

Application Guidelines for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games

1. Contract Overview

(1) Contract Title

Contract for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games

(2) Purpose of the Contract

The purpose of this contract is to sell the media rights for the 5th Asian Para Games (2026 / Aichi-Nagoya) (hereinafter referred to as the “Asian Para Games”), held by the Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee (hereinafter referred to as “AINAGOC”), to broadcasters and other entities in the Asian region (excluding Japan).

(3) Contract Details

The contractor shall purchase (be licensed for) the media rights for the Asian Para Games (excluding Japan) from AINAGOC and sell (sublicense) such rights to broadcasters and other entities in countries and regions participating in the Asian Para Games (excluding Japan).

* For details, please refer to the Draft Contract for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games (hereinafter referred to as the “Draft Contract”).

(4) Contract Period

The contract period shall commence on the date of execution of the contract and continue until Wednesday, 31 March, 2027.

(5) Contract Amount

The purchaser/seller shall pay the following license fee to AINAGOC (the amounts equivalent to consumption tax and local consumption tax shall be calculated separately):

License Fee = Minimum Guarantee + Revenue Share

Revenue Share = [Sublicensing revenue exceeding the Revenue Share Threshold] x [Revenue Share Rate]

* The Minimum Guarantee, Revenue Share Threshold, and Revenue Share Rate shall be determined at the time of contracting, based on the project proposal submitted at the time of application.

2. Application Eligibility

Eligible applicants shall be corporations and other organizations that meet all of the requirements below. Applications by joint ventures are also permitted.

* In the case of a joint venture, all participating members must meet requirements (2) through (7). For (1), their representative company must meet the qualification. For (8), at least one of the member companies must meet the qualification.

(1) Must be registered in the following category of the Aichi Prefecture List of Qualified Bidders for the manufacture of goods, etc. for FY2024–2025 for the AINAGOC:

- Primary category: Provision of services, etc.
- Secondary category: Film Production, Advertising, and Events
- Tertiary category: Advertising

Alternatively, entities not registered as above must have been granted such qualifications through the submission of a Bidding Qualification Application Form, a Certificate of Registered Information, and a Tax Payment Certificate (hereinafter collectively referred to as the ‘Application Documents for Eligibility’).

In addition, if the proposer is not a registered business operator as of the submission deadline of the Application Documents for Eligibility, and it is confirmed that the proposer is in the process of applying to become a registered business operator, the proposer shall be treated as a registered business operator, provided that the proposer will be a registered business operator at the time the contract is executed.

- (2) Must not fall under the provisions of Article 167-4 of the Order for Enforcement of the Local Autonomy Act (Cabinet Order No. 16 of 1947).
- (3) Must not be an entity against which a petition for commencement of reorganization proceedings has been filed under the Corporate Reorganization Act (Act No. 154 of 2002) except for those entities that, after a decision to commence such proceedings under the same Act, have been registered or certified as eligible to participate in the bidding as set forth in (1).
- (4) Must not be an entity against which a petition for commencement of reorganization proceedings has been filed under the Civil Rehabilitation Act (Act No. 225 of 1999) except for those entities that, after a decision to commence such proceedings under the same Act, have been registered or certified as eligible to participate in the bidding as set forth in (1).
- (5) Must not have had their eligibility for bidding suspended by the AINAGOC during the period from the date of announcement to the date of selection of the contract candidate.
- (6) Must not have been subject to exclusion measures pursuant to the ‘Agreement on the Exclusion of Organized Crime Groups from Contracts Carried Out by Aichi Prefecture’ (signed by the Governor of Aichi Prefecture and the Chief of Aichi Prefectural Police Headquarters on 29 June, 2012) and the ‘Guidelines for the Handling of Administrative Procedures for the Exclusion of Organized Crime Groups from Procurement Contracts Carried Out by Aichi Prefecture’, nor be under an exclusion period pursuant to the ‘Agreement on the Exclusion of Businesses Affiliated with Organized Crime Groups from Contracts Carried Out by Nagoya City’ (signed by the Mayor of Nagoya and the Chief of Aichi Prefectural Police Headquarters on 28 January, 2008) and the ‘Guidelines for the Handling of Businesses Affiliated with Organized Crime Groups from Procurement Contracts Carried Out by Nagoya City (19 Financial Contracts No. 103)’ during the period from the date of public announcement to the selection of the contract candidate.
- (7) Not in arrears with national or local taxes
- (8) Have experience, since 1 April, 2015, as the prime contractor (including as a member of a consortium) entrusted with overseas media rights sales for the Olympic Games, Paralympic Games, Asian Games, Asian Para Games, or other international multi-sport events hosted by the OCA, IOC, APC, or IPC, and have sold such rights to at least three countries or regions in Asia.

3. Submission of Application Documents for Eligibility

Applicants who are not registered under 2 (1) must submit the following documents:

(1) Documents to be submitted

Document	Remarks
Applicant Qualification Form	▪ As per Appendix 1
Certificate of Registered Information	<ul style="list-style-type: none"> ▪ Must have been issued within three months prior to submission. ▪ Foreign companies: submit a certificate issued by the competent authority or authorized institution in the home country, together with a Japanese translation of the

	<p>certificate.</p> <ul style="list-style-type: none"> ▪ If the company has a branch office in Japan: attach the original Certificate of All Historical Matters for the Japanese branch office.
Tax Payment Certificate	<ul style="list-style-type: none"> ▪ Must have been issued within three months prior to submission. ▪ Foreign companies: submit a certificate regarding tax payment in the home country issued by the competent authority or authorized institution, together with a Japanese translation. ▪ If no such tax-related document exists in the home country: prepare and submit a written statement (optional format) in Japanese.

(2) Submission Deadline

By 5:00 PM (JST) on Tuesday, October 21, 2025

(3) How to Submit

Please submit the documents by email to the contact below by the deadline specified in 3 (2).

Set the email subject line to: “[Applicant Name] – Submission of Eligibility Verification Documents – 5th Asian Para Games Overseas Media Rights”.

A. Submission Contact

AINAGOC

Marketing Management Division, Management & Contracts Group

B. Email: ainagoc-marketing@aichi-nagoya2026.org

C. Phone: +81-52-746-9486 (direct dial)

4. Submission of Confidentiality Documentation Application Form and Confidentiality Pledge

Proposals should be submitted as follows: A Draft Contract will be provided to the submitter as confidential materials. Please note that the provided materials may not be used for any purpose other than examining the content of the project proposal.

(1) Documents to be submitted

- Confidentiality Documentation Application Form and Confidentiality Pledge (Appendix 2)
- Certificate of Contract Performance (Appendix 3)

(2) Submission Deadline

By 5:00 PM on Tuesday, 7 October, 2025

(3) How to Submit

Please sign or affix your name and seal to the Confidentiality Documentation Application Form and Confidentiality Pledge (Appendix 2), and submit the documents specified in 4 (1) by email to the address below by the deadline specified in 4 (2).

Set the email subject line to: “[Applicant Name] – Submission of Confidentiality Documentation Application Form and Confidentiality Pledge – 5th Asian Para Games Overseas Media Rights”.

A. Submission Contact

AINAGOC

Marketing Management Division, Management & Contracts Group

B. Email: ainagoc-marketing@aichi-nagoya2026.org

C. Phone: +81-52-746-9486 (direct dial)

(4) How materials will be provided

Materials will be sent to applicants by email.

5. Project Proposal

(1) Documents to be submitted

In accordance with the Guidelines for Preparing Proposals for Purchasers and Sellers of Overseas Media Rights for the 5th Asian Para Games, prepare and submit the following documents:

- [1] Application Form for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games (Form 1)
- [2] Operational Structure (Form 2)
- [3] Declaration on Initiatives Contributing to the Realization of Social Value (Form 3)
- [4] Business Proposal (free format)
- [5] Materials providing an overview of the company (e.g., brochures)
- [6] Documents related to joint ventures (submit only if applying as a joint venture):
 - Notification of Joint Venture Formation (Form 4-1)
 - Joint Venture Agreement (Form 4-2)
 - Power of Attorney (Form 4-3)

* Instructions for completing the forms:

Form 1: Applicant section ⇒ Enter the names of all members.

Form 2: 1. Career history and Achievements of the General Manager and Responsible Person

⇒ Please also enter the names of the members in the Name column.

2. Corporate Work History ⇒ Enter information about one of the members.

Form 3: Declarant column ⇒ Enter the name of the member who will be filling in the space for social value.

Social value ⇒ Filled in by one of the members

(2) Submission Deadline

By (no later than) 5:00 PM (JST) on Tuesday, 21 October, 2025

(3) Where to submit

Please submit the documents specified in 5 (1) by email to the address below by the deadline specified in 5 (2).

Set the email subject line to: “[Applicant Name] – Submission of a Planning Proposal Documents – 5th Asian Para Games Overseas Media Rights”.

A. Submission Contact

AINAGOC

Marketing Management Division, Management & Contracts Group

B. Email: ainagoc-marketing@aichi-nagoya2026.org

C. Phone: +81-52-746-9486 (direct dial)

6. Enquiries Regarding Applications

(1) Enquiries Related to the Proposal Details

Enquiries related to the contents of the project proposal will be accepted by email, using the "Question Sheet (Form 5)".

Set the email subject line to: “[Applicant Name] – Questions regarding Purchase and Sales Contract – 5th Asian Para Games Overseas Media Rights”.

Responses will be provided as follows, except for information which, if made public, would clearly be detrimental to the questioner:

Enquiry Details	Method of Response	Submission Deadline for Question Sheet	Response Deadline
Matters related to public information for this contract	Posted on the AINAGOC website	7 October (Tue) 5:00 PM	10 October (Fri)
Matters related to the contents of confidential material (Draft Contract)	Emailed only to the relevant questioner	9 October (Thu) 5:00 PM	15 October (Tue)

(2) Contact Information

AINAGOC

Marketing Management Division, Management & Contracts Group

Phone: +81-52-746-9486 (direct dial)

Email: ainagoc-marketing@aichi-nagoya2026.org

7. Screening Method, etc.

(1) Selection Procedure

The submitted proposals will be reviewed by the Selection Committee for Overseas Media Rights Purchaser and Seller of the 5th Asian Para Games (hereinafter referred to as the “Selection Committee”), and the most outstanding proposer will be selected as the candidate for the contract.

(2) Screening Criteria

In the screening, the proposer's capabilities and the content of the proposal, based on the items in the attached document, will be evaluated, as well as the proposer's initiatives toward realizing social value. Furthermore, if the screening results show that the proposer does not meet certain screening criteria set by AINAGOC, the proposer will not be considered as a candidate for the contract.

(3) Result Notification

All applicants will be notified of the screening results by email at a later date.

(4) Contract

A. Discretionary contract will be executed with the contract candidate after the necessary arrangements and procedures have been completed.

B. If a contract cannot be executed with the initial contract candidate, negotiations will be initiated with the next most highly ranked proposer.

The same procedure will apply if the contract candidate falls under any of the following categories up until the date of contract execution:

(A) When you are no longer eligible to apply

(B) When the company is suspended from bidding

(C) When having been subject to an exclusion measure

However, this rule shall not apply to cases in which the proposer becomes ineligible to participate in Aichi Prefecture bidding or Nagoya City competitive bidding solely due to the expiration of their validity period of their eligibility up until the date of contract execution.

(5) Other

The Selection Committee shall be closed to the public and shall not respond to any inquiries concerning the screening process, including its progress.

Furthermore, no objections shall be accepted.

8. Matters to be noted

- (1) The language used in application and contract procedures must be Japanese or English. All documents submitted to AINAGOC shall be submitted in either Japanese or English. However, regarding documents submitted in English, a Japanese translation must be attached. In the event of any discrepancy between the Japanese and English versions, the English version shall prevail.
- (2) The contract currency shall be United States dollars (USD).
- (3) The time used in contract procedures shall be based on Japan Standard Time (GMT+9:00).
- (4) All expenses required for preparing and submitting the documents shall be borne by each applicant.
- (5) Submitted proposals shall not be used for any purpose other than selecting candidates for the contract in this call for applications.
- (6) Submitted proposals will not be returned.
- (7) Any documents, drawings, etc. other than those requested will not be accepted.
- (8) Corrections, additions, or resubmissions of proposals will not be permitted after submission. However, this does not apply if instructed by AINAGOC.
- (9) As a general rule, changes to the implementation structure (General Manager, Responsible Person, etc.) described in the proposal will not be permitted after the contract is signed.
- (10) Each business operator shall submit one proposal.
- (11) Any proposal that falls under any of the following shall be invalid:
 - A. Project proposals and related documents submitted by persons who are not eligible to apply
 - B. Project proposals and related documents in which the information entered is illegible
 - C. Project proposals and related documents containing false information
 - D. Project proposals and related documents submitted by persons who have contacted the Selection Committee with the intent of obtaining unfair benefits
 - E. Project proposals and related documents that have not been submitted by the deadline
 - F. Other proposals and related documents that violate the conditions set out in these application guidelines etc.
- (12) Execution of Contract

The contract shall be executed by means of an electronic record of the contract contents created through an electronic contract service (hereinafter referred to as “Electronic Contract”). However, if such method is not feasible, a paper contract shall be used.

The party selected as the contracting party must promptly submit an “Electronic Contract Service Usage Confirmation Form” to AINAGOC.
- (13) Ensure sustainability

Contractors with AINAGOC are required to understand and comply with contents of the “Code of Sustainable Procurement” in the performance of the contract.
(<https://www.aichi-nagoya2026.org/news/detail/557/>).

In addition, the party selected as the counterparty to the contract must promptly submit a “Pledge to Ensure Sustainability” and “Status of Efforts to Ensure Sustainability (Check Sheet)” to AINAGOC.
- (14) In addition to the matters set out in these guidelines, AINAGOC will determine any necessary matters relating to the implementation of the selection.

9. Schedule

- Commencement of public call for applications (publication on official website): 30 September, 2025

- Submission deadline for the Confidentiality Documentation Application Form and Confidentiality Pledge: 7 October, 2025
- Submission deadline of the Application Documents for Eligibility (for those who have not registered under 2 (1)): 21 October, 2025
- Proposal Submission Deadline: 21 October, 2025
- Selection Committee (determination of contracting party): Late October, 2025
- Execution of contract and commencement of project: Early November, 2025
- Contract Expiration: 31 March, 2027

Screening Items	Main Screening Criteria
Plan for the Sale (sublicensing) of Media Rights	<ul style="list-style-type: none"> ▪ Extent to which the plan is expected to maximize the sale (sublicensing) of media rights ▪ Likelihood of steady progress in the business ▪ Presence original proposals making effective use of ingenuity, expertise, and know-how
Post-Contract Support Plan	<ul style="list-style-type: none"> ▪ Extent to which the plan is expected to meet the needs of sublicensees and ensure appropriate management and supervision ▪ Likelihood of steady progress in the business ▪ Presence original proposals making effective use of ingenuity, expertise, and know-how
License Fees Payable to AINAGOC	<ul style="list-style-type: none"> ▪ Is the "Minimum Guarantee" payable to AINAGOC at the time of contract signing is set at a sufficient level ▪ Whether the Revenue Share Threshold and Revenue Share Rate are set to allow for a sufficient "Revenue Share" ▪ Is it possible to achieve the " Revenue Share"
Achievements of the General Manager and Responsible Person	<ul style="list-style-type: none"> ▪ Achievements of the General Manager and Responsible Person
Corporate Work History	<ul style="list-style-type: none"> ▪Organizational track record
Social Initiatives	<ul style="list-style-type: none"> ▪ Initiatives contributing to the realization of social value such as: <ul style="list-style-type: none"> <input type="checkbox"/> Environmentally conscious business activities <input type="checkbox"/> Employment support for persons with disabilities <input type="checkbox"/> Promotion of a gender equality <input type="checkbox"/> Work-life balance <input type="checkbox"/> Other