

**OFFICIAL REQUEST FOR PROPOSAL FOR THE FIELD PERIMETER ADVERTISING
BOARDS SERVICES OF CONMEBOL COPA AMÉRICA BRASIL 2019**



- CONMEBOL -

BID DUE BY FEBRUARY 19th, 2019 AT 5PM BRAZIL TIME

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1. INTRODUCTION

1.1. CONMEBOL

The CONMEBOL South American Football Confederation is a non-profit civil association, composed of 10 national football associations based in South America – Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela. All of them are represented in the different bodies of the entity, whose highest instance is the Congress, which is held every year in an ordinary manner, between the months of January to April. The 10 member associations are on a level of equality and balance among themselves, and make up the COUNCIL of CONMEBOL, being represented in it by their respective presidents.

The associations of Argentina, Chile, Uruguay, and Brazil are founding members of CONMEBOL.

In 9 of the 10 countries that make up CONMEBOL, soccer is the number one sport in terms of popularity nationwide. Nine associations have participated at some point in the World Cup, and ten have organized major continental competitions such as the Copa America or the U-20 Youth Championship of America.

Uruguay had the responsibility and the honor of hosting the first World Cup, the most renowned football competition, which was also hosted by Brazil, Chile, and Argentina. In 2014, after 36 years, the World Cup returned to South America, with Brazil as its host.

The CONMEBOL treasures its 9 World Cups and 10 U-20 youth championships, 3 world titles in U-17, 4 in futsal, 5 in beach soccer; and other distinguished awards at the level of national teams and clubs.

In the FIFA ranking, among the top 10 in the world, three are national teams of the Member Associations that make up CONMEBOL. Among the best 50, there are eight national teams of the Member Associations, and they are all represented among the 100 best in the world.

Its 10-member National Associations are the maximum pride of CONMEBOL.

1.2. Copa America Tournament

The Copa América is the oldest continental tournament in the world, being a sports competition organized by CONMEBOL in which its 10 (ten) national member associations participate, being able to include special guests.



With 103 years of existence, the 2019 edition played in Brazil will be the 46th edition of the tournament. Historically, some of the best soccer players in the world have participated in Copa America, making the competition a highly prestigious tournament attractive to millions of viewers worldwide.

CONMEBOL Copa America Brazil 2019

The 2019 edition, which will run from June 14th to July 7th, will be celebrated in Brazil and will see the 10 CONMEBOL national member associations being joined by Japan and Qatar, members of the Asian Football Confederation (AFC) for a total of 12 teams.

- 5 host cities, 6 venues:
 - Rio de Janeiro: Maracanã – 78,000
 - Belo Horizonte: Mineirão – 63,000
 - São Paulo: Morumbi – 67,000
Arena Corinthians – 49,205
 - Salvador: Arena Fonte Nova – 48,000
 - Porto Alegre: Arena Grêmio – 56,000

Structure/format

The tournament consists of 4 phases: group stages, quarterfinals, semifinals, and the final.

The allocation of teams to groups is done through a draw. The draw has 3 heads of group, selected amongst all participants according to the FIFA rankings at the time of the draw. The 2nd slot of each group is selected randomly from the following 3 best teams according to FIFA rankings. The 3rd slot of each group is selected randomly from the following 3 best teams according to FIFA rankings. The 4th and last slot of each group is selected from the remaining 3 teams. With a total of 12 participant national teams, the group stages will consist of 3 groups of 4 national teams, which will play on a Round Robin format.

The 1st and 2nd place of each group will go through to the quarterfinals. The 2 best 3rd places from the 3 groups will also go through to the quarterfinals. The seeding and matchups for quarterfinals will be decided during the draw to select group stage teams (i.e. 1st team from Group A to play 2nd best 3rd). The winner of each quarterfinal will advance to the semifinals. The winner of each semifinal will play the final, while the loser of each semifinal will play for the 3rd place on an extra game.

The winner of the competition will represent CONMEBOL in the 2021 FIFA Confederations Cup to be celebrated in Qatar. In case the winner of the competition is not a CONMEBOL team, the



best performing team in the competition will be selected to represent CONMEBOL in the FIFA Confederations Cup. For the complete match schedule please refer to Appendix A Match Schedule.

2. PURPOSE

This document will serve to guide the candidates in the process of bidding on the rights to provide the full service concerning field board signage (LED and/or static) installation and operation at all official stadia and training centers at CONMEBOL Copa America Brazil 2019 according to the following information:

2.1 Field advertising boards configuration at the 6 official stadia

a. Main Configuration

LED boards – 110 meters at front line combined with static boards behind the goal lines: 10 boards of 7,0 m x 1,0 m and 01 board (Nike) of 3,0 m x 1,0 m behind each goal, 22 Static boards in total for 26 matches.

The advertising boards setup shall occur 5 days prior to the first match in each venue and be completed 3 days prior to the first match in each venue. The boards must remain installed until the last Match-day in the Venue. Therefore, a total of 6 systems is required.

The LED boards will also be used on MD–1 during the Official training sessions in the stadium and playlist check. The LED boards also may be used for separate viewing sessions at each venue 2 to 3 days prior to the first match.

- #### b. “Blind Side Static Boards” – placed adjacent to the team benches yet out of the way of any warm-up areas. Each blind side board measures 4.0m x 0,7m. Five boards will be placed on the outside of each team bench (10 boards in total).
- i. All 26 matches in all six stadia
 - ii. Double-sided boards, must contain artwork printed on the front and back sides

2.2 Field boards at the 15 Official Training Grounds:

- c. 16 Static Field boards of 7,0m x 1,0m at the 15 Official Training Grounds (Venue Specific Training Sites).
- d. 10 Official Training Grounds (2 per host city) and 5 backup training centers (01 per host city).
- e. Candidates are requested to provide alternative scenario for 10 Official Training Grounds only.



2.3 Emergency Banners:

Printed banners (the Emergency Banners) must be located behind the LED Boards to serve as a backup solution in case of system failure, guaranteeing the brand exposure of the sponsors in case of technical issues.

The Emergency banners must be divided in segments and rolled behind the boards easy-to-launch.

2.4 LED Boards kick-down gates must be available in case of evacuation to the center of the field-of-play.

2.5 LED Workshop – Sponsors Viewing Session: One set of LED Advertising Boards must be installed in Morumbi 8 days prior to the first match in this stadium. Sponsors will have the opportunity to preview and test 05 different artworks on the LED Advertising Boards during a 30 minutes dedicated time slot. The test must be filmed and displayed in real time on TV Screens for the sponsors and agencies attending to the workshop. The sponsors will have 72 hour to make any adjustments and submit the final artwork to Dentsu. Catering services are required for the clients during the workshop.

The attached document **Appendix C** “Field Maps” contains visual representation of the advertising boards configuration mentioned above.

The attached document **Appendix D** “Emergency banners and kick-down exit gates” contains visual representation of the mentioned features.

3. BIDDING PROCESS

3.1. Consideration of Candidates

This document defines a “Bidder” candidates as an organization that fulfills the following requirements:

- a) Has demonstrated capabilities and expert experience in the production, signal generation, transport, assembly and disassembly, maintenance of field boards– both LED and static within the major football tournaments in Brazil and South America, led by strategic-minded senior leadership with a history of successfully exploiting this service;
- b) Has an established office and CNPJ (National Register of Legal Entities) active in Brazil and associated with this specific job description for at least 2 (two) years;
- c) Has a point of contact 100% dedicated to the project, preferably based in Rio de Janeiro;
- d) Has a proven track record in providing the mentioned service at the major football tournaments in Brazil and South America;
- e) Has produced at least 10 matches in Brazilian Territory during the last five years with the operations of LED Boards;
- f) Has business relationship with major sports entities, such as CBF and AFA and the owners of the (5) five host-cities stadia chosen for the CONMEBOL Copa America 2019 and the (15) official Training Centers;
- g) Has capacity of managing the full scope of service in-house with at least one Brazilian-Portuguese speaker and one English speaker per venue team;
- h) Possesses the resources, with both a sufficient team of executives as well as the required economic means, to executed the required services, so that CONMEBOL’s defined objective is accomplished;
- i) Is in healthy financial standing and holds solid financial backing, with an unquestionable ability to fulfil the economic commitments it agrees to;
- j) Has not been involved in litigation against CONMEBOL in the last five (5) years, either in its own name or as any director or shareholder;
- k) Does not, and its legal representatives and its shareholders do not, appear in the list of sanctions of the American Office of Foreign Assets Control (OFAC) or in the list of sanctions of the United Nations Organization (UNO); and
- l) Neither it, a member of its Group nor any director or shareholder of the Bidder or any member of its Group, have at any time been under investigation in respect of the indictment issued by the United States District Court, Eastern District of New York on 20 May 2015 in respect of United States of America against, inter alios, Alejandro Burzaco,

Jeffrey Webb and Jack Warner and the superseding indictment issued by the United States District Court, Eastern District of New York on 25 November 2015 in respect of United States of America against, inter alios, Jack Warner, Nicolas Leoz and Aaron Davidson.

3.2. Bid Requirements

Bidders must provide specific information as part of their proposals:

a) Detailed proposal and payment terms:

- Description of all service and associated costs to CONMEBOL;
- Detailed description of costs for the full services of LED boards, static boards, emergency banners, logistics, operations, staff, power generation (Main power source and back up power plans), cabling and cabling protection behind each LED board, yellow jackets, and any other equipments, installation and dismantling;
- Technical Specifications:
 - Technology used for the LED Boards, years of use, equipment brand, country of origin and country of manufacture;
 - Quantity of LED systems, size in linear meters, height, depth, etc;
 - LED screen resolution of visible area and file specifications (size in pixels, file extension, frame rate, aspect ratio, codec and any other requirements)
 - Static boards technical drawings and description, indicating material and printing specifications
- Visual proofs
 - Pictures of the LED systems showing different angles and details;
 - Pictures of the Emergency Banners;
 - Footage of the LED systems being used during football matches in South America;
 - Pictures of the static boards system, showing fixing methods and printing quality;

b) Timeline

- Simple line with date and order of deliveries and operations.
 - The advertising boards must be installed 5 days prior to the first match in each venue.

c) Management and production

- Project management: description of logistics included in the process – technical visits, layout approvals, printing location, storage, transportation to final destinations

including shipment schedules and customs clearance processes, schedule for assembly and disassembly, power management, backup planning and execution, signal generation, overall operation, maintenance, oversight, dedicated staff for each step of the process

- Development and drafting of guidelines, specification documents and deadlines to be distributed to sponsors
- Space requirements in the stadium including necessary space/facilities on pitchside.
- Management of operation in-stadium during the matches
- Management of playlists in conjunction with the organizers
- On-site client servicing
- Post-sales report with match log, incident reports, goal moments, total exposure per client / message (a sample report is required)

4. SUBMISSION RULES

4.1. Procedure and Timeline

The Bidding Process will start on February 5th, 2019 and will end on February 19th, 2019 at 5:00pm BRA time (the “Bidding Period”). During the 2-week Bidding Period, the organizers will conduct meetings with potentially interested parties to address any questions that prospective Bidders may have.

Once the Bidding Period starts, any potentially interested Bidder may either go to www.conmebol.com or contact the organizers at the e-mail address pedro.hashimoto@ca2019.org with copy to tenderca2019@conmebol.com to request a copy of the Bid Submission Form.

Upon receipt of the Bid Submission form (Appendix B), Bidders should review and submit their respective Bids prior to the Deadline. Bidders must submit their Bids electronically using the e-mail address pedro.hashimoto@ca2019.org with copy to tenderca2019@conmebol.com.

For the sake of clarity, all Bids must be received by no later than February 19th, 2019 at 5:00 pm BRA time (the “Deadline”), in order to be considered.

Q&A process: any questions related to this documents, requirements and appendix must be submitted by email to pedro.hashimoto@ca2019.org with copy to tenderca2019@conmebol.com by latest February, 8th and will be responded by DENTSU in 48h.



February 5, 2019

Confidential



4.2. Submission

Language

The Bid Submission form submitted by the Bidders must be written in English.

Delivery

Bidders must submit their Bids electronically in a pdf format file using the e-mail address pedro.hashimoto@ca2019.org and tenderca2019@conmebol.com.

General provisions

The Bid may not contain any material deviations from the corresponding Agreement nor all information outlined throughout this Tender. The Bidders will prepare and deliver their Bids at their own costs.

4.3. Evaluation and Selection

CONMEBOL's commercial agent for the Event, the organizers, will review and evaluate all Bids that have been received during the Bidding Period and prior to the Deadline, while taking into consideration numerous factors, all of which will be aimed at fulfilling the Key Objectives. Upon a thorough review of the Bids received, the organizers may request additional information and/or follow-up meetings with certain Bidders. Thereafter, the organizers, on behalf of CONMEBOL, will make its decisions on the Bid(s) they deem to be most advantageous to CONMEBOL and to the Event, and which are considered to have the best capabilities of achieving the Key Objectives.

For the sake of clarity, CONMEBOL may accept or decline any Bid for any reason.

Additionally, CONMEBOL may modify the Bid Process at any time and at their sole discretion.

5. LEGAL

The following shall apply both to this Tender and the Bid Submission form (collectively the "Documents")

5.1 Interpretation:

- a) The titles of the sections of the Documents are used to facilitate reading only and may not influence the interpretation of the Documents.
- b) When the singular is used in each expression, it also encompasses the plural and vice versa when the text so requires or permits.

c) Unless the context requires otherwise, every reference to a "person" encompasses the reference to every company, business, entity, or person or group of persons, physically or morally.

5.2 Terms and Conditions

- a) CONMEBOL reserves the right at any time as it sees fit to, among other things:
- make any changes or clarifications to the text (including the deadlines, sizes, quantities and other specifications) on this documents or appendix;
 - stop or suspend the current procedure;
 - proceed with individual negotiations with the interested Bidders or third parties for the rights to provide services of LED and/or Static Boards to CONMEBOL Copa America 2019.
- b) Regardless of the result of the BID, the interested Bidders may not seek compensation, reimbursement of expenses, and/or costs they incurred during the preparation, participation, and submission of their Bid(s).
- c) Each Bid that is submitted to CONMEBOL may not thereafter be altered and/or revised unless otherwise permitted in writing by CONMEBOL and on such terms and conditions as CONMEBOL may, in its sole discretion, stipulate. Any permitted alterations and/or revisions to a Bid (or any part thereof) shall not in any way replace or supersede such Bid (or the relevant part thereof) unless otherwise accepted by CONMEBOL in writing.
- d) By requesting the Bid Submission form from CONMEBOL and/or submitting a Bid Submission form to CONMEBOL each Bidder warrants, represents and undertakes to CONMEBOL that:
- all information contained in its Bid(s) will be complete and accurate in all respects and shall not be false or misleading; and
 - if, following submission of its Bid(s), there are any changes in such Bidder's circumstances that may affect any of the information contained in the Bid, the Bidder shall promptly notify CONMEBOL in writing setting out the relevant details in full.
- d) If CONMEBOL considers that any Bidder is, or may be, in breach of this paragraph 5.2(d), CONMEBOL shall, without prejudice to any other rights or remedies that may be available to it, be entitled to withdraw from any discussions or negotiations with such Bidder and/or to reject its Bid(s), in each case without any requirement to give such Bidder any notice and without liability on the part of CONMEBOL to such Bidder.



- e) The Documents are provided solely by way of explanation only and does not contain any warranties, representations or undertakings whatsoever upon which any person may rely, or seek to initiate or substantiate any legal action, against CONMEBOL and/or its associates or their respective agents, employees and/or representatives. To this end, all dates referenced herein are indicative only and CONMEBOL expressly reserves the right to amend any date herein without first consulting and/or notifying any bidder and without incurring any liability whatsoever.
- f) Each Bidder agrees to keep confidential and agrees to ensure that its professional advisors also keep confidential, all matters relating to this Bid process. In particular, each Bidder shall not disclose to any person any information in whatever form (including written, oral, visual or electronic) relating directly or indirectly to the contents of the Documents, its Bid(s), and all correspondence, communications, discussions or negotiations between CONMEBOL and the Bidder in relation thereto.
- g) Each Bidder shall not make any press announcement or other statement relating to the Documents and/or its Bid(s) without the prior written consent of CONMEBOL.

APPENDIX LIST

Appendix A – MATCH SCHEDULE PER VENUE (TO BE CONFIRMED)

<http://copaamerica.com/pt/calendario>

CALENÁRIO DE JOGOS COPAAMERICA.COM

CONMEBOL COPA AMERICA BRASIL 2019

	Fase de Grupos							Quartas de Final			Semifinais		3º Lugar e Final												
	14 Junho Sexta	15 Junho Sábado	16 Junho Domingo	17 Junho Segunda	18 Junho Terça	19 Junho Quarta	20 Junho Quinta	21 Junho Sexta	22 Junho Sábado	23 Junho Domingo	24 Junho Segunda	25 Junho Terça	26 Junho Quarta	27 Junho Quinta	28 Junho Sexta	29 Junho Sábado	30 Junho Domingo	1 Julho Segunda	2 Julho Terça	3 Julho Quarta	4 Julho Quinta	5 Julho Sexta	6 Julho Sábado	7 Julho Domingo	
BELO HORIZONTE Estádio Mineirão			5 URU + ECU 19:00			9 ARG + PAR 21:30			14 BOL + VEN 16:00		18 ECU + JPN 20:00								23 V19 + V21 21:30						
PORTO ALEGRE Arena do Grêmio		2 VEN + PER 16:00					11 URU + JPN 20:00			15 QAT + ARG 16:00				19 1A + 3B/C 21:30						24 V20 + V22 21:30					
RIO DE JANEIRO Estádio do Maracanã			4 PAR + QAT 16:00		8 BDL + PER 18:30						12 CHI + URU 20:00				21 2A + 2B 16:00									26 V23 + V24 17:00	
SALVADOR Arena Fonte Nova		3 ARG + COL 19:00			7 BRA + VEN 21:30		12 ECU + CHI 20:00			16 COL + PAR 16:00					22 1C + 3A/B 16:00										
SÃO PAULO Arena Corinthians									13 PER + BRA 16:00															25 P23 + P24 16:00	
SÃO PAULO Estádio Morumbi	1 BRA + BOL 21:30			6 JPN + CHI 20:00		10 COL + QAT 18:30								20 1B + 2C 20:00											

Todos horários locais (GMT -3).

DESCANSO

DESCANSO

DESCANSO

- GRUPO A -
BRASIL
BOLÍVIA
VENEZUELA
PERU

- GRUPO B -
ARGENTINA
COLÔMBIA
PARAGUAI
CATAR

- GRUPO C -
URUGUAI
EQUADOR
JAPÃO
CHILE

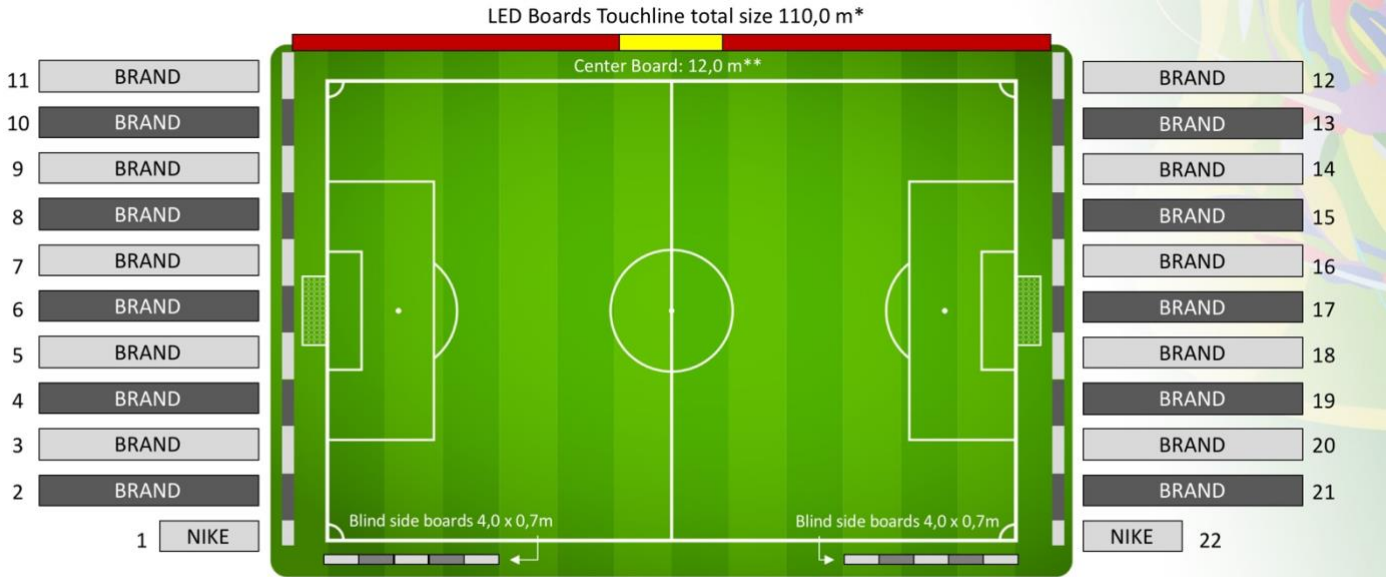
CONMEBOL

Appendix B – BID submission Form

(to be requested by email to pedro.hashimoto@ca2019.org with copy to tenderca2019@conmebol.com)

Appendix C – Field Maps

- Stadium, Main Configuration



BOARDS BEHIND GOALS

10 static boards of 7.0m X 1.0m + 01 Nike board of 3,0m X 1,0m behind each goal line*

* Sizes may vary depending on the space available in each stadium

** Center Board: Host City Name / Event Title (alternating message every 30 seconds)

▪ Stadium, Blind Side board details



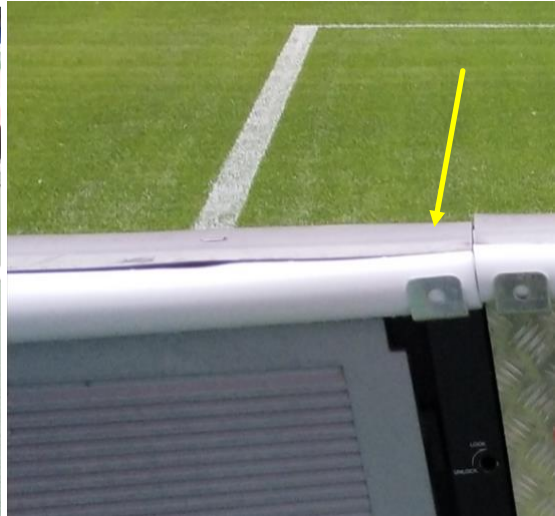
▪ Official Training Grounds configuration



Appendix D – Emergency banners and kick-down gates



kick-down exit gates



Emergency banners