

## Delhi Tourism & Transportation Development Corporation Ltd.

18-A, DDA, SCO Complex, Defence Colony, New Delhi – 110024

Application form for Collaboration with DTTDC for Events				
Date of Application				
Name of Event				
Date of Event				
Event Venue				
Type of Event (tick relevant)	Sponsored (non ticketed)	Sponsored & ticketed	Ticketed only	Govt. funded
Event Organizer (IP Owner)				
Company Profile of Event Organizers				
Address of the Event Organizer(s)				
Contact person & contact details of Organizer(s)				
Event Manager Agency (If different from Organizer)				
Address of Event Management Agency				

Contact person & contact details of Event Agency				
Brief description/concept of the event detailing the content of the event (attach presentation along with a short description here)				
What is the Target Audience of the Event – Explain in detail (attach sheet in required)				
Names of other brands associated with the Event and in what capacity (attach sheet if required)				
Detailed Marketing plan of the event (attach sheet if required). List mediums of advertising/marketing eg. Radio print outdoor				
List of VIPs attending the event (if any)				
Kind of support required from DTTDC	Venue	(specify the name of venue with options)	Sponsorship	(Purpose of sponsorship i.e. Artists, venue, technical etc.)
Documents required from the Event (Organizer(s) – Post Event at the time of the application)	Insurance Documents (Public & Workers liability)			
	Event License (performance license) – DCP licensing (in case not available need list copy of submission for the Event License)			

	Copies of all other necessary Govt. permissions. (or application made)
	Duly completed Indemnity Form (formatted by DTTDC)
	Documents proving that the necessary relevant authorities have been informed about the attendance of VIPs (if any)
	Copy of Authority Letter from the Event Organizer of Event Management Agency (in case permissions are being applied by the Event Manager on behalf of the Event Organizer)
Documents required from the Event Organizer(s) – Post Event- the next day of completion of dismantling	Peaceful venue vacation and handover report duly filled and signed by the Venue Care Taker, (in case

Signature.....

Name of the person.....

Name of the firm.....

Contact Address.....

.....

.....

Contact Number.....

Email.....

Witness:

1.

2.

**INDEMNITY BOND**

We, M/s .....(company) a  
company its registered office  
at.....being represented through its  
duly constituted authorized representative  
Mr.....S/o.....R/o  
.....

being duly constituted and empowered by the owner of the Company to  
execute the present indemnity bond in favour of M/s Delhi Tourism &  
Transportation Development Corporation Ltd. having their registered office  
at 18-A, DDA, SCO Complex, Defence Colony, New Delhi (DTTDC)

**WHEREAS**

1. The aforesaid Company approached DTTDC and filled up application  
form dated..... for collaboration with DTTDC for  
organizing..... event  
at.....from  
this.....day to.....
2. DTTDC in response to the said request submitted by the Company  
for collaboration with DTTDC for organizing the aforesaid events has  
agreed and accepted the request of the said company for  
collaboration of DTTDC for organizing events as per details provided  
by the Company in the aforesaid application form for collaboration of  
events with DTTDC
3. The Company is pursuant to the same now hereby unequivocally  
hereby declare and undertake as follows :

Now this Indemnity Bond is stated as follows :

1. The Company hereby declares and states that it shall be bound by the terms and conditions mentioned in the application form for collaboration with DTTDC.
2. The company shall be responsible for seeking all types of licenses, permits, permissions, no objections from any or all concerned authorities on its own costs and expenses and DTTDC shall not be liable for the same in any manner whatsoever.
3. The Company undertakes to keep DTTDC indemnified against all claims, damages, compensation, costs (including litigation cost) etc. of any/all kinds whatsoever suffered or incurred directly or indirectly or in any manner whatsoever arising out of any acts of omissions and commissions done by the company organizing the said events as per the details provided in the application form for collaboration with DTTDC for the said events.

IN WITNESS WHEREOF I, .....  
on behalf of the above named Company, have set my hand on this present Indemnity Bond on the date hereinabove first mentioned in the presence of the witnesses who have also set and subscribed their respective hands in my presence and in the presence of each other.

INDEMNIFIER

WITNESSESS

- 1.
- 2.

**Delhi Tourism & Transportation Development Corporation Ltd.**  
**18-A DDA SCO Complex, Defence Colony, New Delhi**

**Policy for Branding of supporting events during Delhi Festival – 2016**

The Delhi Festival being organized in the month of February, 2016 has been conceptualized as an annual event of the Delhi Government which is expected to register as a signature event in the world tourists' schedule of events and carnivals. In order to involve private partners to expand outreach of festivities and happening events across Delhi, a policy has been framed to select them through a transparent and competitive process and to allow them hold their own events under the banner of Delhi Festival.

Under this policy, the DTTDC seeks such private partners who have the experience and the means whether personally funded or through sponsorships to organize high quality and meaning full events for public participation whether ticketed or for open to public.

**DTTDC will not provide any financial support.**

The entire responsibilities of organizing every aspect of the event lies with the private partner and the DTTDC would only associate in:-

1. Allowing use of its logo and promote through branding under the umbrella of Delhi Festival.
2. Facilitate in seeking permissions with no undertaking or commitment to ensure the same.
3. Allowing putting up hoardings at DTTDC projects at subsidized rates or free however cost of hoardings will have to be borne by organizers.

DTTDC would like to add the following type of various events under the umbrella of Delhi Festival – 2016.

- Religious / historical / heritage walks
- Cycle rides / cycle tours
- Classical / musical events
- Theatre / Drama
- Photography events / competitions
- Children Events
- Magic Events
- Soft Adventure events
- Puppetry events

- Any other event related to promotion of tourism

DTTDC may also at any time reserves the right to withdraw its association/cooperation to the partner without assigning any reason thereto.

**Modalities / eligibility criteria pertaining to selection of private partner/ Agency / Association / NGO / Individual Firms**

All such events shall be selected on the basis of the following criteria :-

- Innovativeness of idea
- Availability of location
- Experience in organizing the respective event
- Sponsors and their nature of business
- Creative contents

Besides this the following credentials of the private partner/ agencies shall also be evaluated before selection of any event / exhibition / activity.

The Private Partner/Agency/organization (Company/ Association/NGO/Individual Firms) should be incorporated for a minimum period of 3 years for the purpose of organizing cultural tourism events, walks, photography exhibition, adventure activities or in the field of the concept of the event being planned.

1. The firm / company should have competence to organize the event or they should engage a competent event company to organize the event on their behalf.
2. The partner agency should have an office in Delhi / NCR.
3. Financial credentials / net worth to be mentioned.
4. Agency / firm should not have been blacklisted by any Govt. organization / PSU as well as no pending litigation.

**Deliverable from DTTDC**

DTTDC would be providing the following support to the agency / firm selected to organize their respective event/ activities in Delhi Festival -2016 :-

- Branding of event including advertising support
- Facilitation for issuance Performance License / statutory permissions with no assurance / commitment
- To make available location for such event wherever possible without any commitment.

A core committee consisting of eminent personalities experts related to cultural side as well as choreography/ theatre/ drama shall examine and finalize all such events. The said committee shall also be authorized to call for presentation from the interested eligible applicants to finalize the supporting events for Delhi Festival - 2016.

### **EVALUATION CRITERIA FOR SUPPORTING EVENTS OF DELHI FESTIVAL - 2016**

The agency will be invited to give a presentation at DTTDC Head Qtrs at 18 –A , DDA Shopping cum Office Complex, Defence Colony New Delhi-110024 as per the following evaluation criteria:-

S.NO	Evaluation Criteria	Weight age Marks
1.	Innovativeness of Subject/Concept	15
2.	Suitability/Relevance to the concept and theme of Delhi Festival	10
3.	Experience in organizing similar event in last 3 years	15
4.	Media response/Potential/ Public relations to similar event organized in the past three years	10
5.	Professional competence of the team to execute the event ..	15
6.	Likely competence of the team in getting sponsorship/ permissions to execute the event .	10
7.	Whether event design/IP is already existing and executed in the past.	10
8	Creativity and design of event	15
	Total Marks	100

- The Agency scoring 60 marks in the presentation would become eligible for selection.
- DTTDC reserves the right to select any event which shall be deemed most relevant to the theme and concept of Delhi Festival 2016 as decided by the Screening Committee.
- The decision of the Competent Authority of DTTDC shall be final and binding on all the selected agencies.