

**BIDS FOR SPONSORSHIP OF
THEATRES / GALLERIES /
other ATTRACTIONS**

AT

**PUSHPA GUJRAL SCIENCE CITY
KAPURTHALA (PUNJAB)**

TN/PGSC/2018-19/03/Sponsorship

Pushpa Gujral Science City
Jalandhar – Kapurthala Road,
Kapurthala, Punjab
Telephone: 01822-5077063 / 64

Advertisement

PUSHPA GUJRAL SCIENCE CITY
Jalandhar-Kapurthala Road, Kapurthala
Telephone: 01822 501963 / 64

BIDS FOR SPONSORSHIP OF THEATRES / GALLERIES / other ATTRACTIONS

Separate Sealed offers are invited from reputed Corporate / Institutions / Institutes / Organizations / Firms for sponsoring Theatres / Shows / Galleries / other attractions at PGSC.

Last Date for Submission of Quotation: 16.04.2018 (1500 Hrs) at PGSC, Kapurthala

Pre-Bid Meeting: 11.04.2018 (1100 Hrs) at PGSC, Kapurthala

Details of Sponsorship options and terms & conditions may be downloaded from PGSC website www.pgsciencecity.org or obtained from the office of PGSC Kapurthala.

Note:

PGSC reserves the right to accept or reject any application and to annul the process at any time, without any liability and assigning any reason thereof.

Pushpa Gujral Science City
Jalandhar – Kapurthala Road, Kapurthala

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COVERING LETTER

From,

(Full name and address of the Bidder)

M/S.....
.....

To,

**The Director,
Pushpa Gujral Science City,
Kapurthala.**

**Subject: BIDS FOR SPONSORSHIP OF THEATRES / GALLERIES
/ other ATTRACTIONS**

Sir,

We hereby submit our offer in full compliance with terms & conditions of the attached tender.

Dated:

**(Signature of Bidder)
With seal**

Particulars

Contract for Sponsorship of Facilities

Date for Pre-Bid Meeting	:	11.04.2018 at 1100 Hours
Place for Pre-Bid Meeting	:	Committee Room, Administrative Block, Pushpa Gujral Science City (PGSC), Jalandhar-Kapurthala Road, Kapurthala
Last Date for submission of Offer	:	16.04.2018 at 1500 Hours
Place for submission of Offer	:	Administrative Officer, Administrative Block, Pushpa Gujral Science City (PGSC), Kapurthala
Validity of the Offer	:	6 (Six) Months from the last date for submission of Tender
Contact Person at PGSC	:	Sh. Sheeraj Batish, Deputy General Manager Tel: 01822-501961- 65 Dr. Munish Soin Manager (Estate & Contract Services) Tel: 01822-501961- 65
Particulars of Bidder	:	Bidder is requested to fill their complete particulars as per Annexure: I attached

Note: PGSC may, at its discretion, extend the date for the submission of tender by amending the Tender Documents in which case all rights and obligations of the PGSC and the Bidder previously subject to the original date shall thereafter be subject to the new deadline as extended. If such nominated date for pre-bid or submission of tender is subsequently declared as a Public Holiday by the PGSC / Government, the next official working day shall be deemed as the date for pre-bid and submission of tender.

SPONSORSHIP OPTIONS AT PUSHPA GUJRAL SCIENCE CITY, KAPURTHALA, PUNJAB

- 1. Space Theatre & Digital Planetarium:** In the theatre, Large Format / Imax Films are projected on 23 meter tilted dome. The theatre has capacity of 325 persons. This screen is 10 times larger than in normal regular theatre.

This facility is unique in Northern Region of India and is highly rated attraction of the Science City. The theatre is located in iconic globe shaped building of 23 meter dia.

The theatre has been constructed with cost of Rs. 16 crores including projection cost of Rs. 8 crores. The running cost of the theatre is about 30 lacs per annum and leasing the film is between Rs. 30 lacs to Rs. 75 lacs per annum.

In addition to above, the same theatre is used to show planetarium shows with ultra modern digital planetarium of its own kind in India installed at the cost of Rs. 2 crores.

The reserved sponsorship rate for this unique facility per annum is Rs. 15 lacs + taxes as applicable.

The title of the theatre will be named after the sponsor as "NAME OF THE SPONSOR Space Theatre /"NAME OF THE SPONSOR Digital Planetarium".

30 second movie clip on the sponsor will be screened before each show. The movie clip has to be provided by sponsor.

Placing Seat Back Towels on the seats of theatres with the logo

2. Virtual Expeditions (Flight Simulator)

30 seater Flight Simulator provides visitors a sense of adventure through virtual expeditions to inside the Pyramids in Egypt and voyages into space. The visitors have a fantastic real life experience as if zooming through the stars in an alien universe, making death defying leaps across chasms or burning the formula one track in your racing car or moving upside down as in a roller coaster.

The reserved sponsorship rate for this unique facility per annum is Rs. 8 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Flight Simulator"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

3. Earthquake Simulator

The simulator takes the visitors to an unparalleled experience of being in an earthquake situation, with varying degrees of earthquake intensity. Again this facility has been set up for the first time in the country and is likely to be very popular among the visitors.

The reserved sponsorship rate for this unique facility per annum is Rs. 8 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Earthquake Simulator"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

4. Laser Theatre

This is the first indoor permanent LASER show in India commissioned in 2005. The show comprises of graphic as well as beam shows providing visitors mind blowing and exhilarating experience. This is one of the major attractions of the Science City and no visitor miss this show.

The reserved sponsorship rate for this unique facility per annum is Rs. 6 lacs + Taxes as applicable.

The title of this theatre will be named as "NAME OF THE SPONSOR Laser Theatre"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

30 second laser show clip/advertisement can be screened before each show. The clip/ad has to be provided by sponsor.

5. Virtual 3 D Theatre

To see and experience the objects flying out of the screen coming in every direction; creepy characters reaching out to grab you giving a feeling that you are a part of an action.

The reserved sponsorship rate for this unique facility per annum is Rs. 6 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Virtual 3 D Theatre"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

6. Climate Change Theatre

Science City has set up a unique Climate Change Theatre, which is first of its kind in the country showing videos on two screens – flat and dome shaped and illuminating the static and moving fibre glass objects along with special light and sound effects, as the video displays storyline of the film.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this theatre will be named as "NAME OF THE SPONSOR Climate Change Theatre"

A panel of 6ft x 4 ft. approx. will be provided for display the information by sponsors.

30 second movie clip/advertisement of the sponsor can be screened before each show. The move clip/ad has to be provided by sponsor.

7. Panorama – Life Through The Ages

An insight into as to how the Earth and then life on it has evolved. 2D, 3D and half-relief models along with landscape merging with the background panels demonstrate major events in the evolution of earth and life on it.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Panorama – Life Through The Ages"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsors.

- 8. Space & Aviation Gallery:** This Gallery takes visitors on Space Voyage showing various cutout view models of space vehicles & from Wright brother's plane to International Space Stations. In addition showing launch of rockets, dioramas of Moon, Venus & various application of space & technologies. A section displays how people live in space.
- Space & Aviation Gallery is located in the centre of the various attractions such as Space Theatre, Laser Show, 3-D Show, Flight Simulator. So every visitor visiting to these facilities walks through this gallery.

The reserved sponsorship rate for this gallery is Rs. 4 lacs per year + Taxes as applicable.

The title of the gallery will be named as "NAME OF THE SPONSOR Space & Aviation Gallery".

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

9. Amazing Living Machine (Health Gallery)

This gallery deals with the various aspects of the human body from the embryonic development to the growth of human & aging and demonstrating anatomy, physiology, diagnostics, genetics and socially relevant subjects such as who is responsible for the sex of the child and HIV/AIDS through interactive and attractive exhibits.

The working of the various systems of the body cover subject like: how the body gets its energy and distribution, how one moves from here and there, getting rid of waste. Growing and aging, making sense and know about your teeth.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Amazing Living Machine (Health Gallery)".

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

10. Virtual Reality & Cyber Space Gallery

This gallery is an exciting place with lots of fun, entertainment and education for people of all ages and background. Here, you can play with Butterflies, sands, Molecular Bubbles, Shadows, Marble Marshal and Magic Flowers. Children can specially enjoy dancing with virtual music and play with virtual games and know How internet and computer works.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this facility will be named as "NAME OF THE SPONSOR Virtual Reality & Cyber Space Gallery".

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

11. Science of Sports Gallery

Science of Sports Gallery is intended to familiarize the visitors with the applications of scientific principles in sports – role of gravity, projectile motion, momentum, force, energy, impulse etc., Newton's Law of motion, materials used in equipment and understanding and improving performance in sports.

This is an interactive/hands on activity/virtual learning center to understand science and sports through playful and non-formal approach.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this gallery will be named as "NAME OF THE SPONSOR Science of Sports Gallery"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

12. Dinosaur Park

The Dinosaur Park displays three eras of Dinosaurs viz Cretaceous, Jurassic and Triassic through Life size dinosaurs, 44 in numbers, which have been installed in the island. Dinosaurs in the sizes are ranging from as long as 140 feet to as small as 1 foot.

Along with models of dinosaurs the flora of that period has been also displayed through natural plantation. While boating the visitors can have a spectacular view of the Dinosaurs Park.

The reserved sponsorship rate for this unique facility per annum is Rs. 4 lacs + Taxes as applicable.

The title of this park will be named as "NAME OF THE SPONSOR Dinosaur Park"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

13. Fun Science Gallery

Around 200 numbers of assorted interactive exhibits have been designed and fabricated and clustered together on the basis of basic fundamental science themes. The exhibits reflect the basic principles of reflection, refraction, sound waves, vibrations, illusions, primary colours, work, energy & power etc. in a very interesting and interactive way.

The reserved sponsorship rate for this unique facility per annum is Rs. 3 lacs + Taxes as applicable.

The title of this gallery will be named as "NAME OF THE SPONSOR Fun Science Gallery"

A panel of 6 ft x 4 ft. approx. will be provided for display the information by sponsor.

14. Einstein Gallery

Gallery on Einstein showing various facets of his life, theories and interesting facts. USP of the gallery is explanation of Theory of relativity in the original voice of Einstein.

The sponsorship rate for this unique facility per annum is Rs. 2 lacs + Taxes as applicable.

The title of this gallery will be named as "NAME OF THE SPONSOR Einstein Gallery"

A panel of 6ft x 4 ft. approx. will be provided for display the information by sponsors.

15. Kids' Science Park

The Park has skill games, swings and seesaws generating curiosity among the children about the scientific principles of these activities.

The reserved sponsorship rate for this unique facility per annum is Rs. 2 lacs + Taxes as applicable.

The title of this park will be named as "NAME OF THE SPONSOR Kids' Science Park"

A panel of 6 ft x 4- ft. approx. will be provided for display the information by sponsor.

Terms & Conditions

1. Sponsorship Period:
 - Grace period of **3 months** for production of 30 second promotional film & signage as per PGSC design.
 - Sponsorship Period: **one year**.
 - If PGSC and Sponsor mutually desire to continue sponsorship at Science City then contract can be extended with annual increase of 5% on quoted Sponsorship rate + taxes and levies applicable from time to time and on mutually agreed terms & conditions.

Unless terminated earlier on account of following:

 - a) By giving **90** days notice period in writing on either side by PGSC or Sponsor.
 - b) However, Terminated by Sponsor before the completion of sponsorship period in which case Sponsor has to pay the sponsorship amount till completion of sponsorship period or balance for the next 90 days of the sponsorship period whichever is earlier.
 - c) However, Terminated by PGSC before the completion of sponsorship period in which case PGSC will refund the balance sponsorship amount from the effective termination date after completion of notice period or completion of contract whichever is early.
2. Sponsorship Period will commence after 3 months from the date of agreement i.e. after the grace period or from the date the film is installed/ signage is displayed, whichever is earlier. It is presumed that Agency would complete production of film as per the format stated by PGSC and signage in the first 3 months (Grace Period) at its own cost.
3. The Sponsor shall be solely responsible for the proper maintenance and installation of signage / hoarding and if in any case any accident / mishappening occurs during the erection or thereafter, the Sponsor shall be responsible to pay the compensation to the affected persons or to PGSC in case there is any damage to PGSC property and will get the same repaired at its own cost.
4. Placing Seat Back Towels on the seats of theatres with the logo and title of the sponsor not disturbing the show and ambience of the theatre. The cost of providing Seat Back Towels and their maintenance and cleaning will be sole responsibility of the sponsor. If it is not found to be upto

standards in the terms of quality and cleanness; PGSC will have the right to remove such things without any notice

5. Sponsor will not display any vulgar or obscene material in the film / hoarding.
6. The Sponsor shall also be at liberty to change the text of hoarding / script of film, if required, in his business interest, at his own cost, with approval of PGSC.
7. Sponsorship Fee per annum: **Quoted Amount + Taxes as applicable.**
8. The sponsorship fee will not be increased during the tenure of the contract.
9. The schedule of payment will be as follows:

1 st Installment	50% of quoted amount + taxes and levis applicable from time to time	At the time of Signing the Agreement.
2 nd Installment	Balance 50% of quoted Amount+ taxes and levis applicable from time to time	After completion of grace period or before commencing sponsorship activity such as screening of the film / installation & display of signage

10. If contract is extended, payment for the extended period will be paid at the beginning of the each year of the extended period.
11. That the Sponsor is liable to pay quoted rates, taxes and levis etc, if any, as applicable time to time.
12. That Sponsor shall make payment of Sponsorship fee etc. in favour of "Pushpa Gujral Science City" payable at "Kapurthala" by Demand draft drawn on local bank or through cheque payable at par OR RTGS / NEFT.
13. That in the event of failure to pay the Sponsorship fee and other charges, if any, as per specified time given in the tender, PGSC will have the right to stop the screening of film and any other sponsored activities of the Sponsor.
14. In the event of the Sponsor committing any breach of contract / Agreement, PGSC, without prejudice to other rights and remedies, is

entitled to forfeit the sponsorship amount towards the balance sponsorship period.

15. The Sponsor shall equip itself with all necessary permits, Sponsorships and such other permissions as may be required under the law in force at any time with regard to the operation of the subject Sponsorship and PGSC shall not be held responsible.
16. That Sponsor shall have no objection in case PGSC grants Sponsorship to any other Sponsor for any similar facility at the PGSC where the Sponsor is rendering such services.
17. That the PGSC, Kapurthala shall provide space for installation of signage. , however, expenses of any kind for installation of the signage, supply, placement and cleaning & maintenance of back seat towels and production of film shall be incurred by Sponsor.
18. It shall be the responsibility of Sponsor against any theft and burglary in respect of all movable and immovable assets stored or used in the premises and PGSC shall not be responsible for any loss or damage caused to Sponsor on any account whatsoever.
19. That the PGSC reserves the right to change the location of signage premises at any time to new alternate location in the premises with the mutual consent of Sponsor and PGSC. In case of change of location at request of PGSC the cost of shifting the structure will be borne by PGSC. However, in case the shifting is done at insistence of Sponsor, the cost of shifting will be borne by Sponsor.
20. The Sponsor shall not erect or display any advertisement or signboards except approved sponsorship activity by PGSC.
21. The Sponsor shall be bound by all the instructions / directions, if any, given by Government of Punjab or the Hon'ble Punjab & Haryana High Court and all other courts of law in this regard and PGSC shall be at liberty to take necessary action against the Sponsor in case if any violation of these instructions is made by Sponsor.
22. In the event of any default, failure, negligence or breach, in opinion of the PGSC on the part of the Sponsorship agreement, the PGSC will be entitled and be at the liberty to determine the Sponsorship forthwith and without payment of any compensation or damages and also forfeit in full or in part the amount deposited by the Sponsor for due performance of agreement.

23. All disputes between PGSC and the sponsor arising out of this agreement entered into or in relation thereto or regarding the interpretation of any clause, terms and conditions thereof shall be referred to the Director General, Pushpa Gujral Science City acting as such at the time of reference or any other person as may be nominated by the DG who will be the sole arbitrator and his decision will be final and binding. In case the nominated Arbitrator is unable to commence or continue with the Arbitral proceedings for any reason whatsoever, the DG shall nominate / appoint another officer of PGSC who shall commence the proceedings and decide the reference. The provision of Arbitration and Conciliation Act 1996 shall apply. The place for arbitration will be Kapurthala.
24. The parties and agreement shall be subject to the jurisdiction of courts at Kapurthala.
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INSTRUCTIONS

Contract for Sponsorship Attractions at PGSC

1. Bidder can quote more than one available options.
2. Bid should be submitted in a larger envelope double-sealed cover, superscribing the bid for "**BID FOR SPONSORSHIP OF ATTRACTIONS at PUSHPA GUJRAL SCIENCE CITY, KAPURTHALA, PUNJAB.**" by due date.

3. CLARIFICATION OF BIDS

To assist in the examination, evaluation and comparison of bids, PGSC may, if necessary, ask bidders individually for clarification of their bids.

4. SELECTION CRITERIA

Highest quoting bidder will be given the right of sponsorship of the individual attraction. The bidder quoting sponsorship rates less than the reserved price for sponsorship of any attraction/theatre/facility will be summarily rejected.

5. Other Instructions

- 5.1 PGSC will process the bid as per PGSC norms & procedures and PGSC would not be under any obligation to give any clarification to the agencies whose bids are rejected.
- 5.2 Bidders are advised to visit Science City and themselves see the location during office hours on any working day
- 5.3 PGSC reserves the right to reject / cancel any or all or part of the bid of the bidder without assigning any reasons and shall also not be bound to accept highest bidder. The decision of the PGSC shall be final and binding.
- 5.4 Omission, neglect or failure on the part of bidder to obtain requisite reliable and full information or any matter affecting his / her tender, shall not relieve the bidder, from any liability in respect of the contract.

FINANCIAL BID
SPONSORSHIP OF FACILITIES AT
PUSHPA GUJRAL SCIENCE CITY, KAPURTHALA

Sr. No	Theatre / Show / Gallery / other attractions	Reserved Amount in Rs per year	Amount Quoted in Rs. Figures Per year	Amount Quoted in Rs. Words per year
1.	Space Theatre (IMAX Films / Digital Planetarium)	15.00 Lakhs		
2.	Flight Simulator	8.00 Lakhs		
3.	Earthquake Simulator	8.00 Lakhs		
4.	Indoor Laser Show	6.00 Lakhs		
5.	Virtual 3D Show	6.00 Lakhs		
6.	Climate Change Theatre	4.00 Lakhs		
7.	Life Through the Ages	4.00 Lakhs		
8.	Space & Aviation Gallery	4.00 Lakhs		
9.	Amazing Living Machine	4.00 Lakhs		
10.	Virtual Reality Gallery	4.00 Lakhs		
11.	Science of Sports Gallery	4.00 Lakhs		
12.	Dinosaurs Park	4.00 Lakhs		
13.	Fun Science Gallery	3.00 Lakhs		
14.	Einstein Gallery	2.00 Lakhs		
15.	Kids' Park	2.00 Lakhs		

The amount quoted will be NET PAYABLE to PGSC as per the terms and Conditions. Any taxes and levies payable will be extra as applicable.

Name, Signature & Seal of Bidder

Date:

Place:

Note: In case there is any discrepancy in the amount mentioned in words and figures, that mentioned in words shall prevail.

PARTICULARS
Use Additional Sheet if necessary

- S.No
- 1 Name of Organization
 - 2 Postal Address
 - E-mail address
 - Telephone No.
 - Fax No
 - 3 Name and designation of the representative of the Agency to whom all references shall be made
Mobile No.
(Authorization letter)
 - 4 Status of Organization (Whether Private/
Public Sector Undertaking / Sole Proprietor
/ Partnership/Cooperative Society etc.
(Attach Documentary Proof)
 - 5 Enclose Company Profile
 - 6 PAN and GST Registration Number
(Attach Documentary Proof)
 - 7 Any Other Information

(Name & Signature of Agency)
With Seal

Date:

AGREEMENT

**AGREEMENT FOR BIDS FOR SPONSORSHIP OF THEATRES / GALLERIES /
other ATTRACTIONS AT PUSHPA GUJRAL SCIENCE CITY,
KAPURTHALA**

This agreement made this _____ day of _____ two thousand _____, between **Pushpa Gujral Science City, (PGSC)**, Kapurthala through its Administrative Officer on one part herein called the PGSC and **SPONSOR** represented by _____ on the other part, hereinafter called Sponsor.

Whereas the Sponsor is desirous to sponsor ' _____ ' in PGSC Campus on the terms and conditions mentioned hereunder:

And whereas PGSC, Kapurthala is agreeable to grant the sponsorship.

The terms of conditions of Tender Notice and minutes of pre bid meeting shall also form part of this contract

Scope of Sponsorship, and Terms & Conditions...

Signed By

Administrative Officer
Pushpa Gujral Science City
Jalandhar – Kapurthala Road
Kapurthala

Name:
Designation:
Lessee:
Address:

FOR AND BEHALF OF PUSHPA
GUJRAL SCIENCE CITY IN THE
PRESENCE OF

FOR AND BEHALF of SPONSOR
_____ IN THE
PRESENCE OF

Witness:

1.

Signature:

Name:

Designation:

Address:

Witness:

1.

Signature:

Name:

Designation:

Address:

2.

Signature:

Name:

Designation:

Address:

2.

Signature:

Name:

Designation:

Address: