INVITATION TO BID
for
Title and Venue Branding rights of Carnival at Jillani Park, Lahore

Parks & Horticulture Authority, Lahore (PHA) intends to organize a Carnival in the month of March at Jillani Park as part of its Spring celebrations 2021, for which it invites bids from national and multinational companies/advertising agencies, to shape up its aura that includes décor, illumination and ambiance development of 50 kanals area designated for the Carnival as per theme decided by the Authority.

- PHA, Lahore will award following branding rights to the sponsor inside Jillani park during currency of the Carnival:
  - Carnival title
  - Branding of aisle/track
  - Venue branding
  - Branding of parking area
  - Park furniture branding (poles, benches, dustbins etc)

- Sponsor will be responsible to flourish the complexion of carnival by decor, illumination and development of ambiance in designated areas of Jillani Park in commensuration with overall theme of carnival, approved by the Authority.

- Sponsor will be responsible for décor and illumination of carnival that will include entry gates, decorative features, making of decorative area on theme of carnival etc. as well as preparation of stage, music & sound system arrangement and arrangement of opening & closing ceremonies of carnival with estimated cost of PKR four (04) millions approximately (excluding branding material fabrication costs).

- Designs and layout of decorative scheme and branding material submitted by highest bidder/sponsor will be approved by PHA, after award of sponsorship.

- In addition to décor and illuminations, the sponsorship amount will also be paid by sponsor.

- Interested firms/companies may purchase bidding documents that contains detailed terms & conditions from Directorate of Coordination for Rs.2000/-

- A Pre-bid meeting will be held on 17-02-2021 at 12:00 P.M in the office of Director Coordination, PHA at Jillani Park, Lahore to elaborate the concept / designs and theme of the Festival to the perspective bidders.

- Bids for each package containing financial proposals along with Rs.500,000/- in shape of pay order drawn in the name of Director General, Parks & Horticulture Authority, Lahore, as bid security may reach to the office of Director Coordination, Jillani Park on or before 26th February 2021, 11:00 A.M which will be opened same day at 11:30 A.M in the office of Director Coordination, PHA.

- Authority reserves the right to reject all proposals before acceptance of any of the proposal or cancel whole bidding process.

- Any further information can be obtained from office mentioned below during office hours.

Director Coordination
Jillani Park, PHA, Lahore Tel :042- 99200830