

# INDIAN OLYMPIC ASSOCIATION

Olympic Bhawan, B-29, Qutub Institutional Area,  
New Delhi – 110016

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12/10/2018

## ATR (AUTHORIZED TICKET RESELLER) – TOKYO 2020

Indian Olympic Association or NOC of India is inviting Expression of Interest from experienced Ticketing Agents to be proposed as ATR candidate/ nominee for Tokyo 2020 in the territory of India. Applicants will be evaluated by NOC, Tokyo 2020 and IOC for its ability to manage tickets. The minimum requirements are as follows:

### A. ORGANIZATION AND FINANCIALS –

Must provide proof of financial and corporate standing (e.g. previously audited Financial Statement – 3 years, Banker's Letter of Reference, Evidence of incorporation, Identification and qualifications of Key Personnel, etc.)

### B. AFFILIATIONS –

Provide proof of membership in relevant trade bodies and associations (E.g. Chamber of Commerce). If the ATR provides additional services including tour packages, the candidate should have IATA membership.

### C. PREVIOUS OLYMPIC EXPERIENCE & RESULTS –

1. Which edition of the Olympic Games?
2. Types of clients to which the TICKET DISTRIBUTOR was authorised to sell tickets for Types of additional services offered (if any), for which types of tickets, and to which clients.
3. The total number and type of tickets originally requested from the organising committee of those Games.
4. The total number and type of tickets actually allocated by the organising committee of those Games.
5. The total number of tickets sold, by type, and to which final clients.
6. A report on the estimated actual number tickets used by clients, by type.
7. Electronic copies of previous marketing and promotional materials.
8. A summary of any problems or challenges encountered in the course of the TICKET DISTRIBUTOR.

### D. OTHER EXPERIENCE –

In the absence of previous Olympic Games experience, the candidate shall submit details of experience at other major events abroad. Substantial international operating experience shall be demonstrated in both ticketing and service industry areas (i.e. ticketing Programmes, accommodation, transportation, corporate hospitality, staffing and ground service operations).

EOI –

Applicants are required to send EOI along with documents proving their compliance of minimum requirements as mentioned above and Business Plan, which shall include:

1. Ability to act as an effective partner for international Ticket sales, investing in marketing and communication to promote the Games in the Territory.
2. Ability to deliver an effective and integrity-based ticketing service to the NOC Family and General Public within the Territory before, during and after the Games.
3. The actions and measures proposed by the ATR in order to prevent Tickets from being used in unauthorised hospitality Programmes and by any Scalpers and/or Brokers in the black market.
4. The ATR's Ticket sales process and how it has been designed to ensure that it is fair and ethical and transparently indicates information to spectators including Ticket prices and fees.
5. The ATR's commitment to comply with the TOKYO 2020's Ticketing Programme objectives and policies, including upholding of the Ticket Sales Agreement, Code of Conduct and all other documents issued by TOKYO 2020 and/or IOC related to the Ticket Programme.
6. Past Games experience (as applicable) including best achievements and biggest Territory challenges during previous Games. Details of all Additional Services (if any) offered by the ATR to its Client Group.
7. Any alternative payment method (i.e. other than by Visa card), which will be made available by the Authorised Ticket Reseller for customers to purchase Tickets.

**Last date for application: 25 October 2018**

Address & Contact:

Indian Olympic Association  
B-29, Qutub Institutional Area  
New Delhi 110016  
Tel: 011 26852480-84  
E-mail: ioa@olympic.ind.in