



Expression of Interest
for
**Sponsorship and Advertisement
Rights for Vasant Utsav at Sector 5,
Panchkula**

Location: Panchkula, Haryana

Date: 24/02/2026



Panchkula
—संभावनाओं का शहर—

Issued by: Panchkula Metropolitan Development Authority
(PMDA)

E-mail: xenpmdahry@gmail.com

Address: Panchkula Metropolitan Development Authority
Sector-3, Panchkula-134109

Website: <https://pmdahry.org.in/>

DISCLAIMER

This Expression of Interest (EOI) for “Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula” (‘the Project’) contains brief information about the Project and scope of work for the prospective Bidder. The purpose of EOI is to provide the Bidder with information to assist the formulation of their response.

While all efforts have been made to ensure the accuracy of information contained in this EOI document, this document does not contain all the information required by the Bidder. The Bidder are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response. Panchkula Metropolitan Development Authority (PMDA or the Authority) and any of its employees or advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the EOI document.

The Authority has issued this Expression of Interest with the best intention to explore the market for eligible and interested bidders and has no compulsions to enter into definitive contractual agreements. This EOI does not guarantee conversion of this EOI into any definitive contractual agreements.

The Authority reserves the right to change any or all conditions/ information set in this EOI document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as the Authority may deem fit without assigning any reason thereof.

The Authority reserves the right to accept or reject any or all applications without giving any reasons thereof. PMDA will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the applications to be submitted in terms of this EOI Document.

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2 Data Sheet

Panchkula Metropolitan Development Authority (“PMDA” or “the Authority”) invites Expression of Interest (Eoi)

1.	Name of Bid	Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula
2.	Time-period of contract	13 th March 2026 to 15 th March 2026 (3 event days)
3.	Method of selection	H1(Highest License Fee) basis
4.	Bid Processing Fee	Non-refundable/Non-adjustable fee of INR 5,900 (Five thousand nine hundred only) (through RTGS only) inclusive of all taxes
5.	Earnest Money Deposit (EMD)	Refundable amount of INR 20,000/- (Twenty Thousand only) (through RTGS only) inclusive of all taxes for each package . E.g., if a bidder bids for 5 packages as per Form 4 Financial format, the bidder shall submit 5 X20,000 = 1,00,000 EMD
6.	Financial Bid to be submitted	Yes (in a separate envelope)
7.	Exemption to MSMEs / Startups	Not allowed
8.	Performance Security	For the purposes of Agreement, performance security shall be deemed to be an amount equal to 5% of the total contract value (the “Performance Security”); which can be provided in the form of a bank guarantee.
9.	Name of Authority’s official for addressing queries and clarifications	Executive Engineer on behalf of Chief Executive Officer (CEO), Panchkula Metropolitan Development Authority Sector-3, Panchkula-134109 Contact: 0172-2997880 E-mail: xenpmdahry@gmail.com
10.	Proposal Validity Period	180 days
11.	Proposal Language	English
12.	Proposal Currency	INR
13.	Schedule of Bidding Process	
	Task	Key Dates
	Bid upload date/time	24.02.2026
	Last date of receiving queries	27.02.2026, 1500 Hrs (IST)
	Proposal Due Date (PDD)	03.03.2026, 1700 Hrs (IST)
	Bid Start Date	24.02.2026
	Bid End Date	03.03.2026, 1700 Hrs (IST)
	Opening of Technical Bid	04.03.2026, 1000 Hrs (IST)
	Opening of Financial Bid	To be communicated later
14.	Consortium to be allowed	No
15.	Subcontracting to be allowed	No
16.	Sub licensing to be allowed	Yes
17.	Account details	For Bid Processing Fee and EMD Account Holder: Panchkula Metropolitan Development Authority Account No: 251101000143 IFSC Code: ICIC0002511 Bank Name: ICICI Bank, SCF 5, Sector 2, Panchkula-134112

3 Invitation for Expression of Interest

Panchkula Metropolitan Development Authority (“PMDA” or “the Authority”) invites Expression of Interest (Eoi) for “Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula” (“the Project’). Interested Bidders can download the document from the website <https://pmdahry.org.in/>, and submit their “Expression of Interest” in the formats duly filled and signed with required enclosures, in a sealed envelope superscribed “Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula”

4 Key Instructions

Interested Bidders should make note of the following key points:

- This Eoi invitation document is not a Tender or Request for Proposal in any form and would not be binding on PMDA in any manner whatsoever.
- PMDA reserves the right to cancel the Eoi invitation as a whole or in part without assigning any reasons.
- The Bidders are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response.
- PMDA reserves the right to update, amend and supplement the information given in this document at its sole discretion before the last date and time of submission of the responses.
- Bidders should submit their response in English language and as per formats provided in the last section of this document. Submission not conforming to the instructions or prescribed formats will be rejected.
- The financial proposal shall be shared as per Form 4 in a separately sealed envelope marked ‘Financial proposal’ along with the technical proposal
- The key dates and information for the Project are as below:

Procuring the Eoi document	Available on the Authority’s website https://pmdahry.org.in/ from 24.02.2026
Address and contact details for submission of Eoi	Executive Engineer Panchkula Metropolitan Development Authority Sector-3, Panchkula-134109 Contact: 0172-2997880 E-mail: xenpmdahry@gmail.com
Mode of submission	Hard copy to be submitted at the above office address Technical and Financial bid to be submitted in separate envelopes
Date & time for receipt of Eoi	03.03.2026, 1700 Hrs (IST)
Presentation of proposal	Will be communicated later

5 Terms of Reference

5.1 Introduction

Panchkula is a city and district headquarter in the Panchkula district in Haryana, India. It is a satellite town of the state capital Chandigarh. Panchkula shares its border city with Punjab, Chandigarh and Himachal Pradesh. Spread over approximately 80 sq. km of urban area within a district area of 898 sq. km, Panchkula lies at the foothills of the Shivalik range. It is approximately 4 km southeast of Chandigarh, 105 km southwest of Shimla, 44 km from Ambala and 259 km northeast of New Delhi, the national capital. The city hosts the Chandimandir Cantonment, the headquarters of the Western Command of the Indian Army. Mata Mansa Devi Mandir, which is one of the most prominent temples in North India is situated in Panchkula.

The Panchkula Metropolitan Development Authority (PMDA) has been established by the Haryana Act No. 23 of 2021 vide notification dated 09.09.2021, to develop a vision for continued, sustained and balanced growth of the Panchkula Metropolitan Area, spread across 388.06 sq.km, and includes Panchkula, Pinjore, Kalka and Barwala as main towns. The Panchkula Metropolitan area includes 143 villages with population of 5.61 lakh according to 2021 census which is projected to be 7.20 lakh by 2031.

PMDA will provide for integrated and coordinated planning, infrastructure development, provision of urban amenities, social, economic and industrial development of the area, better traffic management, transport infrastructure, and sustainable management of urban environment. It will help in the generation of employment opportunities, which will lead to a better standard of living for the people in the area. PMDA will work in coordination with other authorities such as the Haryana Shehri Vikas Pradhikaran, Haryana State Industrial and Infrastructure Development Corporation, and Municipal Corporation Panchkula etc.

The Authority intends to engage agencies/companies/ individuals / firms/ proprietors/ NGOs etc. for seeking sponsorship to execute the event and management of advertisement rights at Vasant Utsav to be held in Town Park and Cactus park, Sector 5, Panchkula from 13th to 15th March 2026. The objective and scope of the Bidder for this assignment is specified as below.

5.2 Objective

The Authority intends to give the advertising rights in Vasant Utsav package wise to an Bidder(s) for a period as mentioned in the **Clause 1 Data Sheet**. Bidder shall do installation, operation & maintenance and dismantling, disposal of advertising Infrastructure.

Event area is spread over 23 Acres approximately, and it is divided into various zones along with major entrances and exits. The different type of inventories of all the zones is combined to form a package. An event of such large scale presents an excellent opportunity for businesses to reach out to vast audiences. It also provides unique prospects for brands to reach out to a large mass of potential consumers. The package details are mentioned in Clause 5.5 of the RFP.

For these activities, display boards, Banners etc shall be allowed by the Authority for the Sponsors. 70% area of advertisement board shall be retained by the Authority for Vasant Utsav activities/government based content and 30% shall be allotted to sponsors for their publicity. The advertisement material shall be allowed at the cost of sponsors required for the event i.e. complete material in all respects.

The bids for the for the financial package shall be submitted as mentioned in Form 4-Financial bid format.

The Authority seeks sponsorships to carry out the following tentative activities during the three day event:

#	Event/Activity
1.	Inaugural and closing ceremony/prize distribution
2.	Rangoli Competition
3.	Painting Competition
4.	Pot, Face & Tattoo painting
5.	Environmental quiz
6.	Mehandi competition
7.	Hasya Kavi Sammelan
8.	Fancy dress competition
9.	Best out of waste competition
10.	Dance competition
11.	Baby show
12.	Mono acting
13.	Fashion show
14.	Selfie competition
15.	Solo singing
16.	Folk dance
17.	Photography Competition
18.	Antakshri Competition
19.	Kite Flying Show/Event
20.	Arrangement of various artist from NCC, school children, college students or various cultural activity
21.	Cultural Evening
22.	Booklets, Prize Tags, Pamphlets, Brochures & Invitations cards etc.,
23.	Tentage and temporary kiosks
24.	Toilets and utilities
25.	Boarding, lodging, and stage performance
26.	Videography & photography of event
27.	Arrangement of various artist from NZCC, school children, college students, for various cultural activity

5.3 Scope of Work

1. The Bidder shall provide the survey report of all advertisement infrastructure to be installed and locations of event area and carry out structural design and location planning for installation of all OOH media.
2. The type of inventory is being provided in Clause 5.5. The final location/site of the installation shall be done in consultation with the Authority.
3. The Bidder shall prepare and install the infrastructure for package as decided during the Tendering process at their own cost.
4. The Bidder shall mount the temporary MS/scaffolding structure for the hoardings.
5. The Bidder shall be responsible for the structural stability, commissioning, de-commissioning and restoration of sites to its original condition.
6. The Bidder shall be responsible for the maintenance of the infrastructure and the site.
7. The Bidder shall be responsible for the electricity supply charges and any other charges incurred at site.

8. All the advertisement infrastructure should be fabricated as per industry standards and should be able to withstand high wind speeds and should be free from rust and erosion due to bad weather conditions, etc.
9. The Bidder shall be responsible for end-to-end client servicing to the advertisers.
10. The Bidder shall take prior approval from the Authority, or its nominated representatives for the content to be displayed at the sites.
11. The Bidder shall be responsible for operation and other services related to the advertising.
12. The Bidder shall be responsible for partnership with companies to sell the advertising space, subject to approval (of advertiser) by the Authority and collecting revenues.
13. Any site which is a conserved site or a part of the vicinity of a conserved site or of significant value should be maintained as directed by the Authority office. The Bidder should not damage any places of importance
14. Post completion of event, the Bidder shall be responsible for dismantling and removal of all advertising material as per the directions of the Authority.

5.4 Advertising Norms

1. Prior approval from the Committee formed by Authority before installation of any advertisement.
2. No Advertisements shall be installed/placed in the designated "No Advertisement Zone" earmarked by the Authority.
3. Follow the applicable rules and regulations.
4. The Licensee shall incorporate the Logo of Vasant Utsav, Name of the Authority and the Content as approved by the Authority in all the Advertisement done in the event area.
5. Comply with the guidelines contained in the advertisement policy approved by the Hon'ble Supreme court on December 12, 2007.
6. Comply with all orders / notices /instructions issued from time to time from the Authority.
7. The Licensee shall take into account the following aspects while selecting advertisements for event area and abide by all the instruction of the authorized representative by of the Authority on the same: -
 - i. The Licensee is prohibited from carrying information or graphic or other items relating to alcohol and tobacco products.
 - ii. The advertisement will not have objectionable and indecent portrays of people, products or any terms/items.
 - iii. The use of Authority or Government of Haryana name, logo or title without prior written permission is strictly prohibited. No co-branding with the Licensor is allowed.
 - iv. No Surrogate advertisements are permitted unless application for placement of the same is accompanied by "no objection certificate" from the Ministry of Information and Broadcasting.
 - v. Any type of audio advertisement shall not be allowed.
 - vi. All advertisement creative has to be approved from Authority before display in event piers/premises.
- 7.1 **Prohibited List of Advertisements** – The Licensee shall take into account that the following types of advertisements are strictly prohibited:

- i. Nudity.
 - ii. Racial Advertisements or advertisements propagating caste, community or ethnic differences.
 - iii. Advertisement of drugs, alcohol, cigarette, or tobacco items.
 - iv. Advertisement propagating exploitation of women or child
 - v. Advertisement having sexual overtone.
 - vi. Advertisement depicting cruelty to animals.
 - vii. Advertisement depicting any nation or institution in poor light.
 - viii. Advertisement banned by the Advertising Council of India or by law.
 - ix. Advertisement glorifying violence.
 - x. Advertisement of destructive devices and explosives depicting items, weapons and related items
 - xi. Lottery tickets, sweepstakes entries and slot machines related advertisement
 - xii. Advertisement which may be obscene or contain pornography or contain an “indecent representation of women”
 - xiii. Advertisement which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
 - xiv. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860
 - xv. Any content that threaten or adversely affect the public image of the Authority/ State/Central Government or Authority’s ability to operate its facilities or the Authority’s ability to attract and maintain the patronage of visitors.
 - xvi. Any other prohibited item which shall be declared or presumed prohibited by the Authority.
 - xvii. The advertisement in event area should not be related to any activity which is considered unlawful/illegal as per the Indian law.
1. Follow the rules of road safety hazard and overall improvement in the aesthetics
 2. The Authority has right to withdraw any advertisement/s at any time if the advertisement effects the sentiments and will be liable for the penalty.
 3. The Bidder shall follow the standard rules of Government of India & Haryana State Government for advertisement.

5.5 Advertising Inventory

The proposed package and its respective inventory types in the Event area is mentioned below:

Package	Item	Quantity	Remarks
1	Hoarding	50 nos.	Infrastructure for Hoardings of size 6'X8' to be installed and maintained by the Bidder
2	Gantry /Box Gate	10 nos.	Infrastructure for Gantry/Box Gate to be installed and maintained by the Bidder. Size of the Gantry/Box Gate is subject to availability of location and may vary accordingly.
3	Electric Poles within event area	20 nos.	Infrastructure for Branding on Light/Electric poles of size - 4'X2.5' to be installed by the Bidder
4	Watch Tower Branding, Media Tower Branding and Fire Tower	4 nos.	Watch Tower Branding, Media Tower Branding and Fire Tower Branding is to be done by the bidder and Authority will provide the structure. Size of the Watch tower, Media Tower and Fire tower is subject to availability of location and may vary accordingly.

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Package	Item	Quantity	Remarks
5	Charging Stand Points	5 nos.	Infrastructure for Charging stand points(6'x3') shall be installed and maintained by the Bidder
6	Sky Advertising Balloons	4 nos.	Infrastructure and Branding for the Sky Advertising Ballon shall be installed and maintained by the Bidder.
7	LED Van	4 nos.	Led van shall be installed and maintained by the Bidder. Size of Led Van shall be minimum 12ft x 8ft. Note: 1. No Audio Advertisement is allowed. 2. if required, the Licensee shall also play the informational content provided by the Authority. (5 min. slot for government-based advertisement provided by the Authority to run on LED display every 15 min)
8	LED Wall on stage	1 nos.	LED wall on stage backdrop shall be provided by the Authority. The promotional content on the LED wall shall be running during the time no event is ongoing. The promotional content shall be displayed for a minimum of 1 hour per day.
9	LED Wall in external area	4 nos. (7 days)	LED displays of minimum 6' x 8' shall be installed at locations outside the event area by the bidder. The promotional content on the LED wall shall be running continuously.
9	Standees	40 nos.	Infrastructure for Hoardings of size 3' X 6' to be installed and maintained by the Bidder
10	On stage public announcement for branding	3 days	On stage announcements during multiple events conducted on stage
11	Banners at roundabouts/maj or junctions	14 x 4 nos.	Banners of maximum size 12' X 12' installed at 4 locations at each round about/major junction
12	Sector dividing roads	60 nos.	Banners of 4' X 2' on street lights and poles at various sector dividing roads of Panchkula
13	Rights to product display at event (subject to approval of the Authority)	4 nos.	Dedicated space within the event area of 12' X 12' to showcase the product/services for entire duration of the event
14	Award distribution by sponsors	1 nos.	Awards shall be sponsored by the bidder and trophies/certificate to carry the name/logo of sponsor.
15	Right to make promo / film / content	2 nos.	Right to make promo / film / content pre, during or post event at their own cost. (Promotional purposes) The shoot time or usage of logo on digital properties or brand communication or use of image of brand ambassadors along with Vasant Utsav/PMDA for marketing communication can also be undertaken. The same may be used only for 120 days from the last day of event
16	Kiosks	20 nos.	The top twenty (20) sponsors shall be provided a kiosk of size 10' x 10' for the entire duration of the event at no cost.
17	Social media rights	No limit	Sponsors shall be given rights to post on social media (facebook/X/Instagram/youtube/ etc.) regarding the event which

Package	Item	Quantity	Remarks
			shall include official PMDA/ Gov. of Haryana logos. All content shall be approved by the Authority.
18	Radio advertisement rights	No limit	Sponsors shall be given rights to advertise on local radio channels regarding the event which shall include official PMDA/ Gov. of Haryana shoutouts. All content shall be approved by the Authority.
19	Organiser kits	100 nos.	Bidder shall provide the Authority with organiser kits including shirts/t-shirts (various sizes- S, M, L, XL), caps, stationery, bags, badges, bands, water bottle. The branding over the items shall carry the name of the event, PMDA and the sponsor/s.

Note:

- **The Size and number of Inventory is proposed and tentative and may change as per the discretion of the Authority. At the time of handing over of the physical possession, in case there is a difference in the actual number, the Authority will take decision accordingly which shall be final and binding on the Bidder.**
- **70% content of advertisement shall be retained by the Authority for Vasant Utsav activities/government-based content and 30% shall be allotted to sponsors for their publicity.**
- **The Authority reserves the right to retender any or all packages in case of insufficient Bids or cancellation of any package. The Authority may also issue separate tenders for additional inventories or packages. The Bidder shall make no claims regarding any difference in the Licensee fee in such retender additional tenders.**
- **The Authority reserves the right to negotiate with all bidders. Any bidders who agree to match the H1 rates shall also be considered for the award of package, however the final decision shall lie with the Authority.**
- **The Authority may award the above packages in whole or in part to multiple agencies. In case of multiple bidders being awarded a single package, the sponsorship fee shall be proportional to the quantities allotted of the respective package.**
- **The License awarded under this RFP is limited to the inventory and packages herein and the Authority reserves the right to issue separate Advertising License by means of separate tenders.**

5.6 Tenure

The tenure will be for 3 days of the event from 13th March to 15th March 2026. The site shall be handed over to the licensee 2 days before the start of the event; however the licensee shall be allowed to survey and visit the event site any time after the date of signing of Agreement with the Authority. The licensee shall be provided an additional day after the ending of the event to disassemble, remove and discard all materials as directions of the Authority. Authority may cancel the Agreement any time without giving any reasons.

5.7 Payment Schedule

The Bidder shall furnish a Performance Guarantee, (5% of the Contract Value), at the time of Acceptance of LOA in form of Bank Guarantee (BG), which should be valid for 1 month form the last date of the event. The BG shall be returned on the successful completion of works or 1 month form the last date of the event as the case may be. The BG can be from any Nationalised or Scheduled bank.

The payment of license fee shall be made in following manner:

Amount	Time Period
Performance security	Within 3 days from the date of issuance of Award Letter or as mentioned in the Award Letter
100% of License Fee	Within 3 days from the date of issuance of Award Letter or as mentioned in the Award Letter

1. The Authority reserves the right to allow bidders an extension of time in payment or allow payment in instalment on case-to-case basis in its sole discretion. In case of any extension given by the Authority or delay in depositing the 100% amount, the bidder shall be liable to pay 12% compound interest on remaining lease amount from the date amount becomes due. No bidder shall be given possession of the awarded package until 100% amount is submitted within the given timeline.
2. The License fee shall be the bid amount quoted by the bidder for the Package(s) and the applicable GST or any other taxes over and above the quoted price.

NOTE:- In case the Licensee fails to deposit the License Fee or any part thereof after the issuance of the LOA, the Authority may, in its discretion, recover the same along with interest at the rate of 12% per annum compounded annually, notwithstanding whether the Licensee had set up the inventory or not.

Provided that no such recovery shall be carried out in case of cancellation of License by the Authority.

5.8 Process of Licensing and Advertising

1. Upon Completion of the bidding process in accordance with Clause 6 of the RFP, the successful bidders shall be issued a LOA by the Authority.
2. Upon issuance of the LOA the bidder shall make the payment as per clause 5.7 of this RFP.
3. The Bidder shall conduct a survey of the Package(s) for which the LOA has been issued by the Authority and submit a report to Authority or its representative authorized in this regard, stating therein the particulars of the inventory which the Bidder Proposes to install along with their proposed location.
4. The Authority will review the report and approve the proposal submitted by the bidder. The Authority may seek additional information regarding the proposal submitted by the bidder or may require the bidder to make changes in the proposed inventory and/or their location. In such case, the Bidder shall submit a fresh proposal and seek approval from the authority.
5. The Bidder shall execute the License agreement as per clause 5.3.
6. Within three (3) days of execution of the agreement, the Bidder shall provide a list of its existing team members for implementation of the advertising infrastructure. Further, the Bidder shall intimate the authority of any additions or changes in its list of team members after the execution of the agreement, within two (2) days of such change.
7. The Bidder shall provide a list of the Entities/Companies/Brands with their work order issued in the name of bidder for whom the bidder intends to put up advertisements, along with mode (inventory type), location and number of each inventory type. The Bidder shall provide such list within 48 hours of receiving the work order or execution of an agreement of advertising issued by the entity, whichever is earlier.
8. The Bidder shall seek prior approval, in writing, of the content of such advertisement it seeks to put up. The authority reserves the right to refuse the approval of any such advertisement which do not meet

the standards and norms set out in clause 5.4. The Bidder shall seek such approval at least 72 hours prior to putting up the advertisement.

5.9 Review and monitoring of the Bidder's work

The Authority will establish 2-tier Monitoring Mechanisms to ensure implementation and quality of work as per below:

1. Review and Monitoring Committee under Nodal officer: Authority will appoint the nodal officers for ensuring optimal implementation of provision of advertisement in the respective sectors and will monitor the same on a real time basis.
 - a. A Review and Monitoring committee will be formed under the Nodal Officer appointed by the Authority which will include representatives of the Authority, representative of the Bidder as needed. They will be reviewing and monitoring the works executed by all Bidders Package wise /sector wise for finalization of the location of the advertisement inventory.
 - b. The Bidder shall provide a report with proper numbering of the identified available inventory or the inventory which shall be developed by the bidder and compliance status of the same, to be used or already used for advertising within 48 hours after installation of such inventory.
 - c. The committee or authorised representative of the Authority shall counter sign and verify that the inventory installed onsite as per the approval given by the authority. Photography and videography of the installed inventory will also be done.
2. Control: In case if any issues, defects, deficiencies, flaws or damages, etc. are flagged or pointed out by the Review and Monitoring Committee, the Bidder shall take immediate remedial steps such as repair, replacement, service, etc. within 24 hours from the flagging of such issues, etc. or such time as may be directed and intimate the same to the Client in shape of an Action Taken Report.
3. In case of failure to remedy any issues, defects, deficiencies or flaws or damages, etc. flagged or pointed out in the course of review and monitoring of the Bidder's work within 24 hours from the flagging of such issues, etc. or such time as may be directed, the Client may, in its discretion and without prejudice to its right to impose a penalty for every such failure.

5.10 Penalty

Without prejudice to any other right of the Client under this Contract, the Client reserves the right to impose a Penalty for any breach of the terms of this Contract, the amount and nature whereof shall be decided by the Client depending upon the quantum and/or severity of the breach in each case, including but not limited to the following penalties:

Breach	Penalty
Failure to address the notice given by Authority	<ul style="list-style-type: none"> • For First instance, to be kept on watchlist. • For second instance, the concerned key personnel and team leader to be removed from the project. • For third instance, Contract shall be terminated.
Violation of Advertising Norms	1% of License fee per Instance and removal of Advertisement(s) violative of the advertising norms
Failure to Adhere to Payment Schedule	Penal interest at the rate of 12% per annum of the outstanding amount compounded monthly.

Breach	Penalty
Failure to Adhere to the Clause 5.8	1% of License fee per Instance and removal of Advertisement(s)
Any incidence of misbehaviour by the staff of the Bidder	INR 5000 per incidence
If any of the Bidder's personnel, on duty or otherwise is found under the influence of any drug or intoxicants	INR 5000 per incidence
Any other Breach of contract	Suitable Penalty as determined by the Authority, including declaring the bidder ineligible to be awarded a contract for a stated period of time.
Failure to remove the advertisement material as per the directions of the Authority	Forfeiture of 10% of the performance guarantee per incident

6 Participation Criteria for this EOI

The EOI's will be evaluated on the given qualification criteria:

Sr.	Particulars	Supporting Documents to be submitted
1.	The Bidder shall be an existing company registered in India under the Company Act, 1956 or Companies Act, 2013 or a partnership firm registered under the Partnership Act, 1932 or registered (converted to) under the Indian Limited Liability Partnership Act or Proprietorship firm or an NGO registered under the Societies registration act at state level or under NITI Ayog.	Company Registration certificate, Partnership Deed, Copy of GST registration Certificate, Copy of PAN card/AADHAR card, EPF details of the firm (if applicable), MSME certificate (if applicable), Articles of association (if applicable, NGO registration documents
2.	Should have PAN and GST Number	Copy of PAN card and GST Certificate
3.	The Applicant/s should not have been blacklisted by the Central Government, any State Government, Government Local Bodies, a statutory authority, or a public sector undertaking, as the case may be, from participating in any project, and the bar does not exist as on the date of the Proposal.	Undertaking as per FORM 3: Non Blacklisting Declaration
4.	Bid fee and EMD	Copy of the Bid fee and EMD submitted
5.	Details of the bidder	FORM 2: Details of the bidder

Note: The bids submitted without this documentary proof shall be considered nonresponsive and will not be evaluate further.

6.1 Financial Evaluation

Financial Bids will be opened for the bidders who will be found eligible as per Clause 6.

The bidder shall have to quote license fees (Exclusive of all taxes) as mentioned in BOQ. The bidder can choose the Package(s), in which they want to participate, and bidder shall quote the license fee of line item in the BOQ list Package wise for single or multiple Package(s). The bidder can participate in single or multiple Package(s).

The financial proposal shall be shared as per Form 4 in a separately sealed envelope marked 'Financial proposal' along with the technical proposal

The financial proposals will be ranked in terms of highest financial offer. Bidder with Highest offer will be ranked as H-1 and the next lower and so on will be ranked as H-2, H-3 Bidder with the highest offer will be awarded the tender.

6.2 Work Allocation

After completion of financial evaluation, Allotment Letter shall be issued to H1 Bidder for each Package(s). In the event of the H1 bidder(s) fails to deposit the 25% of License Fee as mentioned in the Clause 5.7 within 7 days of issuance of the allotment letter, the Authority reserves the right to offer the allotment of respective Package(s) to H2 & so on for the respective Package(s). The Authority, at its own discretion, may also allow splitting of the packages to bidders who agree to match the H1 rates.

In case the inventory as mentioned in the Clause 5.5 increases or decreases post award of contract, the license fee shall also increase or decrease on a proportional basis (subject to a maximum increase or decrease of +/-

25%). The bidder shall be liable to pay the same. In case the variation is more than the prescribed limit, the bidder shall have the right to refusal.

7 Formats for Submission

FORM 1: EOI Submission Form

FORM 2: Financial Information

FORM 3: Details of the bidder

FORM 4: Non Blacklisting Declaration

FORM 5: Financial Proposal

7.1 FORM 1: EOI Submission Form

(On the letterhead of applicant)

To,
CEO
Panchkula Metropolitan Development Authority
Panchkula Metropolitan Development Authority Sector-3,
Panchkula-134109 , Haryana,

Sub: Financial Bid for "Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula"

Dear Sir,

We, the undersigned, offer to submit our Expression of Interest for Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula. We are hereby submitting our Proposal, which includes technical and financial specifications as requested.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the Proposal Validity Period, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive and this EOI is not liable for any commissioning of work.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Organisation:

Address: _____

Email ID: _____

Contact Number: _____

7.2 FORM 2: Details of the Bidder

Organization name:	Establishment date:
Country:	Location of office/offices:
Number of Employees:	Type of organization and sector:
Type of manufacturing/services provided:	Approximate revenue generated for the preceding 5 financial years:
Narrative description of Organization:	

7.3 FORM 3: Non Blacklisting Declaration

(To be submitted on a 100 Rupees notarized stamp paper)

Declaration for not being blacklisted by the Central Government, any State Government, a statutory authority, or a public sector unit.

Declaration Letter for “Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula”

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship / NGO <Please delete whichever is not applicable> intends to submit a proposal in response to RFP for **“Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula”**, we also declare that our Company / LLP / Partnership / Society / Proprietorship / NGO <Please delete whichever is not applicable> has not been blacklisted by any Central / State Government Department/ Public Sector Undertaking exists as on the date of the Proposal.

Sincerely,

(Signature of the Authorized Person)

Name:

Designation:

7.4 FORM 4: Financial Proposal

(On Bidder's letter head)

[Location, Date]

To,

CEO

Panchkula Metropolitan Development Authority
Panchkula Metropolitan Development Authority Sector-3,
Panchkula-134109 , Haryana

Sub: Financial Bid for "Sponsorship and Advertisement Rights for Vasant Utsav at Sector 5, Panchkula"

Dear Sir/Ma'am,

We, the undersigned, offer to provide the services for the above in accordance with your Eoi and our Bid (Response to Technical Bid and Financial Bid). I have understood the terms and conditions and agree to adhere to the same.

Our Financial Bid for all packages (as per Clause 5.5) has been as shown below:

Package (A)	Item (B)	Quantity (C)	Financial bid (D) (License fee in INR to be filled against single/multiple packages)	Total (E = C x D)
1	Hoarding	50		
2	Gantry /Box Gate	10		
3	Electric Poles within event area	20		
4	Watch Tower Branding, Media Tower Branding and Fire Tower	4		
5	Charging Stand Points	5		
6	Sky Advertising Balloons	4		
7	LED Van	4		
8	LED Wall on stage	1		
9	LED Wall in external area	4 (7 days)		
9	Standeeds	40		
10	On stage public announcement for branding	3 days		
11	Banners at roundabouts/major junctions	14		
12	Sector dividing roads	60		
13	Rights to product display at event (subject to approval of the Authority)	4		
14	Award distribution by sponsors	1		

Package (A)	Item (B)	Quantity (C)	Financial bid (D) (License fee in INR to be filled against single/multiple packages)	Total (E = C x D)
15	Right to make promo / film / content	2		
16	Kiosks	20		
17	Social media rights	No limit		
18	Radio advertisement rights	No limit		
19	Team kits (shirts/t-shirts, caps, stationery, badge)	100		

We understand that the Authority reserves the right to negotiate the Financial Bid for the services as a whole or for individual tasks of the services.

We undertake that our Financial Bid shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Bid, i.e. 180 days from the date of submission of the e-Bid.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India.

We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Signature:

Name and title of Signatory:

Name & address of the Bidder

Annexure 1: Site Details and Inventory

Sector 5: Town park and Cactus garden

