST
Bhubaneswar	40,000		
Navi Mumbai	60,000		
Goa	25,000		
TOTAL – 1	1,25,000		

BLACK MASKING BREAKUP PER STADIUM/TRANING SITES			
[300 GSM]			
STADIUM	ESTIMATED MASKING SQUARE FOOTAGE	COST PER UNIT	TOTAL MASKING COST
Bhubaneswar	3,000		
Navi Mumbai	3,000		
Goa	3,000		
TOTAL – 2	9,000		

MASCOT CUTOUT BRANDING BREAKUP PER STADIUM			
[VINYL SUNBOARD – 5MM WITH BACK SUPPORT]			
STADIUM	ESTIMATED BRANDING SQUARE FOOTAGE	COST PER UNIT	TOTAL BRANDING COST
Bhubaneswar	350		
Navi Mumbai	350		
Goa	350		
TOTAL – 3	1,050		

SIGNAGE BREAKUP PER STADIUM/TRANING SITES			
[VINYL SUNBOARD – 5MM]			
STADIUM	ESTIMATED SIGNAGE SQUARE FOOTAGE	COST PER UNIT	TOTAL SIGNAGE COST
Bhubaneswar	1,350		
Navi Mumbai	1,350		
Goa	1,350		
TOTAL – 4	4,050		

THERMAL PAPER WRISTBAND BREAKUP PER STADIUM			
[STANDARD SIZES]			
STADIUM	ESTIMATED QUANTITY	COST PER UNIT	TOTAL WRISTBAND COST
Bhubaneswar	-		
Navi Mumbai	-		
Goa	-		
TOTAL – 5	4,000		

CAR PARKING STICKERS BREAKUP PER STADIUM			
[8X8 INCHES]			
STADIUM	ESTIMATED QUANTITY	COST PER UNIT	TOTAL PARKING STICKER COST
Bhubaneswar	-		
Navi Mumbai	-		
Goa	-		
TOTAL – 6	2,000		

SELF ADHESIVE VINYL BREAKUP PER STADIUM (NO DAMAGE TO SURFACE)			
[VEHICLE/STADIUM GLASS PANELS/STICKERS]			
STADIUM	ESTIMATED QUANTITY	COST PER UNIT	TOTAL BRANDING COSTS
Bhubaneswar	8,600		
Navi Mumbai	16,100		
Goa	8,600		
TOTAL – 7	33,300		

GRAND TOTAL (A) (BRANDING / SIGNAGE)	(1+2+3+4+5+6+7) ----->	
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Note: The Unit Cost above is to include management/agency fee, labour charges, design, supply, printing, installation, covering, testing, commissioning, maintenance, operation, dismantling, destroying, removal and all other incidental costs.

Awards Ceremony (B)						
Description	Quantity	Height	Width	Depth	Specification	Total Cost
Sizes are all in cm						
Steps	2	15			Not higher than 20 cms	
Stage		50	1800	684	Vinyl Branding – Modular Platform Set up	
Stage Backdrop	1	80	1500		Vinyl	
Carpet			1800	684	In tournament colours	
Champions Board	1	53	500	80	Vinyl	
Cold Pyro	8				30 Second Duration Behind Stage	
Confetti Cannon	3	30			Time blast confetti 30 Second Duration 30 mt high + Wide Spread Behind stage	
Total Cost Award Ceremony ----->						

Timber Frame Requirement (Framing and Installation to be done) (C)					
Description	Quantity	Height	Length	Depth	Total Cost
All sizes are in meters					
Sponsor Towers (Double Sided)	18	2.2	1		
PC Backdrop (Single Sided)	3	2	4		
Mix Zone Backdrop (Single Sided)	9	2.2	2		
Flash Interview Backdrop (Multilateral Transparent)	3	2.2	1.2		
Unilateral Backdrop (Single Sided)	3	2.2	2		
Kick Off Ball Stand	3	0.83	0.98	0.3	
Trophy Stand	1	0.83	0.98	0.3	
Awards Ceremony Event Board	1	0.9	6		
Grand Total					XX

	Amount
Total – Branding and Signage Cost (A)	
Total – Award Ceremony Cost (B)	
Total – Framing and Installation (C)	
Grand Total (Excluding GST) (A + B + C)	-
GST	
Grand Total (Including GST)	-