



Afghanistan Cricket Board
Tender Notice
Invitation to Tender (ITT)
For the
ACB Main Sponsorship Rights

Re-announce date: 9th, Feb, 2021

Afghanistan Cricket Board has published an ITT for the Main sponsorship rights related to 1) National Team 2) National “A” Team 3) National Emerging Team Sponsor 4) National U19 Team and 5) National People with Disabilities team. The sponsorship applies for all bilateral, triangular, ACC and ICC events & Domestic competitions of the above-mentioned teams from 2020-2023.

The Sponsorship Rights package available for execution is as below:

All territories globally: The above-mentioned sponsorship rights includes: 1) All bilateral series of national team 2) All triangular series of national team 3) All ACC event events of national teams 4) all ICC events of national team which is subject to ICC sponsorship rules and regulations. 4) All bilateral, triangular and ACC events of national A team. 5) All bilateral, triangular and ACC events of national emerging team 6) All bilateral, triangular and ACC events of national U19 team 7) All ICC events of national U19 team 8) ACB domestic competitions (Shpageeza Cricket league, Regional List A tournament, Regional First-class tournament, Grade 1, 2, 3 competitions and National PwDs Tournament) which is subject to ICC commercial rules and regulations.

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 write 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 03rd February 2021. 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.

Afghanistan Cricket Board



Afghanistan Cricket Board

**Tender for
ACB Main Sponsorship Rights
2021 - 2023**



Introduction

The Afghanistan Cricket Federation was established in 1995 and Afghanistan was granted affiliate membership by the International Cricket Council (ICC) in 2001. Afghanistan was granted associate membership of the Asian Cricket Council (ACC) in 2003. The president of the country issued a decree on 2nd June 2009 which made Afghanistan Cricket Board (ACB) an independent governing body for the development and promotion of the game of cricket in the country. In 2013, Afghanistan was granted Associate Member status of ICC following notable progress in different areas of administration and development of the game. Afghanistan obtained Full Membership of ICC in June 2017 to become one of the 12 Full member nations.

The rise of Afghan Cricket over the last few years has been an extraordinary story in the Cricket world. The success of the National Cricket Team has resulted in cricket being the most popular sport in Afghanistan, that has attracted a large number of fans and followers, as well as gaining considerable global attention. Cricket fans across Afghanistan have developed immense interest in the game of cricket and the National Cricket Team's participation in international Cricket is closely followed by crowds at the Stadiums and followers on Television, print media and the internet.

Cricket is more than a game of sports in Afghanistan as it has brought a hope of unity and peace to the nation that has been in war for nearly four decades. As per a survey Afghanistan has the fifth largest fan base and TV viewership in Cricket world.

About the Afghanistan National Cricket Team

Afghanistan national Cricket team has begun its journey as an affiliate nation through member in Asian Cricket Council. The national team played its first ODI match on 19th April 2009 against Scotland winning by 89 runs. The team is currently ranked 10th ahead of Ireland and Zimbabwe I ODIs. The team has already participated in 2015 and 2019 editions of ICC ODI Cricket World Cups. Rashid Khan and Mujeebullah are considered as top spin bowlers in ODI Cricket meanwhile Mohammad Nabi is the top ranked all-rounders.

The team played its first T20I match against Ireland on 1st February 2010 which they won by 5 wickets. Since then, the team has been considered as one of the top teams in T20 format which is currently ranked 7th in this format ahead of Sri Lanka, West Indies, Bangladesh, Zimbabwe and Ireland. Rashid Khan is the number one bowlers and Mujib is also one of the top 3 bowlers in the world. Hazratullah Zazai is 6th ranked batsman in the format and Mohammad Nabi is the highest ranked all-rounder in the world. The national team participated in 2010, 2012, 2014 and 2016 editions of the T20 World Cups and the team has already directly qualified to 2020 and 2021 of the event already based on the ranking by International Cricket Council.

The team played its first test match against top ranked India from 14th-18th June, 2018 which they lost. Meanwhile, Afghanistan has won two of its four Test matches and ranked 10th in ICC test ranking which is ahead of Zimbabwe and Ireland.

National Team Performance:

- Afghanistan National Cricket Team players has improved significantly over the last four years breaking into top ranking in both ODIs and T20Is.
- In T20I format, Rashid Khan and Mujeeb Zadran, two of Afghan National Cricket Team players, secured first and second positions in bowling ranking & on the other hand, in the all-rounder ranking Muhammad Nabi tops the list in Both the ODI & T20I Formats.

| ODI ODI All-Rounder Rankings | | | |
|------------------------------|-----------------|-----|-----|
| 1 | Shakib Al Hasan | BAN | 420 |
| 2 | Mohammad Nabi | BAN | 294 |
| 3 | Chris Woakes | ENG | 281 |
| 4 | Ben Stokes | ENG | 276 |
| 5 | Imad Wasim | PAK | 271 |
| 6 | Rashid Khan | AFG | 270 |











| ODI ODI Bowling Rankings | | | |
|--------------------------|------------------|-----|-----|
| 1 | Trent Boult | NZ | 722 |
| 2 | Mujeeb Ur Rahman | BAN | 708 |
| 3 | Jasprit Bumrah | IND | 700 |
| 4 | Mehedi Hasan | BDI | 694 |
| 5 | Chris Woakes | ENG | 675 |
| 6 | Kagiso Rabada | SAR | 665 |

| ODI ODI All-Rounder Rankings | | | |
|------------------------------|-----------------|-----|-----|
| 1 | Shakib Al Hasan | BAN | 420 |
| 2 | Mohammad Nabi | BAN | 294 |
| 3 | Chris Woakes | ENG | 281 |
| 4 | Ben Stokes | ENG | 276 |
| 5 | Imad Wasim | PAK | 271 |
| 6 | Rashid Khan | AFG | 270 |

| T20I T20I All-Rounder Rankings | | | |
|--------------------------------|--------------------|-----|-----|
| 1 | Mohammad Nabi | AFG | 294 |
| 2 | Shakib Al Hasan | BAN | 268 |
| 3 | Glenn Maxwell | AUS | 225 |
| 4 | Richard Berrington | SCO | 194 |
| 5 | Sean Williams | ZIM | 190 |
| 6 | Gareth Delany | IRE | 170 |

| T20I T20I Bowling Rankings | | | |
|----------------------------|------------------|-----|-----|
| 1 | Rashid Khan | AFG | 736 |
| 2 | Mujeeb Ur Rahman | BAN | 730 |
| 3 | Adil Rashid | ENG | 700 |
| 4 | Adam Zampa | AUS | 685 |
| 5 | Tabraiz Shamsi | SAR | 680 |
| 6 | Ashton Agar | AUS | 664 |

National Team - ICC T20I Rankings

| POS | TEAM | MATCHES | POINTS | RATING |
|-----|--|---------|--------|--------|
| 1 |  England | 25 | 6,877 | 275 |
| 2 |  Australia | 25 | 6,800 | 272 |
| 3 |  India | 38 | 10,186 | 268 |
| 4 |  Pakistan | 29 | 7,516 | 259 |
| 5 |  South Africa | 20 | 5,047 | 252 |
| 6 |  New Zealand | 28 | 6,952 | 248 |
| 7 |  Sri Lanka | 23 | 5,293 | 230 |
| 8 |  Bangladesh | 20 | 4,583 | 229 |
| 9 |  Afghanistan | 17 | 3,882 | 228 |
| 10 |  West Indies | 26 | 5,885 | 226 |

Commercial Interest and Sponsorship

The rise of Afghan cricket and national cricket team players has resulted in considerable interest from the business sector both within Afghanistan and abroad. The success and popularity of the Afghanistan National Cricket Team, commercial interest in Afghanistan cricket has increased immensely over the last few years.

Supreme, Etisalat Afghanistan, NFC and Alokozay Group of Companies are some of the companies that have worked with the Afghanistan Cricket Board as the “Main Sponsor of Afghanistan National Cricket Team” through the years. The platform of Cricket has played a great role in the business success of the above-mentioned companies.

The Afghanistan Cricket Board (ACB) is currently seeking to receive proposals from reputable companies, LLCs and Joint Ventures for the “Main Sponsorship of Afghanistan Cricket Board” from 2020-2023 period. The proposal terms and conditions apply to National A, National Emerging and National U19 teams as well. Unless other defined elsewhere, capitalized abbreviations and terms used in the RFP has the meaning set in the Appendix A.

Invitation to the Sponsorship:

Afghanistan Cricket board would like to invite reputed companies and LLCs to become the Official “Main sponsor of the Afghanistan Cricket Board (ACB)”.

Mains sponsorship include the following benefits and will cover all tours undertaken by the National Cricket Team both in Afghanistan and overseas as well as the National A Team, National Emerging Team, National Under-19 and National People with Disabilities team representing the country in both ACC and ICC events, bilateral series and domestic competitions during the agreement period.



Sponsorship objectives:

1. Gaining Publicity

Afghanistan national cricket team Sponsorship provides an opportunity to create publicity in the news media. Worldwide cricketing events such as ICC events (including ICC Cricket World Cup & ICC T20 Cricket World Cup), ACC events (including Asia Cup, Emerging Teams Asia Cup and U19 Youth Asia Cup), bilateral series and triangular series provide the platform for global media coverage. Millions of people watch these events around the world that are televised on various TV Channels. Sponsorship of the National Teams during such events can provide brand exposure to millions of people.

Each of these events attract very diverse groups of audience. For the 2019 Cricket World Cup, for example, over 2.5 million tickets applications were received before the tickets went for sale. According to ICC, the event was one of the most watched in the world which attracted an average audience of 1.6 billion for live coverage.

2. In addition, ICC is very active on social media. It has about 24 million followers on Facebook, over 16 million followers on Instagram and 11.6 million followers on Twitter. All of these accounts are being updated with news and highlights about the games on regular basis which will provide the main sponsor with worldwide publicity when Afghanistan National Team plays. **Fostering Favorable Brand and Company Associations**

Sponsoring an ICC Full Member Cricket Team during mega cricket events ensures almost instant international recognition. There is a huge amount of prestige associated with sponsoring such big teams and the sponsoring companies' credibility soars up.

3. Improving Community Relations

Sponsoring Afghanistan National Cricket Team will surely boost sponsor's image and gain the company respect among the people throughout Afghanistan. Cricket is not only the most popular sports in Afghanistan due to our National Team's wonderful achievements, which has brought the country fame and fortune, the game has provided Afghan talents with the opportunity to shine on global stage. Sponsoring Afghanistan National Cricket Team will certainly be a great investment in the best marketing opportunity that exists in the country and a unique chance for the company to gain trust, affection and admiration of Afghan communities.

4. Creating Promotional Exposure

Name and Logo of the company will be given exposure on jerseys of players in all National Teams. This is especially important when there are many companies sponsoring the event, where the brand can be consumed during the event, it provides an opportunity for customers to sample brands.

Sponsorship Benefits:

Following are the main Sponsorship Benefits outlined for the Main sponsor:

1. Naming rights:

- A. The main sponsor will be having the exclusive naming right as **"Afghanistan Cricket Board's Official Main sponsor or Official Main Sponsor of Afghanistan Cricket Board"**.
- B. The Main Sponsor may also choose to have the title of **"Official Commercial Partner of Afghanistan Cricket Board."**



2. Logo on players' kit (events):

The Main sponsor's logo will be displayed highly visible on all players' jerseys during the following events:

- **ICC events**(including ICC ODI & ICC T20I Cricket World Cups)
- **ACC events** (including Asia Cup, Emerging Teams Asia Cup and U19 Youth Asia Cup)
- **Bilateral & Triangular series** (FTP 2021-2023 included at the end of this package)

- **ACB domestic competitions** (Shpageeza Cricket league, Regional **List A** tournament, Regional **First class** tournament, Grade 1,2,3 competitions and National PwDs Tournament)

3. Logo on Players' kit (Spots):

- The main sponsor logo will appear in a prominent position (**Abdomen area/Leading Arm**) of National, A, Emerging, Under 19 and national PwDs players' playing jerseys and training kits.
- The Logo size and Placement will be subject to ICC clothing guidelines.



In-stadia branding:

The main sponsor will be granted a maximum of **30%** space for in-stadia branding during all international bilateral series hosted by ACB & domestic leagues/tournaments held by ACB. In-stadia branding opportunities include:

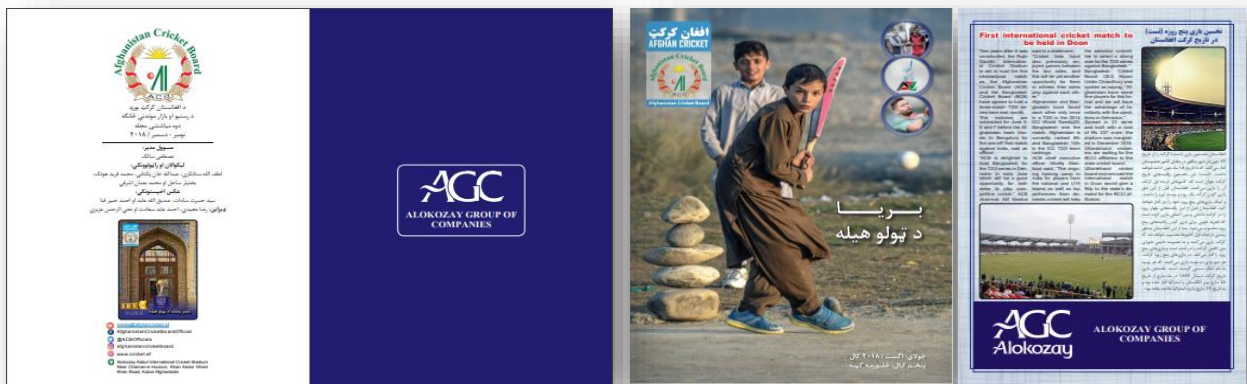
- **Static perimeter boards**
- **Boundary rope**
- **3D logo either behind the wicket or both sides of the wicket**
- **Billboard (if any)**
- **Overhead panels (if any)**
- **Branding on stands, pillars, welcome desk etc.**
- **Giant screen logo display**
- **Giant screen video display**
- **Dug out branding**

- Branding on backdrop (used for conference halls, pre- and post-match presentation ceremonies and commentary box)
- Merchandise rights
- The logo will appear prominently at all ACB media conferences.

4. Exposure in ACB publications and print media:

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

- Tournament Flyer/Brochure/Fixture/Entry Tickets: Advertisement spot for branding in league/tournament flyer, match tickets, brochure & fixture (promotional handouts) during the ACB's hosted/owned international & domestic leagues/tournaments.
- Advertisement in ACB official magazine & ACB annual report: Advertisement in the Afghan cricket magazine of ACB and article on ACB-main Sponsor Partnership in ACB annual report for the duration of this agreement.

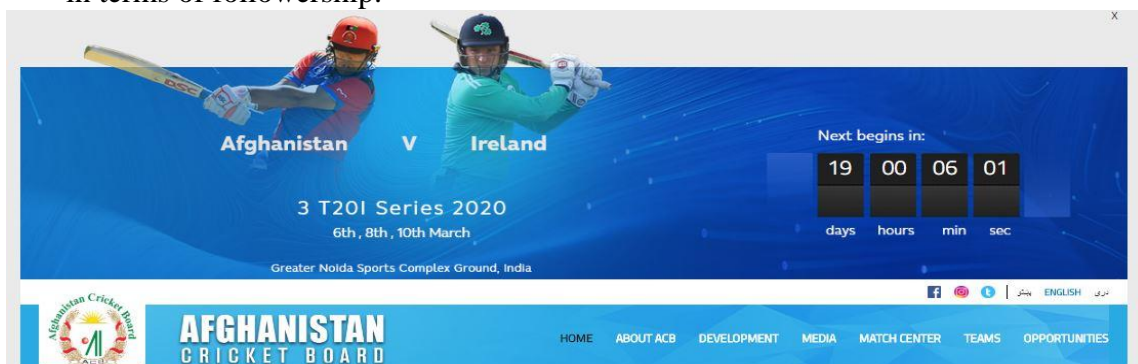


5. Exposure in ACB social and digital

media:

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

- www.cricket.af : Official ACB website
- www.facebook.com/AfghanistanCricketboardofficial: Official Facebook page of ACB with over 2.4 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 387,000 followers.
- **Instagram**: The official ACB Instagram account has over 210,000 followers and are on the rise rapidly.

LATEST Events



6. National players' video/photography sessions:

ACB main sponsor will have the non-exclusive rights to the participation of players in a reasonable number (Minimum 4 four players) of events including advertising, marketing, photo opportunities, product promotions, inaugurations, customer visits.

The ACB obliges to ensure that players participate in the promotional events twice a calendar year.

8. Match-day tickets:

Main sponsor will be provided with match-day tickets (50/Match) for company executives including corporate hospitality tickets **during international bilateral series** hosted by ACB & **domestic leagues/tournaments** held by ACB. This will not include airfares, accommodation or any other costs.

9. Other sponsorship benefits:

- The ACB grants main sponsor the right to the use of the title “**Main Sponsor of Cricket in Afghanistan**” for use in all of its marketing, advertising, promotions and activities associate for the duration of this partnership.
- This right may be exercised in advertising, marketing, events and promotions, including its use on your websites.
- In addition, main sponsor will be given the first right of proposal for the upcoming commercial partnership opportunities and top priority in all lists of ACB commercial partners.

Afghanistan National Cricket Team's complete Future Tour Program from Jan 2021 till 2023:

| Afghanistan National Team Future Tour Program Home and Away Matches (2021-2023) | | | | | | | | | | |
|---|------|----------------|-----------------------------|------|-----|-----|--|-------|-----------|-------------------------------|
| S.N | Year | Month | Vs | Test | ODI | T20 | Hosted By | Venue | Home/Away | Remarks |
| 1 | | February | Zimbabwe | 2 | 0 | 3 | Afghanistan | TBC | Home | |
| 2 | | June | Asia Cup 2021 | - | 0 | 0 | Sri Lanka | TBC | Away | ACC Event |
| 3 | | August | Sri Lanka | 0 | 3 | 3 | Sri Lanka | TBC | Away | |
| 4 | | September | Pakistan | 0 | 3 | 0 | Afghanistan | TBC | Home | |
| 5 | | September | India | 0 | 3 | 0 | India | TBC | Away | |
| 6 | | October | Tri Australia & West Indies | 0 | 0 | 7 | Afghanistan | TBC | Home | ACB Hosting Triangular Series |
| 7 | | October | ICC T20I World Cup | 0 | 0 | 0 | India | TBC | Away | ICC Event |
| 8 | | December | Zimbabwe | 1 | 3 | 2 | Zimbabwe | TBC | Away | |
| 9 | 2022 | January | Netherlands | 0 | 3 | 3 | Afghanistan | TBC | Home | |
| 10 | | February/March | Bangladesh | 0 | 3 | 2 | Bangladesh | TBC | Away | |
| 11 | | April | Australia | 0 | 3 | 0 | Afghanistan | TBC | Home | Final Dates to be Confirmed |
| 12 | | July/August | Ireland | 0 | 5 | 0 | Ireland | TBC | Away | |
| 13 | | September | Asia Cup 2022 | - | 0 | 0 | Pakistan | TBC | Away | ACC Event |
| 14 | | October | ICC T20I World Cup | - | 0 | 0 | Australia | TBC | Away | ICC Event |
| 15 | | November | Zimbabwe | 1 | 5 | 3 | Zimbabwe | TBC | Away | |
| 16 | 2023 | January | West Indies | 0 | 3 | 0 | Afghanistan | TBC | Home | |
| 17 | | January | New Zealand | 0 | 3 | 0 | Afghanistan | TBC | Home | |
| 18 | | TBC | Australia | 1 | 0 | 0 | Afghanistan | TBC | Away | Final Dates to be Confirmed |
| 19 | | TBC | West Indies | 0 | 0 | 3 | Afghanistan | TBC | Home | Final Dates to be Confirmed |
| 20 | | October | ICC CWC 2023 | - | 0 | 0 | India | TBC | Away | ICC Event |
| Total Away Matches | | | | 3 | 22 | 10 | The highlighted cells indicates the hosting matches. | | | |
| Total Host Matches | | | | 2 | 15 | 16 | | | | |
| Total Matches (Excluding ICC/ACC Events) | | | | 5 | 37 | 26 | | | | |

Afghanistan National Under-19 Future Tour Program from 2021 till 2023:

| Year | Month | Opponent(s) | Home/Away | Test | ODIs | T20Is | Remarks |
|------|-----------|---------------------------|-----------|------|------|-------|---------|
| 2021 | Jan/Feb | Bangladesh | Home | | TBC | TBC | |
| | September | Asia Cup 2021 (Venue TBC) | | | | | |
| | October | India | Away | | 7 | | |
| | September | Asia Cup 2023 (Venue TBC) | | | | | |

Afghanistan National A team future tour program from 2020 till 2023:

| Year | Month | Opponent(s) | Home/Away | Test | ODIs | T20Is | Remarks |
|------|-------|---------------------------|-----------|------|------|-------|---------|
| 2021 | TBC | Srilanka | Away | | TBC | TBC | |
| | TBC | Asia Cup 2021 (Venue TBC) | | | | | |
| | TBC | Bangladesh | Away | | TBC | TBC | |
| | TBC | Asia Cup 2023 (Venue TBC) | | | | | |

Bid terms and conditions:

1. Restrictions

Any 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.

2. 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. Updated Trade License Copy.
2. VAT/ GST Registration Certificate.
3. TIN Certificate
4. Company Profile
5. Memorandum of Association and Articles of Association.
6. In case of Consortium Notarized consortium Agreement.

3. Financial Offer

The interested parties shall submit a financial offer along with proof of their eligibility to the following location or by email no later than 10th, Mar, 2021 (11.59 PM AFT).

Afghanistan Cricket Board

Kabul International Cricket Stadium, Khan Abdul Ghani Road, Kabul, Afghanistan.

Email to: procurement.manager@afghancricket.af

Cc: dareez@afghancricket.af

n.azizi@afghancricket.af

ceo@afghancricket.af

ACB reserves the right to cancel the entire process and/or modify, add or alter the terms of the EOI and/or the conditions by issuing notice(s)/addendum(s) at any time prior to the bid and to reject any or all offers at its sole discretion, without assigning any reasons whatsoever.

Thank you for taking the time to consider ACB **Main Sponsorship** proposal. We hope there is something here to fit the needs and budget of your organization; but if there is anything we haven't thought of or you would like us to add please do get in touch with us through email above.

Appendix A

Definitions and Interpretations

| | |
|--------------------------|---|
| ACB | Afghanistan Cricket Board |
| ICC | International Cricket Council |
| ODI | One Day International |
| T20I | Twenty Twenty International |
| ACC | Asian Cricket Council |
| LLC | Limited Liability Company |
| RFP | Request for Proposal |
| World cup | A 50-over multi-national Cricket event conducted by International Cricket Council every four years. |
| T20 world cup | A 2-over Cricket event conducted by International Cricket Council |
| Bilateral series | A Cricket series of specific number of matches played between two team based on mutual understanding. |
| VAT | Value Added Tax |
| TIN | Tax Identity Number |
| GST | Good and Services Tax |
| Triangular Series | A cricket tournament among three national under hosting of a specific nation and in ODI/T20I format |