



Afghanistan Cricket Board

Tender Notice

Invitation to Tender (ITT)

For the Main Jersey Sponsorship Rights

Afghanistan vs Ireland ODI Cricket Series-2021

The Afghanistan Cricket Board (**ACB**) manages and runs cricketing affairs in Afghanistan and is a Full Member cricket board of International Cricket Council (**ICC**). It's the only country that has received full membership in a record time. We play our domestic matches in Afghanistan while our international matches are played in UAE and/or India.

As per the Future Tours Program (FTP), Afghanistan Cricket Board will host Ireland for three-match One-day international series which will be commenced on 18th, 21st and 23rd of January 2021 in Abu Dhabi, UAE. The matches are part of the ICC ODI league which is a pathway towards qualification to the ICC Cricket world cup 2023.

Ireland is one of the full members of International Cricket Council and have showed great game of Cricket against Afghanistan and other teams in several Cricket tournaments and series.

This is a major cricket series with attractive teams considered as arch rivals in Cricket world to face each other for competitive cricket and this will ensure that cricket fans witness some great cricket between Afghanistan and Ireland.

The Sponsorship Rights package available for execution is as below:

1. Main Jersey Sponsor naming rights
2. Logo Placement on the abdominal area (32sqi) of the players' kit.
3. Maximum of 30% space for in stadia branding:
 - a. Perimeter board
 - b. Boundary rope
 - c. 3D matt logo
 - d. Sight screen
 - e. Logo on Backdrop
 - f. Placards (4 & 6)
 - g. Stumps branding
 - h. Led Screen Logo display
 - i. Dugout branding
4. Right for Prize money award (Stylish Player of the Match)
5. Exposure in ACB social media platform and Publications

Requirements:

Afghanistan Cricket Board (ACB) invites offers from the reputed Organizations / Corporate Houses / Companies / Consortiums for acquiring the Main Jersey Sponsorship rights of the Afghanistan vs Ireland ODI cricket series 2021, Described in [section 2](#).

Restrictions:

Any person or entities with an existing unresolved dispute with ACB or any other ICC Member Countries on a point of law or fact shall be ineligible to participate in the tender process and submit bids.

Eligibility Criteria:

The Company or LLC must be in operation for at least 03 (three) years in a reputable business. Companies related to Tobacco, liquor brands (Surrogated & Non-Surrogated) and Betting are not eligible. Local brands and Afghanistan-based companies will be given preference. The EOI needs to be accompanied with the following documents:

1. Bank Solvency Certificate along with bank Statement.
2. Updated Trade License Copy.
3. VAT Registration Certificate.
4. TIN Certificate
5. Company Profile and Individual Directors' / Owners' Profile.
6. Memorandum of Association and Articles of Association.
7. In case of Consortium Notarized consortium Agreement.
8. Updated financial audit report (in case of consortium each member's financial audit report needs to be submitted individually).

Bid Submission

All terms and conditions related to the tender submission and evaluation of bids eligibility requirement and performance obligations are available in the attached document. Interested companies may Submit the bid along with the financial offer to ACB by email addressed to procurement.manager@afghancricket.af with a copy to dareez@afghancricket.af, n.azizi@afghancricket.af. And ceo@afghancricket.af.

Bids must be submitted by 15th December 2021 (11.59 PM AFT). The bids will be opened, evaluated and tender awarded.

ACB reserves the right as per discretion, to cancel or amend the entire bidding process at any stage and to reject any or all bids without being obliged to assign any particular reason for the same. The notice and contents are only for informational purposes.

Thank you for your interest and we look forward to receiving your response to this tender.

Afghanistan Cricket Board



Afghanistan v Ireland
ODI series
Abu Dhabi, UAE

18th, 21st, 23rd January
2021

Main Jersey
Sponsorship
Proposal

Marketing Department



About AFGHANISTAN Cricket Board



Afghanistan Cricket Board (ACB) is the official governing body of the sport of cricket in Afghanistan headquartered in Kabul.

ACB is the country's representative at the International Cricket Council (ICC) and is a Full Member of ICC.

Afghanistan National Cricket Team participated in the ICC Cricket World Cup 2015 and 2019. ACB has adopted good governance practices to ensure that key relevant results are delivered in terms of accountability, responsibility, transparency and solidarity.

ACB is now taking its broader resources to the highest level of participation. Currently, it operates in 33 provinces of the country.

ACB has five regional offices in the country to manage and oversee cricket development activities in the provinces within the ACB Domestic Cricket structure.



AFGHANISTAN

Cricket

Achievements

- Afghanistan is the fastest growing cricket team in the world. The story of the struggle and aspiration of young Afghans taking up a sport through war and destruction is worth retelling again and again.
 - Since 2010, Afghanistan National Cricket Team has made appearances in four T20 World Cups (2010, 2012, 2014 and 2016) and two 50-over Cricket World Cups of the International Cricket Council (ICC).
- Afghanistan National Cricket Team won the 2018 ICC Cricket World Cup Qualifier tournament by beating West Indies in the final to successfully qualify for the 2019 ICC Cricket World Cup in England and Wales.



- Afghanistan National Cricket Team has earned direct qualification for the ICC T20 World Cup in 2020.
- In 2017, the U-19 Cricket team won the Under-19 Asia Cup by beating Pakistan in the final, furthermore the afghan Under-19 cricket team reached the semi-finals and achieved 4th position in the ICC U-19 cricket world cup 2018.
- Afghanistan cricket has the sixth largest viewership in the world and is currently experiencing a record level of international media interest and coverage

EVENT

OVERVIEW

- Afghanistan Cricket Board will host Ireland for three-match One-day international series which will be commenced on 18th, 21st and 23rd of January 2021 in UAE. The matches are part of the ICC ODI league which is a pathway towards qualification to the ICC Cricket world cup 2023.
- Ireland is one of the full members of International Cricket Council and have showed great game of Cricket against Afghanistan and other teams in several Cricket tournaments and series.
- This is a major cricket series with attractive teams considered as arch rivals in Cricket world to face each other for competitive cricket and this will ensure that cricket fans witness some great cricket between Afghanistan and Ireland.



INVITATION to the SPONSORSHIP

- Afghanistan Cricket Board (ACB) would like to invite national and international Companies to become main jersey sponsor of Afghanistan national team for Afghanistan vs Ireland ODI series 2021. The event is scheduled to take place on 18th, 21st, 23rd January in Abu Dhabi, UAE.
 - Following are the Sponsorship benefits offered to Main Jersey sponsor during the Afghanistan vs Ireland cricket Series-2021:

1

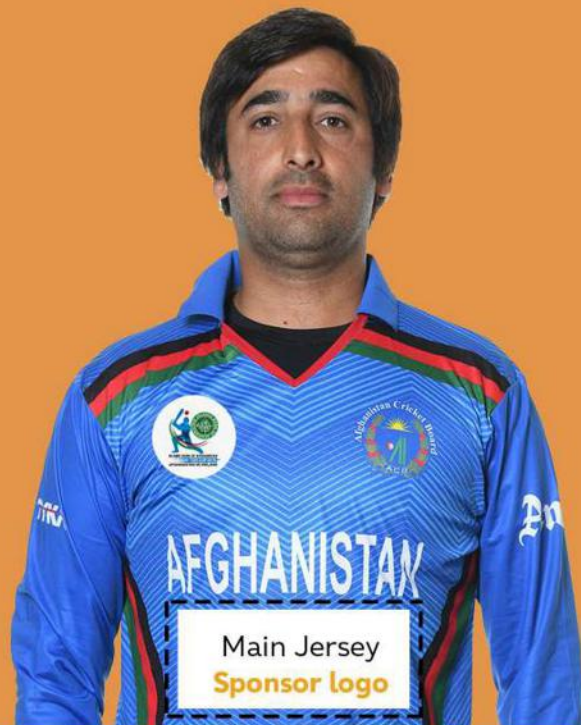
Naming Rights

- The Afghanistan Cricket Board (ACB) will grant main jersey sponsor the exclusive naming rights of Afghanistan vs Ireland ODI series 2021.
- Your brand will be known as the main jersey sponsor of Afghanistan national team.
This naming right may be exercised in advertising, marketing, events, and promotions, including its use on your websites.
 - Commentators will refer to event with the complete name of the series.

2

Logo On Player'Kit

- Main jersey sponsor logo will be placed highly visible on the up abdomen area of players' playing jersey worn by Afghanistan national team during Ireland ODI series 2021.
- This is highly picked by the media in live telecasts, photographs, media conferences and interviews during the Afghanistan vs Ireland ODI series 2021.



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3 In-stadia Branding

Main Jersey sponsor will be granted a maximum of 30% space for in-stadia branding during the Afghanistan vs Ireland ODI Cup 2021 which will include:

- **Backdrop Branding - 30%**
- **Exclusive Placards (4 & 6) Distribution right**
- **Branding on stands- 30% of Available Spots**



- I **Static perimeter boards:** 30% of static perimeter boards for advertisement in the most visible area of the ground.
- II **Boundary rope skirting:** 30% of Space for branding on boundary rope in the most visible area of the ground.
- III **3D Matt logo (2) two in total:** Space for 3D matt logo at the mid wicket.
- IV **Overhead panels (if any):** 30% Space for branding on overhead panel spots of the stands in the ground.
- V **Sight screen (exclusive):** 30% of branding rights on sight screens at both end of the wicket (2 in total).
- VI **Giant/LED screen logo display (if any):** Exclusive rights of 30% peripheral branding of Giant/LED screen in the ground.
- VII **Giant screen video display:** 30% of total Advertising time/spot on the Giant/LED big screen.
- VIII **Dug out branding:** 30% branding space at the players' dugout area of the ground.
- IX **Branding on backdrops:** 40% space for branding on the plinth backdrops used for pre and post-match presentation/interviews and backdrops of commentator's room, press conference & trophy unveiling ceremony during the Afghanistan vs. Ireland ODI Cup 2021

X Rights for Prize money award: Main jersey Sponsor will get logo exposure in all check boards to be presented by the Main jersey Sponsor representative as described below: (Prize money is Excluded of Sponsorship amount).

Match	Prize for	Prize Money in AFN	Prize Money in USD
1st ODI	Stylish Player of the Match	AFN 40,000.00	\$500.00
2nd ODI	Stylish Player of the Match	AFN 40,000.00	\$500.00
3rd ODI	Stylish Player of the Match	AFN 40,000.00	\$500.00

XI Commentator's reference: Local and international commentators will make reference to ACB and Main Jersey Sponsor partnership during live telecast of the event.

XII Match day Tickets: Main jersey sponsor will be awarded Complementary tickets (6 VVIP, 15VIP and 50 normal stands tickets) on all match days during the event.

XIV. Duty Passes & Car Parking Stickers: 2 VVIP car-parking stickers and duty passes to enable workers to enter the stadium during the event.

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XIV Rights for Prize money award: Main jersey Sponsor will get logo exposure in all cheques to be presented by the Title Sponsor representative as described



4 Exposure in ACB social and digital media

The Main Jersey Sponsor logo will be given exposure on ACB's social and digital media platforms including:

- **www.cricket.af** : Official ACB website
- **www.facebook.com/AfghanistanCricketboardofficial**: Official Facebook page of ACB with over 2.3 million fans. Overall, ACB Facebook page is in top 10 list in Afghanistan in terms of followership.
- **www.twitter.com/ACBofficial**: The official twitter account of Afghanistan Cricket Board with over 310,000 followers.
- **Instagram**: The official ACB Instagram account has over 130,000 follower and are on the rise rapidly.



5 Exposure in ACB publications

The Main Jersey Sponsor logo will be given exposure on ACB's Publications including:

- **Tournament Flyer/Brochure/Fixture/Entry Tickets**: The Main Jersey sponsor's logo will be placed in event's flyer, match tickets, brochure & fixture (promotional handouts).
- **Advertisement in ACB official magazine & ACB annual report**: The Main Jersey sponsor logo will be placed in the Afghan cricket magazine (relevant month's issue) and reference will be made to the partnership in ACB annual report for the year 2021.



6 Production Cost

- Main Jersey Sponsor will bear the production costs of all ground boards, sign-screens, stumps, backdrops and other brandings.

Uses of All logo and artworks will be decided & provided by Title sponsor in coordination with ACB.

7 Right To Use Official ACB Logo

- ACB will grant the Main Jersey sponsor the non-exclusive, non-transferable right to reproduce and display the ACB logo for its advertisements and promotion in order to promote its partnership with ACB.

8 Television Coverage

- The Afghanistan vs Ireland ODI Cup 2021 will be broadcasted live on national and international television channels using HD quality standards.

Television coverage of the Afghanistan vs Ireland ODI cup 2021 will provide Main Jersey sponsor with a unique entry point into the local and international market place.

9

Scope of the Sponsorship

- The period of sponsorship is for the duration of the Afghanistan vs. Ireland ODI Cup 2021.
- Sponsors can market only one brand throughout the Series.
- The sponsorship opportunities are not offered to Betting, Tobacco or Liquor Companies.
- Thousands of cricket spectators will be coming to the ground and see their stars in action.
- The fans will include people from different age groups and backgrounds.
- This cricket series will be broadcasted live via national and international television channels, which will reach over thirty millions of viewers.
- Millions of fans will get exposure to your brand on digital and social media platforms.

10

Terms of Payment

The Main Jersey sponsor shall agree to pay the Afghanistan Cricket Board:

50% of the sponsorship amount to be paid at the signing/executing of the agreement and remaining 50% balance at the start of Afghanistan vs. Ireland ODI Cup 2021

Contact Us

Thank you

for the opportunity to present our Sponsorship opportunities to you. We, the Afghanistan Cricket Board (ACB) is committed to meet and assist with your company's objectives and requirements of sponsorship. Our sponsorship packages are specifically tailored to meet your business objectives and fulfill your key partnership strategies; if there is anything we haven't thought of or you would like us to add please do get in touch with us:

Abdul Hadi Dareez

Marketing Manager



93(0)781 47 94 88



dareez@afghancricket.af

Najiurrahman Azizi

Sr. Officer Marketing



93(0)780 16 12 11



n.azizi@afghancricket.af