



## Invitation to the Tender (ITT) Title Sponsorship Rights Shpageeza Cricket league-2021

Tender announce date: 10 August, 2021

### Tender notice:

The Afghanistan Cricket Board (ACB) manages and runs cricketing affairs in Afghanistan and is a Full Member Cricket Board of International Cricket Council (ICC). Afghanistan 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 of the 8TH edition of Shpageeza Cricket league 2021.

Afghanistan Cricket Board (ACB) is conducting the 8th edition of Shpageeza Cricket League (SCL) in September, 2021. This mega Cricket league is a franchise-based event and will be played amongst six teams; where Players from Afghanistan National Cricket Team, National A Team, U-19 National Team as well as top performing players from the respective region will play for the six different teams.

### Invitation:

The Afghanistan Cricket Board (ACB) invites offers from reputed Organization / Corporate House / Companies / Consortium for the Title Sponsorship rights of 8th edition of Shpageeza Cricket League (domestic T20 event).

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

### 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 Bid 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 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. Bidders should not be engaged in any business that is banned based on the rules and regulations of IROA law.

## 3. Financial Offer:

The interested parties shall submit a financial offer along with proof of their eligibility to the following email no later than 04:00 PM, 30 August, 2021.

To: [procurement.manager@afghancricket.af](mailto:procurement.manager@afghancricket.af)

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 to cancel the entire process and/or modify, add or alter the terms of the tender 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 your interest and we look forward to receiving your response to this ITT.



### **Afghanistan Cricket Board**

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



# Shpageeza

## Cricket League

8th Edition



**Title Sponsorship Proposal**  
**Shpageeza Cricket League 2021**



## Event Overview

Shpageeza Cricket League (SCL) is the most popular domestic cricket league which is held annually by the Afghanistan Cricket Board (ACB). It was inaugurated in 2013 when T20 cricket was on a rapid rise throughout the cricketing world. The league is played among six teams representing the five regions of Afghanistan and the capital compete in the tournament. The teams are: Kabul Eagles, Mis-e-Ainak Knights, Speenghar Tigers, Band-e-Amir Dragons, Amo Sharks and Bost Defenders.



## About Shpageeza Cricket League 2021

Afghanistan Cricket Board (ACB) is conducting the 8th edition of Shpageeza Cricket League (SCL) in September, 2021. This mega Cricket league is a franchise-based event and will be played amongst six teams; where Players from Afghanistan National Cricket Team, National A Team, U-19 National Team as well as top performing players from the respective region will play for the six different teams.

The format for the League will be in round robin-off format, with each team playing the other five teams, and the top four progressing to the qualifying stage.

The ultimate goal of the 13-day event consisting of 19 T20 cricket matches is to promote sports, promote national unity, identify new talent and establish peace through sports.

This event will be broadcasted live on the TVs using HD quality production standards.

Through the design and broadcast of this tournament, Afghans will have first hand access to watch their national players at home. Meanwhile, a professional team consisting of technical and event management professionals has been assigned to organize the tournament.

Shpageeza Cricket league 2021 is an excellent opportunity for businesses (sponsors) to reach millions of potential customers who will be following the matches and their ideal Players.





## Invitation to the Sponsorship:

The Executive Committee of Shpageeza Cricket league (SCL) invites offers from reputed Organization / Corporate House / Companies / Consortium for the Title Sponsorship rights of 8th edition Shpageeza Cricket League (domestic T20 event) for a period of one (1) year.



## Sponsorship Benefits:

The Sponsorship benefits offered for execution to Title Sponsor is as below:

### Event Naming Rights

- The Afghanistan Cricket Board (ACB) will grant Title Sponsor the exclusive naming rights of Shpageeza Cricket league-2021. This Major cricket League will be known as:

**"Your brand" Shpageeza Cricket league-2021**

- Commentators will refer to event with the complete name of the league.

This naming right may be exercised in advertising, marketing, events and promotions, including its use on your websites

## Event Logo

- A composite logo will be designed for event that will integrate the event logo with Event Presenting Sponsor's brand/name.
- This composite logo will appear in a prominent position on the right upper chest area of Afghanistan national players' Playing kit.
- These spot are highly picked by the media in live telecasts, photo graphs, media conferences and interviews during SCL 2021.



## In-stadia Branding:

Title Sponsor will be granted a maximum of 25% space for in-stadia branding during the SCL 2021, which will include:

- **Billboard:** 4 (Four) billboards for advertisement in the most visible areas of the ground at Kabul International Cricket Stadium. structured as:
  - One (1) Billboard: each Size is 5m (H) x 10m (W).
  - Three (3) Billboard: each Size is 3m (H) x 6m (W).
- **Static perimeter boards:** 6 (Six) Perimeter boards for advertisement in the ground.
  - 5 Perimeter boards each measuring (6M x 1M)
  - 1 Perimeter boards ech measuring (5M x 1M)
- **Boundary rope skirting:** 80 Meters in total (1 meter each) in the most visible area of the ground.







- **Overhead panels:** 4 (Four) boards space for branding on overhead panel spots on the stands in the ground.
- **3D Matte Logo:** 2 (Two) 3D matte logo at both ends of the wicket.
- **Exclusive Rights of Branding:**
  - Event Title Board at Pavilian end
  - Score Board Branding
  - Stumps
  - Trophy table
  - Champions board
  - Use of Umbrella
  - Owner and media box branding
  - Ice and water carier box
  - Gallery board (4 boards)
- **Branding on Wall:** 5 (Five) new Frames (20/15 X 1.5m each)
- **Rights for Prize Money:** Rights for Prize money award: Logo exposure in all cheques to be presented by the Title Sponsor representative to the Man of the Match (19 Awards in total) and Winners team/Champion Award at the post match/final ceremonies during the 8th edition of Shpageeza Cricket League . (Prize money is Excluded of Sponsorship amount).
- **Branding on backdrops :** Printing Team's Title Sponsor logos on the back drop of all matches, tournament's closing/opening ceremonies and Pre and Post match presentations back drop.
- **VIP Table:** VIP table of eight people at ACB's event/s for the 8th edition of Shpageeza Cricket League 2021.
- **Match day Tickets:** Complementary tickets ( 5 VVIP. 10 VIP and 25 normal stands tickets) on all match days.
- **Duty Passes & Car Parking Stickers:** 2 VVI P car-parking stickers and duty passes to enable workers to enter the stadium during the 8th edition of Shpageeza Cricket League 2021.





## Team photography sessions:

Title Sponsor will have the non-exclusive rights to the participation of players in a reasonable number (Minimum 4 four players) of event photo-shoot during the tournament. The ACB obliges to ensure that players participate in the photo-shoot events.



## Right to Use ACB Official Logo:

ACB will grant the Title 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

## Sponsorship Investment:

Companies with the highest bid that meet the criteria will be awarded title sponsorship rights. The bid is exclusive of ground branding cost and prize money awards.





## Period of The Sponsorship:

The period of sponsorship for 1 year starting from the 8th edition of Shpageeza Cricket league 2021.

## Terms of Payment:

The Title Sponsor shall agree to pay the Afghanistan Cricket Board:

The sponsor shall pay 50% of amounts payable to the players, team officials and supporting staff one week prior to the start of the event and the remaining 50% shall be paid within the first week of the event.

The total amount of players' fee shall be paid as Bank Guarantee with ACB until players receive their payments from teams.

**Contact  
Us**

Thank you for taking the time to consider ACB 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.

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