Query and Clarification for Hiring of Advertising & Sponsorship Agency for Bihar Saras Mela – 2026 vide ref no BRLPS/Proj-NF/2635/26/02 dated 29/10/2026 (Eproc 2.0 tender id- 142337)			
SN	Bid ref no	Suggestion	Clarification
1	Revenue Model & Commercial Rights Financial Bid / Terms of Reference	Can BRLPS clarify whether the minimum reserve price of ₹50,00,000/- is the fixed amount payable to BRLPS by the selected agency, and whether all additional revenue generated through sponsorships, corporate stalls and advertising inventory will belong to the selected agency after payment of the quoted amount?	It is clarified that Rs 50 (Fifty) lakhs will be fixed amount payable to BRLPS. Whatever revenues bidder earns from Advertisement & Sponsorship, is part of bidder income.
2	Infrastructure & Execution Responsibilities Page 9 – Scope of Advertising Static	As BRLPS will provide only the advertising spaces, kindly clarify whether the selected agency will be entirely responsible for fabrication, electrical infrastructure, installation, transportation, maintenance and dismantling of all advertising structures and branding materials	It is clarified that BRLPS will provide infrastructure including stall, wooden flooring, electricity and lighting. Entire fun zone installation has to be done by the successful bidder. If bidder requires any additional arrangements (with confirmation from BRLPS) other than above, the cost will be borne by successful bidder.
3	Confirmed Advertising Inventory & Site Layout Pages 8–10 – Advertising Spaces	Can BRLPS provide the final approved site layout indicating the exact dimensions, locations and confirmed quantities of all advertising inventory, including 50 corporate stalls, hoardings, pole kiosks, air balloons, LED walls, hanger buntings and digital uni-poles before the financial bid submission?	It is clarified that the exact information will be shared with successful bidder.
4	Existing Sponsorships & Category Exclusivity Page 8 – Objectives and Sponsorship Categories	Are there any existing government sponsors, pre-committed brands or category restrictions that the selected agency must consider while approaching corporate sponsors?	No.
5		Additionally, will the selected agency receive category exclusivity for brands participating in the same product or service category?	It is already clarified in Terms of Reference of issued Bid document.

6	Payment Terms & Financial Risk Page 19 – Clause 3.24 (Financial Bid)	Considering that 100% of the quoted financial amount must be deposited within seven working days of receiving the Letter of Award, is there any provision for a phased payment structure linked to the event execution or sponsorship revenue realization?	It is clarified that there is no phased payment structure linked to the event execution or sponsorship revenue realization. Successful bidder will have to submit 100 % payment after receiving of Letter of award.
7	Will electricity and power connections be provided at the advertising Locations?		Yes.
8	Will the agency have the authority to independently determine Sponsorship and stall rental rates?		Yes
9	Will BRLPS issue official authorization letters to facilitate sponsorship Acquisition from corporate and national brands?		No
10	Will alternative advertising locations or commercial adjustments be provided if approved locations are changed or withdrawn by BRLPS?		Yes
11	Can the agency appoint local fabrication and execution vendors for the event?		Yes. Successful bidder may be hire local fabricator as per their requirement.
12	How many Days/Months/Years do we get to advertise on it?		During saras mela period 2026.
13	Is Wooden flooring provided for this area?		Yes.
14	What type of Fun Zone Infrastructure should installed by bidder?		It is clarified that safety should be high priority in Fun zone installation.
15	What is the exact Space details provided to bidders?		Approx 50,000 square feet will be provided to successful bidder. It may be increased with mutual consent of both parties.