



Invitation to the Tender (ITT) Afghanistan National Team Sponsorship Rights ICC Men's T20 World Cup-2021

Tender announce date: 16-June-2021

Tender notice:

Afghanistan Cricket Board has published an ITT for the sponsorship rights related to Afghanistan National Team. The sponsorship rights applied for ICC Men's T20 world cup 2021.

The 2021 ICC Men's T20 World Cup is scheduled to be the seventh ICC Men's T20 World Cup tournament. This mega event is scheduled to be played in October and November 2021 in India/UAE/Oman. The ICC T20 World Cup is cricket's ultimate prize in the fastest growing and most accessible format of the game.

Afghanistan have secured a direct place in the main group stage of the 2021 T20 World Cup by virtue of being in the top eight of teams in the ICC rankings at the 2018 cut-off date.

The 2021 tournament will mark the first time that Afghanistan won't have to go through a qualifying round in order to reach the main phase of the T20 World Cup.

The Sponsorship Rights proposal available for execution is attached to this tender notice.

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.

Subject to ICC memo, businesses involves in following product and/or service categories are protected and cannot sponsor the team during the ICC men's T20I world cup:

- Passenger cars, vans, recreational vehicles (including SUV's (sports utility vehicles)), buses, trucks, mini-buses, trailers and mobile homes, this includes the provision of rental vehicles.
- Mobile telephone devices including smartphones, headphones, tablets, chargers and related accessories.

- Tyres and inner tyre tubes.
- Booking, and/or reservation services in respect of accommodation and/or attractions, including any direct or indirect search, comparison (including price), review and appraisal, reservation, booking, selling, re-selling, buying, and/or purchase booking and/or reservation service for accommodation and/or attractions.

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 tender needs to be accompanied with the following documents:

1. Bank Solvency Certificate along with bank Statement
2. Updated Trade License Copy
3. TIN/VAT Certificate
4. Company Profile

3. Financial Offer

The interested parties shall submit a financial offer along with proof of their eligibility by email to procurement.manager@afghancricket.af with a copy to hikmat.hassan@afghancricket.af and n.azizi@afghancricket.af.

Bid Documents may be acquired on working days during office hours from 8:00 a.m. to 5:00 p.m. till 06 July 2021. The bids will be opened, evaluated and tender awarded.

All terms and conditions related to the tender submission and evaluation of bids eligibility requirement and performance obligations are available in the attached document.

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

Kabul International Cricket Stadium
Near Chaman-e-Huzoori, Khan Abdul Ghani Khan
Road, Kabul Afghanistan



ICC Men's T20 World Cup - 2021



Afghanistan National Cricket Team Sponsorship Proposal



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 started its international cricket playing its first ODI match against Scotland on 19th April 2009. Afghanistan continued its rapid rise in international cricket as the national team participated in the 2015 and 2019 editions of ICC ODI Cricket World Cup respectively.

Some Afghan players, such as Rashid Khan and Mujeeb ur Rahman are considered top spinners in limited-overs cricket while Mohammad Nabi is one of the top ranked all-rounders in the world. Afghanistan played its first T20I match against Ireland on 1st February 2010 and won it by 5 wickets. Since then, the team has established itself as one of the top teams in T20 format. Afghan spin-duo of Rashid Khan and Mujeeb are amongst the best bowlers in the world in the shortest format while power-hitting batsmen Mohammad Nabi, Rahmanullah Gurbaz and Hazratullah Zazai have also made their presence felt at the global stage.











The national team has so far participated in four editions of the T20 World Cup in 2010, 2012, 2014 and 2016 respectively. Afghanistan has directly qualified to the 2020 and 2021 editions of the mentioned event already based on the ranking by International Cricket Council (ICC). In June 2017, Afghanistan acquired Test status and played its first match in the longest format against top ranked India from 14th-18th June, 2018 in Bangalore. Having lost its first match, Afghanistan has henceforth developed considerably in the format winning two of its four matches and is currently ranked 10th in ICC Test ranking ahead of Zimbabwe and Ireland.













NATIONAL TEAM PERFORMANCE

Afghanistan National Cricket Team has improved significantly over the last four years breaking into top 10 ranking in both ODIs and T20Is.

National Team updated ranking as of 7 June 2021.

POS	TEAM	MATCHES	POINTS	RATING
1	 England	22	6,088	277
2	 India	25	6,811	272
3	 New Zealand	23	6,048	263
4	 Pakistan	30	7,818	261
5	 Australia	23	5,930	258
6	 South Africa	19	4,703	248
7	 Afghanistan	12	2,826	236
8	 Sri Lanka	13	2,957	227
9	 Bangladesh	13	2,921	225
10	 West Indies	18	3,992	222

POS	TEAM	MATCHES	POINTS	RATING
1	 New Zealand	17	2,054	121
2	 Australia	25	2,945	118
3	 India	29	3,344	115
4	 England	27	3,100	115
5	 South Africa	20	2,137	107
6	 Pakistan	24	2,323	97
7	 Bangladesh	27	2,438	90
8	 West Indies	27	2,222	82
9	 Sri Lanka	24	1,876	78
10	 Afghanistan	17	1,054	62

MEN'S T20I TEAM RANKINGS

MEN'S ODI TEAM RANKINGS











PLAYER RANKINGS

National player updated ranking as of 13 June 2021.

T20I BOWLING RANKINGS

POS	PLAYER	TEAM	RATING
1 —	Tabraiz Shamsi	 SA	732
2 —	Rashid Khan	 AFG	719
3 —	Ashton Agar	 AUS	702
4 —	Adil Rashid	 ENG	694
5 —	Mujeeb Ur Rahman	 AFG	687
6 —	Tim Southee	 NZ	669
7 —	Adam Zampa	 AUS	663
8 —	Ish Sodhi	 NZ	640
9 —	Lakshan Sandakan	 SL	639
10 —	Wanindu De Silva	 SL	623

T20I ALL-ROUNDER RANKINGS

POS	PLAYER	TEAM	RATING
1 —	Mohammad Nabi	 AFG	
2 —	<u>Shakib Al Hasan</u>	 BAN	238
3 —	Glenn Maxwell	 AUS	226
4 —	Richard Berrington	 SCO	194
5 —	Gareth Delany	 IRE	170
6 —	Khawar Ali	 OMA	159
7 —	Sean Williams	 ZIM	158
8 —	Collins Obuya	 KEN	153
9 —	Rohan Mustafa	 UAE	152
10 —	Zeeshan Maqsood	 OMA	135

Rashid Khan was announced Men's T20I Cricketer of the Decade 2021, on the other hand, in the all-rounder ranking Mohammad Nabi Tops the list in T20I Format.



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 (ICC T20 Cricket World Cup) provides 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 Team during such events can provide brand exposure to millions of people.

2. FOSTERING FAVORABLE BRAND AND COMPANY ASSOCIATIONS

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

3. IMPROVING COMMUNITY RELATIONS

Sponsoring Afghanistan National Cricket Team will always help the community where the team function is always a good idea. Developing National Team is the most usual sponsorship objective for both industrial and consumer companies. These are such opportunities to help a community.

4. CREATING PROMOTIONAL EXPOSURE

Name and Logo of the company will be given exposure on jerseys of National Team players. 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

The National team Sponsor will be given an opportunity to take advantage of the exposure and marketing opportunities surrounding the Tournament. The ACB will work towards enhancing the good name of the Official Sponsor of the Team and developing a mutually beneficial relationship.

National team sponsorship include the following benefits and will cover the ICC men's T20 World cup 2021 tours undertaken by the National Cricket Team during the agreement period:

1. Naming rights:

The sponsor will be have the exclusive naming right as “National Team Sponsor of the Afghanistan Cricket Board”.

2. Logo on players' kit:

The National team sponsor's logo will be displayed highly visible on all clothing worn by National team players during the ICC men's T20 World cup 2021:

- A. The National team sponsor logo will appear in a prominent position on the Leading arm area of playing jerseys.
- B. The National team sponsor's logo will also appear in a prominent position on abdomen area of both the training and traveling kits worn by National team players during ICC events.
- C. Logo placement is subject to ICC clothing guidelines.

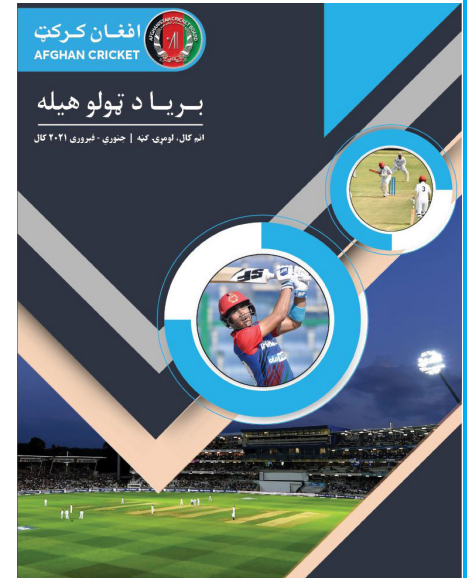


SPONSORSHIP BENEFITS

3. Exposure in ACB publications and print media:

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

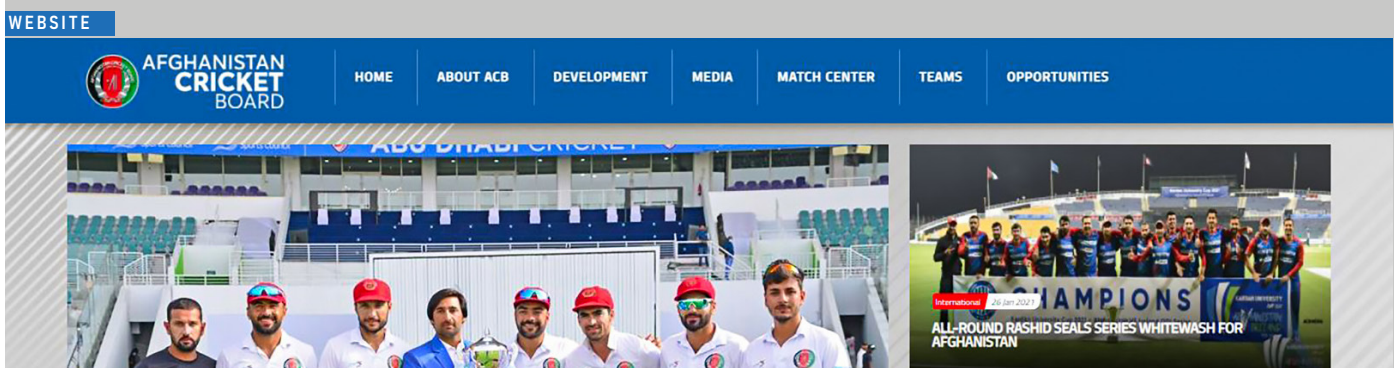
- **Tournament Flyer/Brochure/Fixture/Entry Tickets:** Advertisement spot for branding in league/ tournament flyer, brochure & fixture (promotional handouts) during ICC men's T20 World cup 2021.
- **Advertisement in ACB official magazine & ACB annual report:** Advertisement in the Afghan cricket magazine of ACB and article on ACB-main Sponsor Partnership in ACB annual report for the duration of this agreement.



4. Exposure in ACB social and digital media:

The ACB and National team 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 2.5 million fans. Overall, ACB Facebook page is in top 10 list in Afghanistan in terms of follower ship.
- **www.twitter.com/ACBofficial:** The official twitter account of Afghanistan Cricket Board with over 455,000 followers.
- **Instagram:** The official ACB Instagram account has over 201,000 followers and are on the rise rapidly.



5. National players' photography sessions

A reasonable number (Minimum 4 four players) of player appearances for promotional purposes (if Sponsor wishes to use players for advertising campaigns or personal endorsements, these will have to be negotiated separately).

6. Match-day tickets

The National team Sponsor's will be provided with 10 match-day tickets (for each match in which the Afghanistan Men's team is participating) for company executives including corporate hospitality tickets during ICC men's T20 World cup 2021.

This will not include airfares, accommodation or any other costs.

7. Other sponsorship benefits

- Twenty (20) bats will be signed by members of the Men's team.
- Twenty (20) replica shirts will be signed by members of the Men's Team.
- The ACB grants National team Sponsor the right to the use of the title "National team Sponsor of ACB" 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, national team 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.

8. ACB obligations

- To appoint a dedicated Commercial coordinator for ongoing management of the Sponsorship.
- To work closely with the Sponsor to maximize benefits from the sponsorship.

Thank you for taking the time to consider ACB National Team Sponsorship. 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 20-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



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