

Bangalore Turf Club Ltd.

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POST BOX NO. 5038
52, RACE COURSE ROAD
BANGALORE -560 001

TENDER NOTICE : DATED 23rd APRIL 2012

- I. Bangalore Turf Club is in the business of conducting horse racing and towards promoting the sport has presently a website operational (www.bangaloreras.com), wherein there is live streaming of Bangalore Races on a minimum number of 60 days in a year. The web-cast has currently attracted of about 12,000 hits per race day from viewers across the globe and has the potential to reach 30,000 hits per race day. The website which has been recently redesigned has certain special features, the details of which are contained in the Annexure.
- II. Financial Offers are invited on an annual basis covering a minimum number of 60 Bangalore race days for securing the following partnership rights from the Club in respect of the webpage carrying the webcast:
 - a) To produce a show around the day's racing event which will be a part of the live webcast currently being produced by BTC, subject to the contents of the programme being the sole property of the Club and the Club having the final right on deciding the timing of the webcast.
 - b) To insert graphics and other advertising material in the web-cast, without disrupting the normal racing activities being now web-cast.
 - c) To optimize the commercial potential on the web page carrying the web-cast by securing insertion of advertisements and other marketing initiatives including branding.
- III. Offers are invited, under the subject to the following working arrangement:
 - a) Offers shall be net of operating costs.
 - b) Production cost on the show shall be met by the bidder and the choice of the production team shall be at the discretion of the bidder.
 - c) Sourcing of equipments and resources necessary for the production shall be the responsibility of the bidder.
 - d) Feed produced during the show should be routed through our CCTV telecasting team to enable a proper sync between the current webcast and the show produced.
 - e) Internal transmission of racing events at the club on CCTV shall not be affected in any manner and the existing infrastructures of cameras and production team shall remain unchanged.
 - f) Graphics and creatives for the advertisements shall be designed by the bidder at his cost and after approval by the club the same shall be included in the webpage.
 - g) Prior approvals shall be obtained from the club, as and when required.

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- h) The above rights shall not infringe any of the sponsorship rights separately given by the Club for ground rights and telecast rights for the Bangalore Races.

The offers should be submitted on an annual basis, with the contract to cover a minimum period of 2 years, renewable on mutually agreeable terms.

- IV. Bidders can offer additional benefits if they choose they do so in respect of the following contents in the website and the overall offer will be considered, subject to the offer complying with the primary requirements.

- a) Logos on homepage subject to the display of the name Bangalore Turf Club being retained and the logos being displayed in the demarcated area.
- b) The video-on-demand page.
- c) Any other page of the website.

The club reserves the right to accept or reject such additional offers/benefits.

All offers would be subject to applicable taxes and the club will issue the appropriate tax invoices for the same.

Offers will be awarded after evaluation and subject to fulfilling of all conditions stipulated by the Club.

- V. Offers should be submitted in writing so as to reach the Club on or before 5:00 PM on Monday, 30th April, 2012 in sealed envelopes marked as "OFFERS FOR WEB-CAST PARTNERSHIP" to THE SECRETARY, BANGALORE TURF CLUB LIMITED, 52, RACE COURSE ROAD ,BANGALORE 560001.

For and on behalf of Bangalore Turf Club Ltd.

Secretary
23rd April 2012
Bangalore.

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Annexure

Features of the website:

- 1.1 Banner
- 1.2 Race Calendar
- 1.3 Sponsor of the day
- 1.4 Race Day Preview
- 1.5 News
- 1.6 Watch Live Races/Race Replays
- 1.7 Winners Gallery
- 1.8 Dynamic Race Card
- 1.9 Today's Runners
- 1.10 Media Tips
- 1.11 Track Work
- 1.12 Jockeys , Trainers Engagement for the day
- 1.13 Results
- 1.14 Horse Profile
- 1.15 Horses in training
- 1.16 Trainer & Jockey Profile
- 1.17 Leader board
- 1.18 Pre-Race
Prospectus, Entries, Handicaps, Acceptances, Declaration, Race card
- 1.19 Post race
Results, Official distances and timing, Revised rating, Race day reports and racing incidents,
Photos and Videos
- 1.20 Graded/Classic races
- 1.21 Archives
- 1.22 Community
(1) Facebook / Twitter / You tube / Disqus