

Guidelines for Preparing Proposals
for Purchasers and Sellers of Overseas Media Rights for the 5th Asian Para Games

The proposal should be prepared as follows.

1. General

- (1) Forms 1, 2, and 3 must be prepared on A4 paper, and written horizontally.
- (2) There is no page limit for the Business Proposal; however, the contents specified in 5. (5) below must be stated concisely and clearly.
- (3) Illustrations and diagrams may be used to supplement the text.
- (4) Documents must be prepared using a computer.
- (5) In preparing the documents, please refer to the following points as well as the notes for each form.
- (6) The language must be Japanese or English. However, all documents submitted in English must be accompanied by a Japanese translation.
- (7) The currency used must be United States dollars (USD).

2. Application Form for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games (Form 1)

All eligibility requirements must be met.

3. Operational Structure (Form 2)

- For the Career History and Achievements of the General Manager and Responsible Person, provide information concerning the General Manager and the main staff members.
- For the Corporate Work History, record up to five cases that are similar to or related to the work subject for this recruitment. In the “Client” column, write only “Private” if the client was a private entity (the company name does not need to be specified). For self-initiated projects, write “Independent.”

4. Declaration on Initiatives Contributing to the Realisation of Social Value (Form 3)

Fill out the form in accordance with the instructions and submit it.

5. Business Proposal (free format)

- (1) Submit proposals for the items listed in (5) below, based on Draft Contract for the Purchase and Sale of Overseas Media Rights for the 5th Asian Para Games (hereinafter referred to as the ‘Draft Contract’).
- (2) The font size must be 12 points or larger.
- (3) Page numbers must be indicated on each page.
- (4) The proposal must be written clearly and concisely.
- (5) The Business Proposal must include the following items. The details of implementation will be determined in the contract, following consultation with AINAGOC, in the event that the proposer is selected as the successful candidate.

Proposal Item 1: Plan for the sale (Sublicensing) of Media Rights

- Specify potential sublicensees of the media rights and describe in detail the process leading up to the execution of contracts.
- Provide a detailed overall schedule.
- Include original proposals making use of creativity, ingenuity, and know-how.

Proposal Item 2: Plan for Post-Contract Measures

- Describe in detail the support to be provided to sublicensees of the media rights, as well as the management and supervisory framework.
- Provide a detailed overall schedule.
- Include original proposals making use of creativity, ingenuity, and know-how.

Proposal Item 3: Estimated License Fees Payable to AINAGOC

- Indicate the 'minimum guaranteed amount' to be paid to AINAGOC at the time of contract signing.
- Indicate the base amount and rate for revenue distribution.
- Provide as much detail as possible on the basis for calculating the expected sublicensing income from broadcasters, etc.

6. Company Overview Materials (e.g., brochures)

Submit materials (e.g., brochures) that provide an overview of the company.