TERMS & CONDITIONS
Sponsorship of Carnival at Jillani Park

1. Carnival will be organized by Parks and Horticulture Authority, Lahore starting from 1st of March till 23rd March 2021 at Jillani Park.

2. An area of 50 kanals has been designated for the carnival in Jillani Park.

3. All reputed national and multinational companies/advertising agencies are eligible to apply. While sponsorship rights will be awarded to participant who would quote the highest financial bid in terms of sponsorship amount over & above setup, operational and execution cost of listed responsibilities i.e. decor and illuminations of carnival and arrangements of opening and closing ceremonies.

4. Sponsor will be accorded “Advertising/Branding rights” inside Jillani Park as in area designated for the carnival.

5. Bidder may provide company profile i.e. company/firm registration, information about tax etc at the time of issuance of tender documents.

6. Financial bid must be filled on the Performa attached with bidding documents.

7. Sponsorship amount will have to be paid within seven (07) days of award of Sponsorship.

8. Bid security of Rs.500,000/- (refundable) in shape of pay order drawn in the name of Director General, PHA, Lahore should be enclosed with financial bid. Security shall be refunded after successful completion of the sponsorship agreement.

9. Sponsor will be responsible for:
   - Payment of sponsorship fee as per its financial bid.
   - Designing and making of decorative area as per theme of carnival.
   - Bearing the installation, operational and execution costs of décor and illumination of Jillani Park as per the theme approved by the authority.
   - Bearing expenses of opening and closing ceremonies.
   - Designing, preparation and installation of promotional material as per approved layout.
   - Publicity material shall be blended with carnival's theme.

10. Rough cost estimation of above mentioned tasks is around four (04) millions (approximately) excluding branding material fabrication, installation & execution cost.

11. Sponsor will be responsible to complete the decoration, illumination and preparation of venue before the start of the carnival.

12. Designs, layout and theme of publicity material and Décor plan will be submitted by sponsor that will be finalized by PHA in consultation with sponsor.