

Directorate of Sports Punjab

2nd World Cup Kabaddi, Punjab-2011

Expression of Interest- TV Channel Partner

The Punjab Sports Department/ Punjab State Sports Council is organizing 2nd World Cup Kabaddi, Punjab-2011 in the state of Punjab from 1st to 20th November, 2011. The event would take place in 16 different cities of Punjab. The Opening Ceremony will be held on 1-11-2011 at Sports Stadium, Bathinda and Closing Ceremony on 20-11-2011 at Guru Nanak Stadium, Ludhiana. The following countries are likely to participate in this mega event:-

1. India	2. Pakistan	3. USA
4. Canada	5. Australia	6. U.K.
7. Italy	8. Argentina	9. Iran
10. Norway	11. Afghanistan	12. Spain/ New Zealand
13. Sri Lanka	14. South Korea	

The event will be first of its kind, wherein the top 3 teams would take home Rs. 2.00 Crore, Rs. 1.00 crore and Rs. 50.00 Lacs, respectively. This event will be witnessed by more than 30,000 spectators at each venue. Besides, last years experience shows that lacs of people all across the globe would watch this Tournament on television. The Tournament would be conducted under flood lights. Matches at different locations including Opening & Closing Ceremonies shall be telecast live.

The Punjab Sports Department/ Punjab State Sports Council invites Expression of Interest (EOI) from the interested TV Channels to cover and telecast the event live. Interested TV Channel may submit their financial bids for the exclusive rights to cover and telecast live this mega event. TV Channels/ Companies willing to associate with the 2nd World Cup Kabaddi, Punjab-2011 shall fulfill the following conditions:-

1. The TV Channels should have had a turnover of at least 10 Crores for each of the last two years.
2. The interested channels would have to submit their Balance Sheets for the last two years.
3. The EOI should include details of:-
 - (a) Number of Cameras that would be used for the live telecast.
 - (b) The detailed camera layout.
 - (c) The number of promos/ advertisements that would be aired prior to the event .
 - (d) How many days prior to the event would promos start?
 - (e) What setup and who would be involved with the post match analysis?
 - (f) The TV Channels should have their own commentary setup.
4. The TV Channels should have experience of telecasting live at least one State Level Sports Event in the last three years.
5. The tender should be submitted in three sealed envelopes:-
 - (i) Earnest money (ii) Technical Bid (iii) Financial Bid & all the three envelopes should be put in one sealed envelope.
6. A demand draft amounting to Rs. 1.00 lac (refundable) in favour of Director Sports, Punjab-cum- Secretary, Punjab State Sports Council, may be deposited as earnest money alongwith the tender. No tender will be accepted without earnest money.

Note:- A concept paper on format of Tournament and detail programme of Opening and Closing Ceremonies, may be obtained from Director Sports, Punjab-cum- Secretary Punjab State Sports Council, SCO No. 116-117, Sector 34-A, Chandigarh on any working day between 10.00 AM to 4.00 PM. Tenders must reach his office latest by 23-9-2011 by 12.30 PM and shall be opened the same day at 2.30 PM.

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Director Sports, Punjab