



PUNJAB CRICKET ASSOCIATION

I.S. Bindra Stadium, PCA, Sector-63, SAS Nagar, Mohali

SUBJECT- IN STADIA ADVERTISEMENT RIGHTS

The In-stadia Advertisement Rights, except committed BCCI/Sponsors spaces, for bi-lateral International Matches (Test/ODI/T-20Matches) to be hosted by the Association at I.S Bindra Stadium, PCA, Sector-63, S.A.S Nagar, Mohali, Punjab are to be allotted for 1 year i.e. from 1st September, 2022 to 31st August, 2023. The bid shall be valid for one year and any number of international matches staged by PCA at I.S Bindra Stadium, PCA, Sector-63, S.A.S Nagar, Mohali, Punjab during bid period i.e. from 1st September, 2022 to 31st August, 2023.

The Interested parties must fulfill the following conditions for qualifying as Eligible Bidder-:

1) Must have experience of at least 5 matches as In-stadia Advertisement rights holder in International Cricket matches or equivalent tournaments of any other sports.

OR

2) Must have a sponsorship agreement with BCCI or equivalent sports bodies of other sports & having an experience of using advertisement space in International sports event.

The interested parties must submit their supporting documents, as evidence for fulfillment of above conditions.

The interested parties are requested to quote rates for any International bilateral series (Test, ODI, T-20) Cricket matches to be staged by PCA at I.S Bindra Stadium, PCA, Sector-63, S.A.S Nagar, Mohali (160062). The rights and entitlements include-:

- a. Perimeter Boards: All on ground space (apart from 240 running feet for BCCI Sponsors)
- b. Sight Screens: Tri vision/LED Screen
- c. Boundary Rope
- d. Ball Boys Uniform & Ground Staff
- e. Lighting Poles
- g. All above ground branding space except balloons or any other advertising which is visible from outside the ground.

A. Payment and other terms

1. The Bidders have to submit their bid/quote, supporting documents as mentioned above, in a sealed envelope along with a demand draft, as earnest money, in favour of Punjab Cricket Association amounting to Rs.20 Lacs (Rupees Twenty Lacs only). Bids received without demand draft & supporting documents as mentioned above, would stand as “Non-qualified bids”. The rights will be allotted to the highest bidder per International match (Test/ODI/T-20). On declaration of successful bidder, any back-out or opting out of the process would entitle PCA to forfeit the earnest money and allotment of rights to the next highest bidder. In case two bids received of same amount, the PCA reserves the rights to take appropriate decision.
2. The Right Holder is to pay another amount of Rs. 20.00 lacs, in addition to Rs. 20.00 lacs paid as earnest money, at the time of signing of the contract within three days from declaration of successful bid and the amount of Earnest money of Rs.20 lacs and signing amount of Rs. 20 Lacs will be adjusted against the first installment of the first match.
3. The 50% of the agreed amount to be paid by the Successful bidder 30 days before the date of start of the match.
4. Remaining 50%, 15 days before the date of start of the match.

In case of opting of the process by the successful bidder, the earnest money shall stand forfeited and PCA will be at liberty to negotiate with the second highest bidder.

The Interested parties are requested to send their offer duly sealed in the envelope addressed to the Chief Executive Officer by 16th August, 2022 by 1700 Hours at I.S Bindra Stadium, PCA, Sector-63, S.A.S Nagar, Mohali, Punjab (160062).

The PCA reserves the right to negotiate, grant or shelve the “In-stadia Advertisement Rights” in the best interest of the Association.

**Chief Executive Officer,
Punjab Cricket Association.**