



Bidders briefing conference – Ticketing Agency

Organising Committee Commonwealth Games
2010 Delhi

12 day Sports extravaganza

About **6,000** athletes

53 Countries

17 sports

21 Venues

Participation from **71 CGA's**

270 ticketed Sessions

Over 20 Lakh Ticketed
seats

Largest multi-sport event
in India

Ticketing revenue opportunity worth over **25 mn USD...**

The Context...

- ▶ XIXth Commonwealth Games from October 3 – October 14, 2010
- ▶ Organising Committee Commonwealth Games (OC) has been set-up to deliver the Games
- ▶ OC is headed by the Chairman, Shri Suresh Kalmadi, MP
- ▶ Organising Committee's vision: "To host the best ever Games"
- ▶ The OC Games Secretariat has 34 Functional Areas (FAs) responsible for key aspects of the Games Conduct
- ▶ Ticketing Functional Area is responsible for the delivery of Ticketing programme under the Revenue Function

Key Statistics - M2002 /M2006

	M2002	M2006
Revenue tickets available	1,002,757	1,831,671
Revenue tickets sold	779,371	1,554,402
Revenue	£ 16,610,674	AUD 79,309,543
% Sales	78%	85%

Ticketing Programme - Key Principles

1

**Planning for
delivery of
projected
revenues**

2

**Ensuring
affordability &
accessibility**

3

**Delivering
maximum
attendance
across events**

Maximising revenues

Delivery of Projected Revenues

- ▶ Pricing to ensure optimum demand from all constituents
- ▶ Servicing domestic & international tourism market
- ▶ Make tickets available to as broad a spectrum of the population as possible
- ▶ Timely allocation across constituent groups to fulfill maximum possible demand
- ▶ Explore different sales and distribution channels

Need for development of a sound ticketing strategy in the limited timescale to meet the revenue projections of 25 mn. USD

Affordability & accessibility

Ensure
affordability &
accessibility

- ▶ Provision of multiple price points for each event
- ▶ Availability of a range of sales & distribution channels
- ▶ Maintenance of social equity considerations while establishing sales channels
- ▶ Sale of large percentage of revenue tickets to general public
- ▶ Ensuring easy access to tickets for athletes & their families
- ▶ Ensuring access to a wide range of tickets to all CGA nations
- ▶ Ensuring fair pricing for tickets of high value events

Need for development of a robust sales & distribution and pricing strategy

Maximising attendance

Delivering maximum attendance

- ▶ Provision of exceptional customer service
- ▶ Seamless coordination with other OC FAs to ensure delivery of a high quality event
- ▶ Ensuring coordinated communication of tickets availability & event information

Need for development of marketing plan to create awareness and exposure for the Commonwealth Games brand

Key constituents

CUSTOMER GROUPS				
Non Revenue	General Public	Contractual Partners	Tourism	Commercial
Non-commercial ticketing obligations	General public of the host nation	Contractual obligations for ticket allocation due to financial support extended	Domestic & international tourism demand for the games in the host country	Special commercial offerings for different target groups
<ul style="list-style-type: none"> ▶ Athletes ▶ Coaching Staff ▶ Officials ▶ Games Family ▶ VIP's ▶ CGA's/CGF ▶ Media 		<ul style="list-style-type: none"> ▶ Sponsors ▶ Licensees ▶ Broadcast Right Holders ▶ Media Partners 	<ul style="list-style-type: none"> ▶ National & International Tour operators ▶ GSAs of CGAs 	<ul style="list-style-type: none"> ▶ Promotions ▶ Corporate Packages ▶ Athletes families ▶ Past athletes ▶ Any special target groups



Ticketing FA will deliver the services to the different customer groups in coordination with the Ticketing Agency

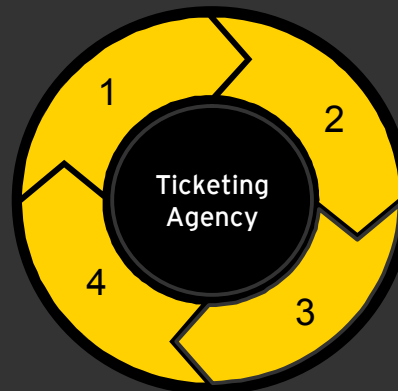
Scope of Services of Ticketing Agency

1. Planning

- ▶ Seat Inventory Estimation
- ▶ Identification of target markets
- ▶ Ticketing Strategy
 - ▶ Pricing and Allocation
 - ▶ Sales and Distribution
 - ▶ Policy and procedures
 - ▶ Implementation plan
 - ▶ Revenue projections etc

4. Operations

- ▶ Agency will handle the entire value chain of ticketing operations
- ▶ Some of the activities are:-
 - ▶ Ticket printing/handling & sales
 - ▶ Call centre operations
 - ▶ Contracts with customer groups
 - ▶ Central mgmt. of seat inventory
 - ▶ Recruitment & training of staff
 - ▶ Cash handling and financial mgmt.



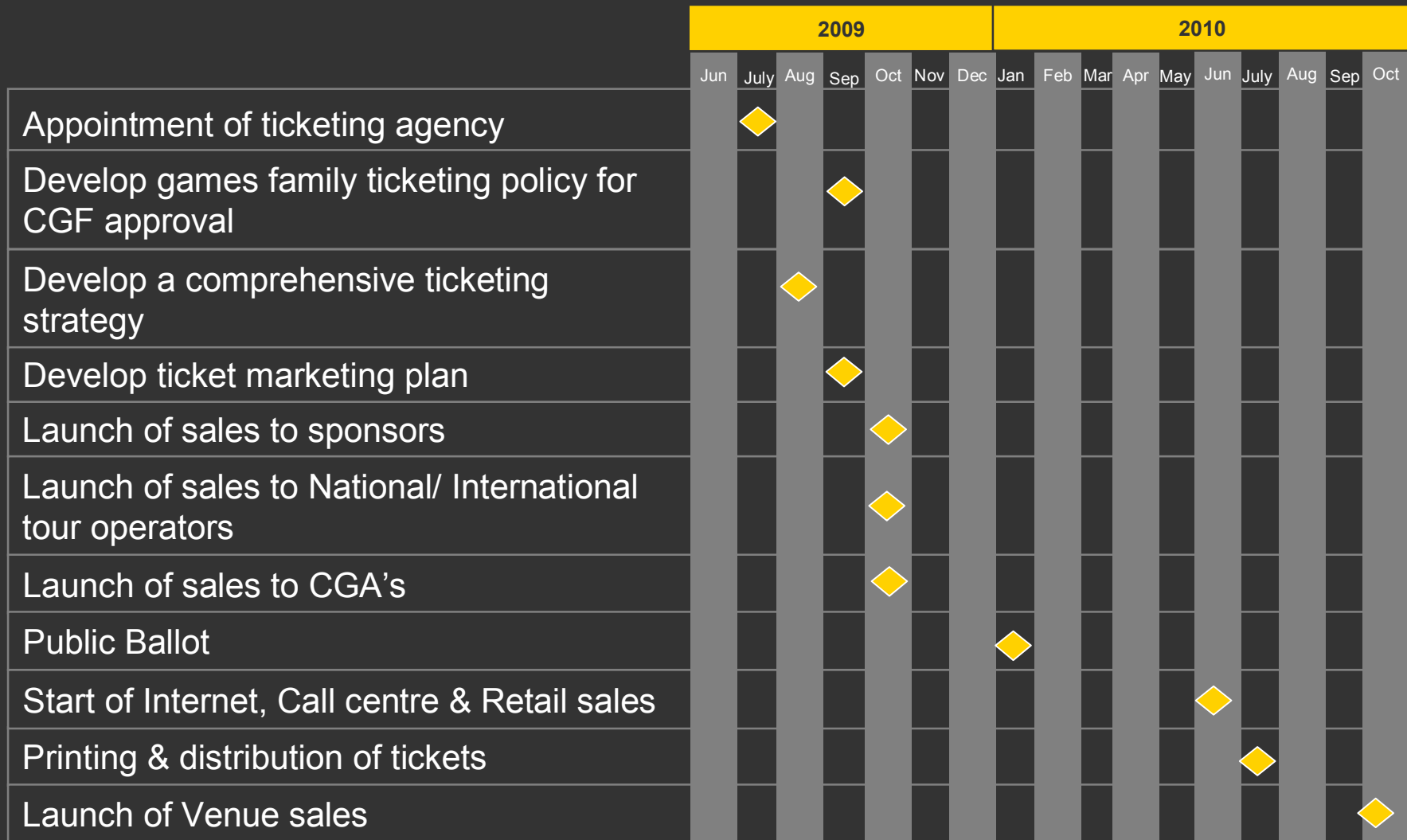
2. Marketing

- ▶ Marketing program to maximise revenue
- ▶ Contracts with CGA's & Tour Operators for promotions
- ▶ Liaise with Communications FA for development of advertising messages

3. Technology Deployment

- ▶ Central real time IT platform integrated with OC systems
- ▶ Real time transactional website
- ▶ Call Centre technology
- ▶ Integrated online real time transactional retail sales network
- ▶ Ticket security features
- ▶ Access control system

Ticketing programme roadmap



The bidder should be able to ...

- 1** Develop ticketing operations and marketing plan for multi sport/ large scale single sport events
- 2** Manage ticketing programs for sporting event of the scale of Commonwealth Games within the limited timescale
- 3** Provide a suitable technology platform and related technical support
- 4** Provide skilled personnel and have the ability to recruit train and manage staff for the entire ticketing operation
- 5** Provide an effective distribution channel in India with focus on NCR region with a thorough understanding of the local environment

Ticketing Agency – Criteria for Eligibility

Eligibility Criteria

- 1 Should have been in the business of managing ticketing operations for at least 10 years
- 2 Should have the experience of handling ticketing operations for at least 1 multi sport event **OR** at least 1 World cup for Football, Cricket or Rugby **OR** at least 2 Tennis Grand slam events
- 3 Should have access to or own a robust technology platform and application to manage complete value chain of ticketing operations which has been used by the said ticketing agency in: at least 1 multi sport event **OR** at least 1 World cup for Football, Cricket or rugby **OR** at least 2 Tennis Grand Slam events **OR** 2 single/ multi sport events with a ticket inventory or more than 200,00 tickets each
- 4 Should have the experience of or have experts who have experience of developing ticketing strategy for multisport events **OR** World cup for Football Cricket or Rugby or Tennis Grand Slam Events

Supporting Documents

Letter of incorporation

Details of assignment handled in last 10 years

Balance Sheet for last 3 Financial years i.e. FY 05-06, FY 06-07 and FY 07-08

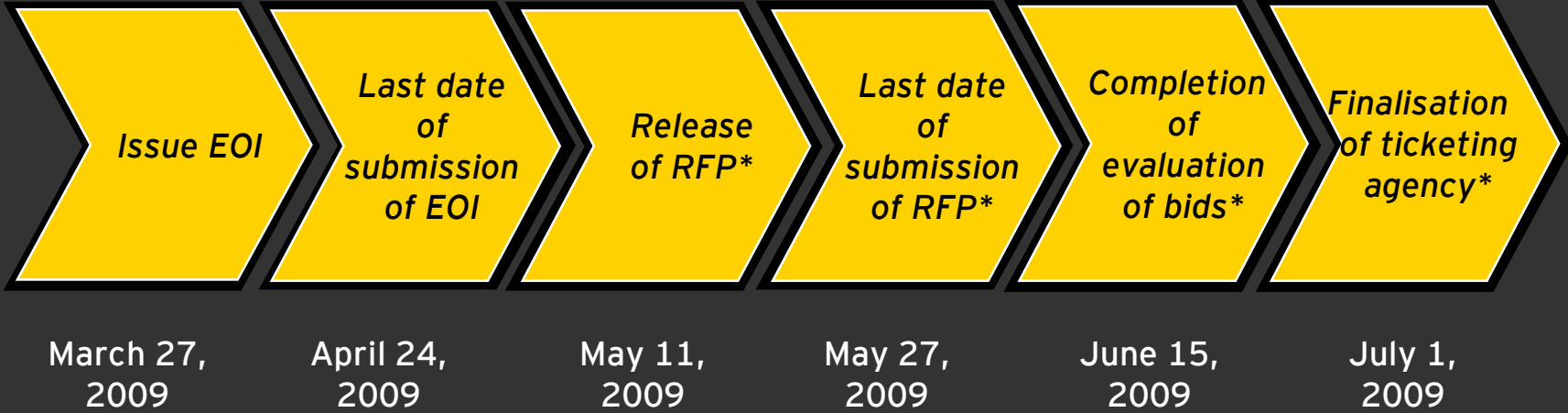
Details of engagement of handling ticketing operations

Details of technology platform

Details of engagement of handling ticketing strategy

* Multi Sport event should be of the stature of Olympics/ Commonwealth Games/ Asian Games/ Pan American Games

Selection Process & Tentative Timelines



* Tentative

Key queries

S.No	Query
1.	Can the strengths and experiences of the global parent company or network affiliate be leveraged to qualify for the eligibility criteria
2.	Will an agency be considered in the bid, if not handled operations for: Olympics/ Commonwealth Games/ Asian Games/ or any other event mentioned in the criteria but handled / currently handling any other similar sporting event of international repute (e.g. ICL, IPL, EPL)
3.	Will the empanelment for ticketing agency be exclusive in India or would their be a shared networking?

Key queries

S.No	Query
4.	When will the capacities of each of the venues be finalized?
5.	When can the EOI bidders expect to hear back on the outcome?
6.	What is the tentative target date for going live with ticket sales?
7.	Please elaborate on the potential types of sponsorship arrangements

Questions ?