

## **EXPRESSION OF INTEREST (EOI) Sponsorship and Naming Rights for PTSC Passenger Facilities and Assets**

**Expression of Interest (EOI) No. 2**

**Public Transport Service Corporation (PTSC)**

**EOI Reference: PTSC-SNR-EOI-02/2026**

**Date of Issue: 9<sup>th</sup> January 2026**

**Closing Date for Submissions: 27<sup>th</sup> February 2026**

### **Introduction and Purpose**

The Public Transport Service Corporation (PTSC) invites Expressions of Interest (EOI) from reputable corporate partners to participate in its Sponsorship and Naming Rights Programme. This initiative aims to enhance customer experience, improve brand identity, modernize facilities and strengthen PTSC's self-sustainability through strategic commercial partnerships.

### **Objectives**

PTSC seeks to identify qualified partners with the capacity, corporate reputation and commitment to:

- Establish long-term sponsorship partnerships
- Enhance and modernise passenger facilities
- Develop sustainable internally generated revenue streams
- Strengthen corporate visibility and brand positioning
- Support national development and corporate social investment goals

### **Scope of Opportunities**

Respondents are invited to express interest in sponsorship and/or naming rights for the following assets:

- Coach Waiting Areas -San Fernando, Sangre Grande, Port of Spain
- Passenger Lounge - San Fernando, Point Fortin, Port of Spain, Sangre Grande, Chaguanas
- Customer Service Booths - Port of Spain, San Fernando, Point Fortin, Sangre Grande, Chaguanas
- Ticketing Counters - Port of Spain, San Fernando
- Fuelling Stations - Port of Spain
- Transit Hubs and Passenger Platforms

## Branding Opportunities

Branding may include exterior and interior signage, digital branding where applicable, counter and pillar branding, experiential activation zones, seating branding and other approved installations.

## Commercial & Governance Framework

- **Concessionaire Model:** Sponsors are responsible for the design, fabrication, installation, and ongoing maintenance of branded assets.
- **Exclusivity:** Respondents must specify if their proposal requires Industry Exclusivity. PTSC reserves the right to negotiate exclusivity terms based on the value proposition.
- **Data Rights & Digital Integration:** For proposals involving digital activations (Wi-Fi, QR codes, or interactive screens), respondents must outline a data-sharing framework. PTSC shall retain joint or secondary access to anonymized passenger analytics generated through these platforms.
- **Approvals:** All branding remains subject to PTSC policy; naming rights do not constitute ownership.
- Sponsors shall be responsible for the maintenance of sponsored assets, subject to agreed terms and timelines.

## Site Context

Facilities are located within key PTSC hubs including Port of Spain, San Fernando, Chaguanas, Arima, Sangre Grande, Point Fortin, San Juan, Curepe and Tunapuna. Foot traffic, passenger flows and visibility vary by site.

## Mandatory Site Visit Schedule

Attendance is **compulsory** for eligibility for the specific sites you intend to bid for.

Date	Location	Time
February 10 <sup>th</sup> , 2026	Port of Spain	10:00 AM
February 9 <sup>th</sup> , 2026	Chaguanas	9:00 AM
February 9 <sup>th</sup> , 2026	San Fernando	10:30 AM
February 9 <sup>th</sup> , 2026	Point Fortin	11:30 AM
February 10 <sup>th</sup> , 2026	Curepe	9:00 AM

Date	Location	Time
February 10 <sup>th</sup> , 2026	San Juan	9:30 AM
February 10 <sup>th</sup> , 2026	Tunapuna	10:00 AM
February 11 <sup>th</sup> , 2026	Sangre Grande	10:00 AM
February 11 <sup>th</sup> , 2026	Arima	12:00 PM

## Requirements for EOI Submission

Submissions must be in English, submitted electronically to [Procurement.Tenders@ptsc.gov.tt](mailto:Procurement.Tenders@ptsc.gov.tt) by 2:00 PM on the closing date. Include a cover letter indicating assets/lots of interest.

Respondents must submit the following information to demonstrate capability:

### Administrative and Compliance

1. Company Profile and Legal Status (Certificate of Incorporation or equivalent).
2. Evidence of OPR Registration (or willingness to register).
3. Valid Income Board of Inland Revenue (BIR) and VAT Clearance Certificates (or international equivalents).
4. National Insurance Board (NIB) Compliance Certificate (or equivalent).
5. Statement confirming no Conflict of Interest or clearly listing any Conflict of Interest and the relationship.

### Technical Experience

1. Track Record: Details of at least three (3) similar projects (local or international) involving sponsorships, naming rights, or facility branding partnerships.
2. Preliminary Concept: Creative vision, mock-ups, and rollout strategy.
3. Maintenance Service Level Agreement (SLA): Respondents must provide a draft Maintenance Plan including "Response Times" for repairs to ensure asset integrity and safety.

### Financial Capacity

1. Audited Financial Statements for the last three (3) years.
2. Evidence of access to capital (e.g., letter of credit/bank reference) to fund projected investments/Capex.
3. Non-Binding Standardized Commercial Concept: Submissions must include a high-level financial summary using the following categories: (1) Annual Sponsorship Fee, (2) Estimated Upfront Capex Investment, and (3) In-Kind Contributions such as facility upgrades.

## Evaluation and Shortlisting Criteria

Submissions will be evaluated on a 100-point scale:

EVALUATION CRITERIA	SCORE
<b>Technical Competency:</b>	
Relevant experience and Track Record	10
Quality of Technical Concepts/Designs	10
Maintenance SLA	10
<b>Subtotal</b>	<b>30</b>
<b>Innovation and Value:</b>	
Scalability and Sustainability	10
Digital/Data Integration	5
<b>Subtotal</b>	<b>15</b>
<b>Team, Resources and Compliance</b>	
Team and Resources	5
Local Content & Job Creation	5
Risk Management & Compliance	5
<b>Subtotal</b>	<b>15</b>
<b>Financial Capacity:</b>	
Financial Health and Stability	10
Investment Capability	10
Commercial Value	10
<b>Subtotal</b>	<b>30</b>
Compliance and Risk Management	
HSE standards and protection against vandalism/weather	10
<b>Subtotal</b>	<b>10</b>
<b>TOTAL</b>	<b>100</b>

All proponents who score over 75% total, with a minimum of 50% in each major category (Technical, Innovation, Team/Compliance, Financial), will be shortlisted.

### 1. Technical Competency (30 Points)

- **Track Record (10 pts):** Evidence of three or more successful large-scale branding or naming rights projects. We are looking for longevity in partnerships and positive client testimonials.
- **Quality of Technical Concepts/Designs (10 pts):** High-quality, professional mock-ups. We want designs that enhance the aesthetic of our terminals while ensuring materials are durable, safe for public spaces, and passenger-friendly.
- **Maintenance SLA (10 pts):** A clear commitment to asset upkeep. We are looking for specific response times (e.g., 24 hours for graffiti or damage) to ensure our facilities remain in pristine condition.

## **2. Innovation and Value (15 Points)**

- **Scalability and Sustainability (10 pts):** Concepts that can grow across our national network and utilize eco-friendly materials or renewable energy (like solar-powered signage).
- **Digital/Data Integration (5 pts):** Creative use of technology, such as interactive screens or QR-driven passenger engagement, including a framework for sharing anonymized transit analytics with PTSC.

## **3. Team, Resources and Compliance (15 Points)**

- **Team and Resources (5 pts):** Profiles of key personnel (Project Managers, Safety Officers) and proof of equipment/logistics needed for a nationwide rollout.
- **Local Content & Job Creation (5 pts):** Meaningful inclusion of Trinidad & Tobago labour and suppliers, supporting the local economy in line with OPR objectives.
- **Risk Management & Compliance (5 pts):** Proof of legal standing, comprehensive insurance coverage, and a clear understanding of regulatory requirements.

## **4. Financial Capacity (30 Points)**

- **Financial Health and Stability (10 pts):** Based on your 3-year audited statements, the PTSC will need to see the liquidity and stability required to sustain a multi-year partnership.
- **Investment Capability (10 pts):** Evidence that you have the ready capital (Capex) to fund the design, fabrication, and installation of all assets without PTSC funding.
- **Commercial Value (10 pts):** The overall value proposition, including annual fees, in-kind infrastructure upgrades, and potential revenue-share models.

## **5. Compliance and Risk Management (10 Points)**

- **HSE Standards & Protection (10 pts):** Robust Health, Safety, and Environment (HSE) protocols for installation and maintenance. We also require specific strategies to mitigate "public risks" such as vandalism, accidental damage, or extreme weather events.

## **Additional Submission Requirements**

Submissions must include:

1. Company Profile and Corporate Background
2. Evidence of Legal Status and Compliance
3. Proposed Sponsorship and/or Naming Rights Interest (specific assets)
4. Preliminary Branding Concept/Approach

5. Corporate Social Responsibility Track Record
6. Proposed Value Proposition (financial and/or in-kind)
7. Indicative Implementation Approach and Timeline

## **Submission Instructions**

Submissions must be made in English and submitted electronically to [Procurement.Tenders@ptsc.gov.tt](mailto:Procurement.Tenders@ptsc.gov.tt) by 2:00 PM on the closing date. Email subject should clearly state: “Expression of Interest – PTSC Sponsorship and Naming Rights Programme.”

## **Disclaimer**

This EOI is not a tender, bid, or contractual commitment. It is a market engagement and pre-qualification exercise. PTSC reserves the right to accept or reject any submission, request clarification, cancel or modify the process, or issue a subsequent Request for Proposal (RFP) without liability. PTSC shall not be responsible for any costs incurred by respondents in preparing submissions.

## **Contact for Queries**

All queries should be submitted in writing to [Procurement.Tenders@ptsc.gov.tt](mailto:Procurement.Tenders@ptsc.gov.tt) referencing the EOI reference number. Responses will be shared equally with all respondents.