



ORGANISING COMMITTEE COMMONWEALTH GAMES DELHI 2010



Notice for Ticketing Consulting Services for Commonwealth Games Delhi 2010

1. The Organising Committee (OC), Delhi 2010 Commonwealth Games invites Expressions of Interest (EOI) from reputed Ticket Service Consultants to provide strategic consultancy and guidelines for marketing, sales and operational delivery of the ticketing program for the Games.

2. **JOB DESCRIPTION & KEY RESPONSIBILITIES**

Specific duties will include:

- a) Analyse and assess opportunities and challenges surrounding the ticketing program.
- b) Develop a comprehensive market focused strategy for the sale and distribution of tickets including:
 - Ticket inventory, pricing and revenue model
 - Ticketing policy and procedures for sales to general public, CGA's, sponsors, government agencies, officials, athletes and local and international tour operators
 - Ticket sales and distribution strategies
 - Seating allocations for all categories
 - Staffing plans, Marketing and Communication Strategies
 - Budgets & Timelines
- c) Develop scope of work for a ticket agency to provide technology and personnel to sell and distribute tickets. Source ticketing service suppliers, develop tender/RFP, assist in vendor selection and contract negotiation.
- d) Provide on going project management during the roll out of operations, marketing and communication guidance, develop sales contracts for sponsors, CGA's, tour operators etc, develop collaterals, advertising agency selection and staff recruitment.
- e) Ensure timely delivery and provide objective perspectives and inputs on all aspects of marketing, sales and operations.
- f) Provide risk analysis, issue resolution, assist with the management of the ticket agency.

3. **ESSENTIAL PROFILE**

Applicants must have demonstrated experience and expertise in consultancy services of planning and management of major multi-sport ticketing programs, preference being given to previous handling of Olympic/Asian/Commonwealth Games. Potential contractors should not be affiliated with any potential ticketing service suppliers.

4. **TERMS & CONDITIONS**

Applications should be sent along with the following documents:-

- a) All applications must be on company letterheads with phone & fax nos, email and website addresses, duly signed the CEO or authorized signatory.
 - b) References of providing satisfactory Ticketing Consultancy Services and previous experience of handling other multi sport games in last 10 years.
 - c) Audited balance sheets for last 5 years including current financial capability.
5. The decision of the OC CWG, Delhi 2010 will be final and no correspondence on rejection will be entertained.
 6. Other terms and conditions would be as per the tender / quotation / enquiry issued from time to time.
 7. EOI's should be submitted in duplicate on or before 10 days from the date of publication of this advertisement.
 8. The OC reserves the rights to suspend the EOI process /accept /reject any application, if found incomplete or if information provided by the applicant is inconsistent and inaccurate. The date of declaration of qualified services providers will be at the discretion of the Organising Committee.

The sealed applications (s) marked **Application for Ticket Services Consultants** should reach the under mentioned address under registered cover or through courier

Director General, Commonwealth Games Delhi 2010
Gate 28A, Jawaharlal Nehru Stadium, Lodhi Road, New Delhi – 110 003, India