

**Office of State Chief Commissioner
Bharat Scout and Guide, Uttar Pradesh**

Gole Market, Mahanagar, Lucknow

Website: www.bsgup.org

Email ID: upscoutsguides@yahoo.com

RFP NO.: BSGUP-SHQ/NJ/RFP/2025-26/01

Dated: 06.08.2025

**RFP FOR ENGAGING AN AGENCY FOR MOBILISATION OF SPONSORSHIPS,
ADVERTISEMENTS AND BRAND COLLABORATIONS DURING 19TH NATIONAL
JAMBOREE OF THE BHARAT SCOUTS AND GUIDES SCHEDULED TO BE HELD
FROM 22ND TO 29TH NOVEMBER, 2025 AT DEFENCE EXPO GROUND,
VRINDAVAN AWAS YOJANA, SECTOR-15, LUCKNOW, UTTAR PRADESH**

Scheduled of Time Lines for Bid Process: -

1.	Date of downloading of bid document/ corrigendum/ amendments, if any:	06.08.2025 17:00 PM Till 23.08.2025 12:00 PM
2.	Last Date and Time for receipt of bids	28.08.2025 13:00 PM
3.	Date and Time of Opening of Technical Bids:	28.08.2025 15:00 PM
4.	Date and Time of Finalization and display of Technical Bid:	28.08.2025 17:00 PM
5.	Date and Time of Opening of Financial Bid:	30.08.2025 13:00 PM
6.	Date of execution of Agreement	05.09.2025

Background: -

The Bharat Scout and Guide, Uttar Pradesh shall be organising the prestigious Grand Finale of Diamond Jubilee Jamboree and 19th National Jamboree from 22nd to 29th November, 2025 at Defence Expo Ground Sector-15 Vrindavan Yojana Awasiya Vikas Parishad, Lucknow. This landmark event will witness the assembly of more than 30,000 Scouts and Guides from All Across India and more than 1,000 Overseas Participants. The event venue is spread over more than 250 acres of land and is one of the prime locations in Lucknow. The venue will be bordered by a six feet high temporary boundary wall made up of G.I. Sheets of more than 06 Kms length and will have 03 big designed entry gates and more than 16 gates in the arena. This will provide a unique opportunity for advertisement of various brands specially brands catering to the aspirations of youths.

With dignitaries such as Hon'ble President of India, Hon'ble Prime Minister of India, Hon'ble Governor of Uttar Pradesh, Hon'ble Chief Minister of Uttar Pradesh, other Union and State Ministers and other senior dignitaries expected to attend the Jamboree, the event offers a unique opportunity for sponsorships, brands collaborations and advertisements that align with the aspirations of youth empowerment, sports, leadership and national pride.

Objectives of RFP: -

To make the event impactful and financially sustainable Bharat Scout and Guide, Uttar Pradesh invites proposal from experienced sponsorship and advertising agencies for mobilization of sponsors, advertisers and brand partners. The objective of RFP is to select a competent agency which can conceptualize and execute with entire sponsorship, advertisement and brand partnership programme.

Scope of Work: - The selected bidder shall be responsible for the following: -

1. Advertisement and Brand Visibility-

- Ground branding (hoarding, banners and LED screen, Kiosk)
- Stall spaces and exhibitions
- Event zones branding (Main Gates, Arena Gates and Arena Walls, Activity Zone, Adventure Area, State/Sub-Camp Gates, Catering Areas and Outer Boundary Wall)
- Digital Branding (Social Media tie-ups etc.)

2. Brand Collaborations- Activities like

- Product Demonstrations
- Sponsored Contest/Quiz, Awards and Honours
- CSR driven initiatives
- Sampling and experimental marketing
- Activities relating to youth empowerment

3. Sponsorship Mobilization- For various events

Note: - Only those advertisements, brand collaborations and sponsorships shall be allowed which ensure seamless integration of branding into the jamboree environment without affecting the design, theme, decorum and safety of the event and its participants. No advertisement, brand collaboration and sponsorship relating to prohibited or banned activities or items and adversely impacting the health of participating youths shall be allowed under this RFP (such as tobacco and tobacco related products etc.)

4. Eligibility Criteria-

1. The agency should be in existence of more than 05 years (certificate of incorporation needs to be attached)
2. The agency should have Minimum 05 years of experience in Media buying and realising for any Government Department or any other reputed clients (copies of release orders to be attached)
3. The agency should have 03 release order of 01 crore and above each from any Government/Semi Government Department or any other reputed clients (release order and completion certificate to be attached)
4. The agency should have at least cumulative turnover of minimum 05 Crores in last 05 years. (copies of CA certificate proof to be attached)
5. The agency must be a registered entity under relevant statute with valid PAN and GST.
6. The agency should have sufficient qualified staff to deploy a dedicated team for this project.
7. The agency should not be blacklisted by any Government/Semi Government Organisations (Undertaking in writing to be allocated as **per Annexure-1**).

5. Proposal Details- The bidder must submit the following proposals: -

A. Technical Proposal: -

- Details of Company Profile with credentials
- Details of similar project executed
- Approach and Strategy for mobilisation
- Details of Team to be deployed
- Timeline for various activities

Note: - Each qualified bidder will be asked to make a presentation before final selection.

B. Financial Proposal: -

- The bidder will give the financial bid in terms of either revenue sharing giving the minimum revenue generation or in terms of fixed revenue to be given to Bharat Scout and Guide, Uttar Pradesh.
- The bidder will submit the schedule of revenue sharing in case of revenue sharing model and schedule of revenue instalment deposit in case of fixed revenue model.
- Cost of all items in this project/activity shall be borne by the bidder.
- The Financial Proposal will be negotiable if required.

6. Selection Process- The proposal must be submitted in 02 separate sealed envelopes one for technical bid and the other for financial bid. Each envelope will be marked for “Technical/Financial Proposal for mobilisation of sponsorships, advertisements and brand collaboration for Jamboree”. Both envelopes will be kept in one single envelope marked “Proposal for mobilisation of sponsorships, advertisements and brand collaboration for Jamboree” and will be submitted to the Secretary, Bharat Scout and Guide, Uttar Pradesh at Gole Market, Mahanagar, Lucknow.

7. Final Selection- Bidder giving the maximum revenue will be finally selected.

8. Instructions-

1. The information and instructions for bidders posted on the website www.bsgup.org shall form part of the bid document;
2. The bidders are advised to physically visit the site of the proposed Jamboree, prior to commencement of bidding process for better understanding of the entire concept. The Layout of the site is enclosed herewith;
3. The prospective bidder must read the terms and conditions of bidding document carefully and must submit the bid only upon fulfilment of eligibility criteria and being in possession of all valid documents;
4. All the information/ corrigendum/ addendum related to the project shall be published on the website: www.bsgup.org. The BSGUP shall have the right to reject the bid partially or fully without assigning any reason whatsoever. The decision of the BSGUP shall be final and binding;
5. The language of the bid documents shall be in ENGLISH;
6. An Affidavit (Stamp Paper of Rs.100/- denomination) needs to be submitted affirming about non registration of any criminal case against the bidder or its bidding firm and not having been Black Listed by Government or Semi- Government agency
7. The safety and security of the personnel or the members of the team of the Bidder and their insurance shall be the responsibility of the bidder;

8. The BSGUP shall have the authority to relax any bidding condition in the interest of the Jamboree
9. The selected agency will work under the supervision and guidance of internal committee and shall submit every day the copies of released orders collected by the agencies to the committee.
10. The BSGUP reserves the right to accept or reject any proposal without assigning any reason.
11. For any clarification or enquiry, The Secretary, Bharat Scout and Guide, Uttar Pradesh at Gole Market, Mahanagar, Lucknow, Email ID: upscoutsguides@yahoo.com may be contacted.

Sd/-
Secretary
Bharat Scout and Guide Uttar Pradesh
Gole Market, Mahanagar Lucknow

**DECLARATION FOR NOT BEING BARRED/ BLACKLISTED BY THE GOVERNMENT/
SEMI-GOVERNMENT/ PUBLIC SECTOR, ETC.**

(To be printed on Bidder's Letter Head)

Sir/Madam,

This is to certify that our Entity/Agency (Name of the Agency/Entity)..... intends to submit a proposal in response to RFP for engaging an agency for mobilisation of sponsorships, advertisements and brand collaborations. We declare that our Entity/Agency has not been blacklisted by any Central / State Government Department/ Public Sector Undertaking in last 05 years. We also declare that no criminal case is pending against our entity/agency in any Court of India.

Sincerely,

(Signature of the Authorized Person)

Name:

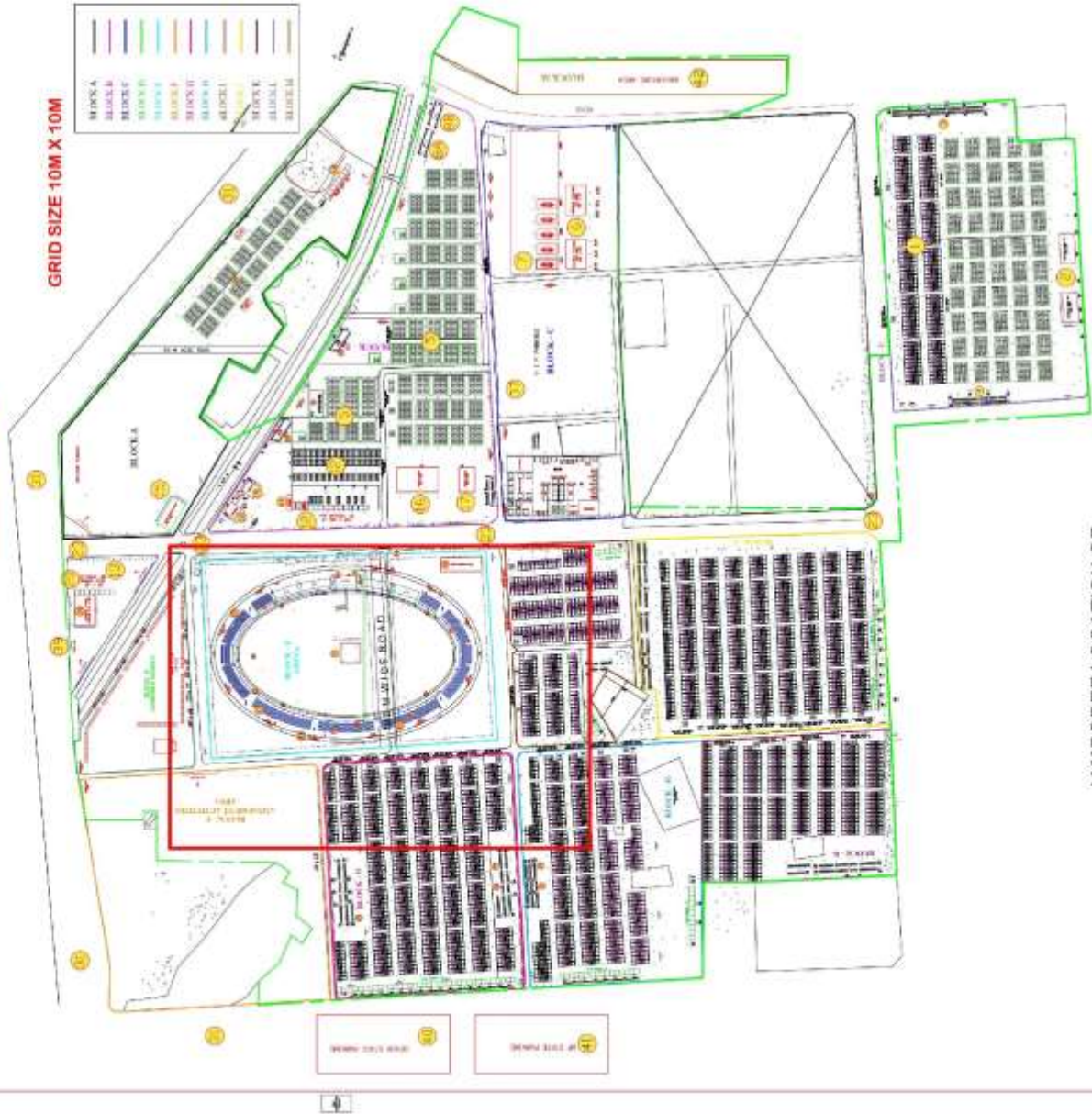
Designation:

"VIKSIIT YUVA, VIKSIIT BHARAT"
GRAND FINALE OF THE DIAMOND JUBILEE JAMBOREE AND
19TH NATIONAL JAMBOREE
23rd - 29th NOVEMBER, 2025

THE BHARAT SCOUTS AND GUIDES

VENUE :- DEFENCE EXPO GROUND, SECTOR 15, VRINDAVAN YOJNA, LUCKNOW, UTTAR PRADESH.

JAMBOREE MAP



JAMBOREE LOCATION QR

- 1 SCOUTS GUIDES SUB CAMP
- 2 KITCHEN & DINING FOR SCOUTS GUIDES - 240 x 80' - 2 Nos
- 3 BATHROOM FOR SCOUTS
- 4 BATHROOM FOR GUIDES
- 5 STAFF & OVERSEAS SUB CAMP
- 6 CENTRAL MESS - 120 x 80' - 2 Nos
- 7 OVERSEAS KITCHEN & DINING - 80 x 40' - 5 Nos
- 8 WASH ROOM FOR STAFF - A FOR MALE, B FOR FEMALE
- 9 WASH ROOM FOR OVERSEAS - A FOR MALE, B FOR FEMALE
- 10 CENTER STAGE
- 11 ROSTRUM (STAGE)
- 12 VIP OFFICES & RESIDENCE
- 13 ADMIN DESK
- 14 DIAMOND JUBILEE EXHIBITION CENTER
- 15 UTTAR PRADESH EXPO - 120 x 80' - 1 No
- 16 MEETING HALL 1 (BIG) - 100 x 166' - 1 No
- 17 MEETING HALL 2 (SMALL) - 100 x 66' - 1 No
- 18 HOSPITAL SCOUTS
- 19 HOSPITAL GUIDES
- 20 HELP DESK
- 21 PARTICIPANTS GALLERY
- 22 STATE EXHIBITIONS
- 23 MAIN ROAD
- 24 VIP GALLERY
- 25 WATER ADVENTURE AREA
- 26 TRANSPORMER
- 27 WATER LINE
- 28 CENTRAL STORE - 120 x 80' - 1 No
- 29 WASH ROOM FOR SCOUTS
- 30 WASH ROOM FOR GUIDES
- 31 ROAD FOR TRANSPORTATION
- 32 OVERSEAS CAFETERIA
- 33 RING ROAD
- 34 PARADE ROAD
- 35 GOVT. STAFF ACCOMMODATION
- 36 GOVT. DEPT. OFFICES
- 37 VIP PARKING AREA
- 38 VVIP PARKING AREA
- 39 VISITOR PARKING AREA
- 40 OTHER STATE PARKING AREA
- 41 UP STATE PARKING AREA
- 42 ADVENTURE AREA