

MUMBAI CRICKET ASSOCIATION



REQUEST FOR PROPOSAL
HOSPITALITY PACKAGE
AT WANKHEDE STADIUM
ICC CRICKET WORLD CUP 2023

Mumbai Cricket Association (MCA) invites proposals from interested applicants for buyout of hospitality packages for the ICC Men's Cricket World Cup 2023 for all 5 matches being held at the Wankhede Stadium in Mumbai as described in the scope and subject to the terms and conditions set out in this Request for Proposal (RFP)

STATUS OF THIS RFP

This RFP is no more than a Request to submit the proposals and does not, and is not intended to, constitute a contract or a binding offer capable of acceptance by MCA. Such contract shall be entered into by MCA only upon signature by MCA of an Agreement in pursuance of this process. Nothing in this RFP is a representation upon which a firm/organization or any other person is entitled to rely at any point in time in order to bring a claim, action or proceedings against MCA (whether for misrepresentation or otherwise).

SCOPE OF PROPOSAL

As decided by the Apex Council, MCA requests proposals from interested applicants for buyout of hospitality packages for the ICC Men's Cricket World Cup 2023 for all 5 matches being held at the Wankhede Stadium in Mumbai. The seating scope covers Sachin Tendulkar Stand Level 2 (minimum 300 seats), 7 AC boxes at Sachin Tendulkar Stand Level 2 (140 seats), the Cricket World Cup 2011 Victory Memorial Stand (2 seats) at the Wankhede Stadium. Interested applicants will be responsible for provision of services including exclusive sales and marketing of official MCA Hospitality packages.

Buyout of exclusive Sales and Marketing rights for official MCA Hospitality packages

In the event that MCA chooses to accept a proposal in relation to this request, the successful applicant will, acting under the MCA name and responsibility, be in charge of commercializing the official MCA Hospitality packages for all 5 matches being held at the Wankhede Stadium in Mumbai for the ICC Men's Cricket World Cup 2023. In order to ensure the highest standard of delivery to customers, this will include a service level agreement to be established by MCA following the successful applicant's proposed product concept. This proposed product concept must be included in the proposal.

SUBMISSION OF PROPOSALS

The Applicant is asked to provide the following information as part of their proposal:

- a) Company structure and ownership;
- b) Organisation chart;
- c) References of the applicant for comparable projects in the last three years (including the name and contact details of reference customer(s));

- d) References of the contact person (main contact) of comparable projects of last three years;
- e) Names, roles and responsibilities of the key personnel who would be involved in the services;
- f) Existing sales network;
- g) Copies of its current professional indemnity and third party indemnity insurance, and any other insurance policies which the company has in place which may be relevant to the provision of the services.
- h) Agreements with third parties, if any. Applicants shall identify in their proposal which services, equipment or activities for which they intend to contract a third party. Details of any third party shall be made available to MCA in the proposal.
- i) Proposed financial model for the rights acquisition including proposed payment terms, revenue sharing model and minimum guarantees provided to MCA. In the event that such financial model is dependent on certain conditions, such conditions must be clearly stated in the proposal.
- j) MCA official Hospitality Package product concept:
 - i. Types of products
 - ii. Service level and key elements included in each product type
- k) Proposed price for each type of product
- l) Proposed sales strategy
- m) Estimated number of MCA official Hospitality Packages to be sold per match per product
- n) Revenue sharing calculation for the sale of MCA official Hospitality Packages based on the applicant's suggestions for (k) and (m) above
 - i. Per match
 - ii. Total
- o) Marketing strategy and committed budget
- p) Operational set-up:
 - i. Management structure and model for cooperation with MCA
 - ii. Sales and marketing team structure
 - iii. A list of suppliers and sub-contractors if any
 - iv. Key timelines
- q) Key requirements and assumptions to guarantee the success of the project

All financial figures and information provided in the proposal should be quoted in Indian Rupees (INR) and should include GST.

The rates of tickets are as under:

Location	Rate (5 matches)	Seats	Amount
Sachin Tendulkar Stand Level 2	Rs. 1,00,000/-	300	Rs. 3,00,00,000/-
AC Box (7 boxes)	Rs. 1,90,000/-	140	Rs. 2,66,00,000/-

Cricket World Cup 2011 Victory Memorial Stand (2 seats) to be auctioned.

Any assumptions made in a proposal must be clearly stated and explained.

Proposal should be submitted in sealed envelope on or before 5.00 pm on 18th September 2023 to the following address:

Secretary
Mumbai Cricket Association
3rd Floor, Cricket Centre Building,
Wankhede Stadium, D Road,
Churchgate, Mumbai 400 020

KEY REQUIREMENTS

The successful applicant will be required to provide MCA with the following services in respect of MCA official Hospitality Packages:

- a) Development of an overall hospitality concept including the definition of the different levels of hospitality packages and their pricing strategy
- b) Development of a sales administration process and sales management system, including invoicing system and payment collection
- c) Management of the MCA official Hospitality Packages
- d) On-site staffing and training
- e) Development and implementation of a comprehensive marketing plan to develop awareness and generate sales
- f) Development of a sales strategy and sales activities including client prospection, sales presentations, negotiation and conclusion of sales
- g) Sales reporting
- h) Payment collection
- i) Post-sales management and execution

EVALUATION PARAMETERS

The Proposals will be evaluated in accordance with the following (non-exhaustive) criteria:

- a) A proven experience of the applicant company in the hospitality business;
- b) The financial terms including the quality of the financial commitment, i.e. – revenue share and minimum guarantee;
- c) The applicant's reputation in the industry;
- d) The applicant's team strength and expertise;
- e) The expertise in the delivery of the services to be provided by the applicant;
- f) The financial standing of the applicant and/or the ability of the applicant to fulfil the contractual commitments;
- g) Proposals which enhance sustainability and show good governance
- h) Quality and intelligibility of the documentation submitted.

BID REJECTION

- Any proposals submitted by an Applicant, which fails to satisfy the requirements (eligibility or otherwise) set out in this RFP, may be accepted or rejected by MCA in its

absolute discretion. MCA shall not pre-judge or advise an Applicant whether he is qualified or not. The Applicant must submit its Proposal in accordance with the process specified in this RFP and enable MCA to then evaluate the Proposal.

- Potential Applicants should also be aware that any Proposal submitted by an entity which has been in default of, any contractual obligation or undertaking owed to MCA or in any dispute with MCA (including, without limitation, any payment obligation) may be rejected by MCA in its absolute discretion, notwithstanding that such entity otherwise fulfill the eligibility criteria set out in this RFP.
- MCA in its sole discretion shall have the unfettered right to accept any proposal, reject any proposal, reject all proposals or award rights to whomever MCA in its sole discretion deems most beneficial and in the best interest of MCA

COMMUNICATION AND CLARIFICATION

All communication and clarifications regarding the proposal should be in writing under the title “PROPOSAL FOR HOSPITALITY PACKAGE” to the following email address: tenders@mumbaicricket.com

All clarifications will be provided through email as soon as possible. To ensure equity in the invitation to tender process, all clarifications will be copied to all other applicants.

UNFETTERED RIGHT TO ALTER THE RFP OR ITS PROCESS

MCA reserves the right in its absolute discretion at any time without advance notice and without giving any reason to:

- Withdraw the RFP and annul or terminate the process and/or modify this RFP in whole or in part; and/or
- Launch an additional, different or modified tender process or re-commence the process, enter into direct negotiations with any person and to enter into any contract with any person regarding the subject matter herein and to withdraw from any negotiations in respect of any Proposal; and/or
- Waive, on such terms as it thinks fit, non-compliance or late compliance by any Bidder with any of the provisions of the RFP; and/or
- Require non-compliant Proposals to be corrected and/or amended and resubmitted in accordance with the terms of this RFP; and/or
- Call for further information concerning any Proposal; and/or
- Seek to negotiate the terms of all or any of the Proposal and/or to reject all or any Proposals.

REPRESENTATIONS AND WARRANTIES

Each Bidder in submitting its Bid warrants and undertakes to MCA that:

- (a) the information contained in its Bid is not false or otherwise incomplete, inaccurate or misleading; and

(b) If, following submission of its Bid, there is any change in its circumstances which may render such information false or otherwise misleading or otherwise adversely affect such information, it will promptly notify MCA in writing setting out the relevant details in full.

LIABILITY

MCA shall not be liable to any Bidder for any indirect or consequential loss (which shall include loss of revenue, business, contracts, anticipated savings, profits or wasted expenditure) arising out of or in connection with this RFP or any Bid, even if it was advised in advance of the possibility of such loss or damage.

INTELLECTUAL PROPERTY

Proposals and other supporting papers that may be furnished shall become the property of MCA upon their delivery and MCA will not be obliged to return them. Irrespective of whether any Proposal is successful or not, MCA shall be entitled to use (free from any payment or restriction) all ideas, concepts, recommendations or other materials (save for trademarks and copyrighted materials) contained in such Proposal or otherwise communicated to MCA during the RFP process. The Interested Party waives and shall not make any claim against MCA in respect of any use made by MCA of any Intellectual Property or other similar rights relating to the ideas, concepts or any other materials (save for any trademarks or copyrighted materials of the Interested Party) contained in its Proposal

The Interested Party acknowledges that all Intellectual Property rights and all commercial rights in relation to the cricket matches/ tournaments organized/ conducted by MCA including but not limited to its names, logos and trophies, remain the exclusive property of MCA.

GENERAL

Neither MCA nor its officers, employees and/or agents shall, in any circumstances whatsoever, be responsible or liable in any manner or mode by whatever name called or described for any costs, liabilities, losses, damages or expenses of any kind whatsoever incurred or suffered in connection with this document or as a consequence of the preparation or delivery of any RFP.

CONFIDENTIALITY

By the receipt of this RFP, the firm/organization shall agree to and acknowledge that all information provided by the firm/organization in connection with this RFP (including the RFP itself) constitutes confidential information and therefore shall be prevented from disclosure without the approval of MCA.

GOVERNING LAW

This RFP shall be governed by and construed in accordance with Indian law and the Courts at Mumbai, India shall have exclusive jurisdiction in relation to all matters arising out of or connected with this RFP.

For and on behalf of Mumbai Cricket Association

Ajinkya Naik **Deepak Patil**
Secretary **Jt. Secretary**