



## Invitation to the Tender (ITT) Title Sponsorship Rights Afghanistan vs Pakistan ODI Series 2021

Tender announce date: 20-June-2021

### Tender

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.

Afghanistan Cricket Board has published an ITT for the Title sponsorship rights related to Afghanistan vs Pakistan ODI series 2021. as per the Future Tours Program (FTP), Afghanistan Cricket Board will host Pakistan for Three ODI series which will held from 27th August to 07th September 2021 at UAE. These matches are part of the ICC ODI league which is a pathway towards qualification to the ICC Cricket world cup 2023.

Pakistan has been a Full Member of the International Cricket Council (ICC) since 1952. Cricket matches between these two nations is more than just a game of sport, it usually involve ultra-hype and passion among the supporters. This is a major series with both teams considered as rivals in Cricket world to face each other again for a competitive cricket after some time. The series will ensure that cricket fans witness some great cricket between Afghanistan and Pakistan.

***The Sponsorship benefits offered for execution to title sponsor is as below:***

### 1. Title Sponsor naming rights:

The Afghanistan Cricket Board (ACB) will grant Title Sponsor the exclusive naming rights of Afghanistan vs Pakistan Cricket Series-2021. This Major cricket series will be known as:

**"Your brand "ODI Cup 2021"**

## 2. Logo Placement on Players kits:

- a. **Title Sponsor logo:** will be placed on the leading arm Position of the Afghanistan National players' Playing, training and traveling kits.
- b. **Event composite logo:** a composite logo will be designed that will integrate the event logo with Title sponsor's Name/Brand.
- c. This logo will appear in a prominent position on the "right upper chest" spot of Afghanistan National players' Playing kit.

## 3. In-stadia branding:

Title sponsor will be granted a maximum of 30% space for in-stadia branding during the Afghanistan vs Pakistan Cricket Series-2021 which will include:

- Perimeter board
- Boundary rope Skirting
- 3D matt logo at both ends of the wicket
- Sight screen (if tri-vision screen available in the ground)
- Logo on Backdrops used for Closing Ceremony, Commentary box, Conference room & Dugout
- Stumps, Trophy table, Champions board branding (Exclusive)
- Branding on Stands
- Score Board Branding

## 4. Right for Prize money award

## 5. Exposure in ACB social media platform and Publications

### Bid terms and conditions:

#### 1. 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

#### 2. 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.

### 3. Financial Offer

The interested parties shall submit a financial offer along with proof of their eligibility by email to [procurement.manager@afghancricket.af](mailto:procurement.manager@afghancricket.af) with a copy to [hikmat.hassan@afghancricket.af](mailto:hikmat.hassan@afghancricket.af) and [n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af) . This Financial offer excludes the Ground branding Cost (Production, Maintenance & Labor) and Prize money awards.

Bid Documents Submission deadline is 11.59 PM, **10th 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 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.



#### **Afghanistan Cricket Board**

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