



# **Sri Lanka Rupavahini Corporation**

## **Request for Proposal (RFP)**

### **Selection of Partnership for the telecasting of Australia cricket tour of Sri Lanka**

**18<sup>th</sup> May, 2022**

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## **Letter of Invitation**

Sri Lanka Rupavahini Corporation  
Independence Square  
Colombo 07  
18<sup>th</sup> May 2022

Dear Sir,

1. The procurement committee on behalf of the Board of Directors now invites proposals for the selection of Partnership for the Telecasting of the Australia Cricket Tour of Sri Lanka to be held from 07<sup>th</sup> June – 12<sup>th</sup> July 2022 in compliance with specifications and guidelines outlined in this document.
2. This Request for Proposal (RFP) has been addressed to the responsible and reputed parties who are financially viable for the requested project.
3. The bidder who complies with the requirements outlined in this document and has provided with the financially lowest profit sharing offer will be awarded the contract.

It is not permissible to transfer this invitation to any other firm.

4. Please inform us in writing within three working days at the above address that:
  - (a) you received the letter of invitation; and
  - (b) you will submit your proposal.

Your Sincerely

Chairman  
Procurement Committee  
Sri Lanka Rupavahini Corporation  
P.O.Box 2204  
Colombo 07

## **1. Introduction to Sri Lanka Rupavahini Corporation**

Sri Lanka Rupavahini Corporation is the National TV Broadcaster in Sri Lanka and operates three terrestrial channels namely Rupavahini, Nethra and Channel EYE ( Leader in Sport). SLRC Channel EYE has Nine(09) numbers of VHF & UHF TV Transmitters which have the island wide coverage.

## **2. The Project**

### **2.1 Introduction to Project**

By virtue of powers vested in SLRC under section 8 together with subsection (f) and (n) of the Sri Lanka Rupavahini Corporation Act No. 6 of 1982, SLRC seeks an investment partner for the live telecasting of cricket matches in Australian Tour of Sri Lanka on profit sharing basis.

### **2.2 Current Status**

Sri Lanka Cricket (SLC) has awarded the terrestrial TV Telecasting right to the Channel EYE in pursuant to the competitive bidding submitted by SLRC

### **2.3 Television Infrastructure Facilities of SLRC**

Presently, almost all the studio and outside cameras are compatible with full HD format and all the HD cameras are presently operating with SD format since the transmission format is still SD analog in Sri Lanka.. In addition, most of Non-Linear editing setups can be operated for both SD and HD programs. SLRC has C-Band satellite receiving antenna system and fiber connectivity to receive the live feeds from the Cricket playing venues.

In order to be highly competitive, SLRC has addressed how the equipment are used to produce programs that are widely distributed on global and national basis. That will be benefitted for the creation of High Definition (HDTV) programming proceeding the multi-channel and multi-platform HD broadcast distribution catching new businesses, customers, markets and the competition.

SLRC Channel EYE is the leader in sports and has acceptable coverage and remarkable viewership.

### **2.4 Problem Statement**

SLRC has all the technical infrastructure facilities including island wide TV transmitter network and well experienced professional staff in both production and technical. With that human and physical assets owned by SLRC and the reputation in telecasting of international cricket tournaments in the past including the 1986 world cup of which Sri Lanka was the champions, SLRC was able to get the award of terrestrial TV right for the live telecast of cricket matches in Australian Tour of Sri Lanka.

SLRC has to pay unto SLC Rs. 41,750,000/- plus applicable Taxes upon the receipt of the letter of award. Due to the prevailing situation of the country, SLRC is in trouble to find that much of money since the SLRC revenue is not up to the expected margins for more than two years due to lack of sponsorships during the period of Covid 19 pandemic outbreak.

## **2.5 Project Objectives**

In the above circumstance in 2.4, SLRC request for proposal from interested investment partners to accomplish this project and cater the above problems with the partnership agreement between the selected partner.

## **3. Guidelines to Bidders**

Proponent investment partner,

- shall be a limited liability company incorporated under the laws of Sri Lanka
- should have been in existence for at least 5-years in operation
- would be willing to enter into a structured arrangement and sign an agreement with SLRC to participate in the project as the financial partner on profit sharing basis or negotiated fixed amount
- should have previous exposure in investing in sports related projects and it would be considered as an advantage
- would be required to provide a bank guarantee from an acceptable local bank valid for a sum of Rs. 600,000/- for 14 days.

Please note that SLRC reserves the all rights to carry out a due diligence to ensure suitability and acceptability of prospective investing partner.

### **3.1 Response to the RFP**

- a. The offers must be submitted giving full particulars in a sealed envelope at the address given below, on or before 1500 Hrs on 23<sup>rd</sup> May 2022. The envelope should be securely sealed and stamped. The topic as , “ RFP for the selection of partnership for telecasting the Australia Cricket Tour of Sri Lanka” should be written on top left-hand corner of the envelop.
- b. Proposals should be organized in the following manner:
  - i. Three copies of the proposal
  - ii. The proposals should be prepared with pages properly numbered.
- c. All pages of the Original Proposal shall be signed by the authorized person granted authority to sign on behalf of the bidder.
- d. Responses to clarifications provided by the purchaser or the bidder on any queries rose on the RFP document and the proposals submitted would be annexed to the contract, which will be signed between the selected bidder and the purchaser for reference.

### **3.2 Proposal composition**

The Proposal shall be provide in all aspects of commercial information asked for. The Proposal should include all items and the conditions stipulated in this RFP document.

**The Bidders should consider the following when responding to this RFP.**

- a. Should align with the guidelines provided in the RFP
- b. But the bidders' response should not only limit to the guidelines provided in the RFP and should describe the additional features/ capabilities of the proposed solution which were not mentioned under the guidelines.
- c. Whenever the bidder's solution not compliant with the requirements mentioned in the Guidelines or deviate from the guidelines, the bidder should justify the deviation or not compliance.
- d. Availability of sufficient level of information to understand each and every area of the proposed solution.

### **3.3 Proposal Submission**

Each Bidder shall assume full responsibility for delivery and deposit of their completed proposals by the proposal submission date. SLRC is not responsible for any loss or delay with respect to delivery of the proposal. Any proposals received after the date and time specified may not be considered. Once submitted, proposals become the property of SLRC and will not be returned.

### **3.4 Incurred Costs**

SLRC shall not be held liable for any pre-contract activity or costs incurred by Bidders in the preparation of their proposals. Likewise, SLRC shall not be held liable for costs incurred during any negotiations on proposals or proposed contracts or for any work performed in connection therewith.

### **3.5 Proposal Format**

The proposal must be made in a structured and neat manner.

The detailed investment proposal shall be delivered to the following recipient on or before 1500 Hrs on 23<sup>rd</sup> May 2022

Assistant Director (Procurement)  
Procurement unit  
Sri Lanka Rupavahini Corporation  
Independence square  
Colombo 07

Procurement Committee  
Sri Lanka Rupavahini Corporation  
P.O.Box 2204  
Colombo