

A historic Tender Document....!!!

Television channels, corporate houses and event management companies for long have had a long list of complaints about the way the Indian Cricket Board treated its sponsors and they found it insulting to deal with it. Not all their complaints are, perhaps, valid, but at the same time they have been made to feel persecuted because of the Board's lack of transparency and firmness in dealing with the clients. More often than not the sponsors felt disgusted and cheated.

The Board's new marketing committee had decided to leave nothing to imagination or interpretation by clearly listing everything from A to Z, their rights and responsibilities when it prepared the tender document, a detailed one at that. The sponsors will know what all they will get and what they should provide to the Board in return. There are enticing flexibility terms and some others in the nature of take-it-or-leave-it.

For the first time in the history of the Board a tender document is, in fact, a draft agreement and all that the bidders have to do is to just fill the columns mentioning their name and the price they want to quote. The document had gone on sale at the Board's Office at the Brabourne Stadium on Monday, December 12, 2005 and the forms will be sold till the close of the office hours on Thursday, December 15, 2005. The duly filled forms will be received at 1600 hours at Hotel Oberoi in New Delhi on Monday, December 19, 2005, in the presence of the media. The tenders will be opened there and then.

The price quoted by bidders will be known to everyone and on Tuesday, December 20, 2005, the Marketing Committee will only have to affix its stamp of approval formally for the record. No scope for any negotiations or haggling for months to prise out a few chips more before condescendingly agreeing to award the television rights or team sponsorship.

The document is of two parts, one for team sponsorship and the logo on the leading arm and another for the apparel. The placement of logo on the leading arm --- left-hand for the right-handers and the right for the left-handed. For clarification, the team sponsors have no right to place a logo on the non-leading arm and this is a clause incorporated in the International Cricket Council sponsorship rules.

The second tender document sale for marketing Team India will be from Thursday, December 15, 2005, till the end of office hours on Monday, December 19, 2005.

The apparel tender has restricted the tenders to only international and national apparel manufacturers. In addition to getting the logo, the companies bidding for apparel will have to make a presentation of the clothing. Most important, these bidders must have Pan-India retail distribution network. The retail shops must have a corner reserved for selling the Board's merchandise like apparel and equipment throughout the world. The logo will be registered.

The Marketing Committee will see at least 20 designs before approval. The Board doesn't see it as an avenue for making money but the product also has to be attractive for both the Board as well as the team.

The apparel should be ready for next month's Indian team's tour of Pakistan.