



## Invitation to the Tender (ITT) Afghanistan National U19 Team Sponsorship Rights ACC Asia Cup 2021 & ICC U19 T20 World Cup-2022

**Tender announce date: 27-Oct-2021**

### **Tender notice:**

Afghanistan Cricket Board has republished an ITT for the sponsorship rights related to Afghanistan National U19 Team. The sponsorship rights applied for Both the Asia Cup & ICC U19 T20 world cup 2022.

### **U19 Asia Cup**

The Asian Cricket Council U19 Asia Cup, which was scheduled to begin from November 18th in the United Arab Emirates in 2020, was postponed due to the COVID-19 pandemic. The ninth edition of the regional age-level tournament will now take place in December 2021 in UAE.

### **ICC Cricket World Cup 2021**

The 2022 ICC Under-19 Cricket World Cup is an international limited-overs cricket tournament that is scheduled to be held in the West Indies in 2022 with sixteen teams taking part. It will be the fourteenth edition of the Under-19 Cricket World Cup, and the first to be held in the West Indies.

***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 U19 world cup event:**

- 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](mailto:procurement.manager@afghancricket.af) with a copy to [ceo@afghancricket.af](mailto:ceo@afghancricket.af) and [n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af).

**Bid Documents may be acquired on working days during office hours from 8:00 a.m. to 8:00 a.m. to 5:00 pm till 16 Nov 2021. The bids will be opened, evaluated and tender awarded.**

Copy of Certificates of completed/JV projects with reference contact details, could be added along with the required documents section for applying.

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



# Afghanistan U19 National Team

## Sponsorship Proposal

**ACC U19**  
**ASIA CUP**  
UAE 2022

**ICC U19**  
**CRICKET WORLD CUP**  
WEST INDIES 2022



## ABOUT AFGHANISTAN CRICKET BOARD

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.





# AFGHANISTAN CRICKET TEAM AND U-19 TEAM 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.
- Afghanistan National Cricket Team has earned direct qualification for the ICC T20 World Cup in 2020.
- Afghanistan U-19 has played in all U-19 Asia cups conducted since 2008. The team has with excellent results every time.
- Afghanistan U-19 has given a large bunch of players to national team throughout the years. Najib Zadran, Javed Ahmadi, Usman Ghani, Rashid Khan, Mujib-u-Rahman, Rahmanullah Gurbaz and Ibrahim Zadran are the few names which have raised to national team from U-19.
- In 2017, the U-19 Cricket team won the Under-19 Asia Cup by beating Pakistan in the final.
- Afghanistan Under-19 cricket team reached the semi-finals and achieved 4th position in the ICC U-19 cricket world cup 2018, New Zealand.
- Afghanistan U-19 got 3rd Position during Asia Cup 2019. The team was favorite for the event but due to rain the semi-final was cancelled and Afghanistan U-19 could not make it to the final.
- Afghanistan cricket has the sixth largest viewership in the world and is currently experiencing a record level of international media interest and coverage.
- Afghanistan carry hopes of a Nation at the Asia & U19 World Cup.



## EVENT OVERVIEW

### U19 Asia Cup

- The Asian Cricket Council U19 Asia Cup, which was scheduled to begin from November 18th in the United Arab Emirates in 2020, was postponed due to the COVID-19 pandemic. The ninth edition of the regional age-level tournament will now take place in December 2021, as announced by Afghanistan Cricket Board (ACB) in their press release on 28th July 2021.
- Asian Cricket Council (ACC) had asked the participating member boards to give their opinion about playing the tournament before deciding to postpone it to 2021 due to COVID-19 pandemic situation globally. Afghanistan U19 squad have started their national training camp, before taking part in the ACC U19 Asia Cup in December, followed by ICC U19 World Cup in January-February 2022, as they have beaten Bangladesh in August 2021 during the One four-day match.

#### Teams participating:



Afghanistan



India



Pakistan



Sri Lanka



Bangladesh



UAE



Kuwait

## ICC CRICKET WORLD CUP 2021

- The 2022 ICC Under-19 Cricket World Cup is an international limited-overs cricket tournament that is scheduled to be held in the West Indies in 2022 with sixteen teams taking part. It will be the fourteenth edition of the Under-19 Cricket World Cup, and the first to be held in the West Indies. In March 2021, Cricket West Indies confirmed that the format
- would be the same as previous editions, with teams competing to progress to the Plate and Super League phases of the tournament. Bangladesh are the defending champions.
- International Cricket Council (ICC) will host ICC U-19 Cricket World Cup from 19th, Jan to 7th, Feb, 2020 in South Africa. The event will be conducted in limited
- 50 overs format. A total of sixteen (16) teams will play in four group during the tournament. Afghanistan has earned the Automatic qualification from the previous tournament [to this event].

This is a major cricket tournament with attractive emerging teams featuring some of

- the world's best players to face each other for competitive cricket and this will again ensure that cricket fans witness some great cricket on the underage level. .
- ICC has arranged for the production in high quality of these matches and will be broadcasted via star TV along with other TVs in the entire which is an excellent opportunity for businesses (sponsors) to reach millions of potential
- customers who will be following the matches both on TV and by coming to the stadium.
- Also, The International Cricket Council (ICC) and Afghanistan Cricket Board (ACB) will provide more publicity to this event through the local and international press, social media, digital media platforms and other media.



### Teams participating:



**Afghanistan**



**India**



**Pakistan**



**Sri Lanka**



**Bangladesh**



**South Africa**



**Australia**



**England**



**West Indies**



**New Zealand**



**Zimbabwe**



**United Arab Emirates**



**Canada**



**Ireland**



# 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.





## INVITATION TO THE SPONSORSHIP

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.

Afghanistan Cricket Board (ACB) would like to invite national and international Companies to become the National Team Sponsor of Afghanistan for both the U-19 Asia Cup 2021 & ICC U-19 Cricket World Cup 2022.

### Sponsorship Benefits:

**Following are the Sponsorship benefits offered to the National team sponsor during the ACC U-19 Asia Cup 2021:**

- The Afghanistan Cricket Board (ACB) will grant exclusive Naming rights of "National Team Sponsor of Afghanistan U-19 during ACC U-19 Cricket Asia Cup 2020, UAE".

**Following are the Sponsorship benefits offered to the National team sponsor during the ICC U-19 Cricket World Cup 2022:**

- The Afghanistan Cricket Board (ACB) will grant exclusive Naming rights of "National Team Sponsor of Afghanistan U-19 during ICC U-19 Cricket Asia Cup 2022, West Indies.

The rights will be exclusive to your brand and no other brand will be given the right to have any sponsorship right during the event.

This naming right may be exercised in advertising, marketing, events and promotions, including its use on ACB and your social and digital media platforms.





## Logo on Players' kit:

Following are the Sponsorship benefits offered to the National team sponsor during the ACC U-19 Asia Cup 2021:

- The logo of National team Sponsor will appear in a prominent position on the abdominal spot of Afghanistan national U-19 players' playing and Training kits.
- The logo of National team Sponsor will also appear in a prominent position on the leading Arm spot of Afghanistan national U-19 players' playing and Training kits.

Following are the Sponsorship benefits offered to the National team sponsor during the ICC U-19 Cricket World Cup 2022:

- The logo of National team Sponsor will also appear in a prominent position on the leading Arm spot of Afghanistan national U-19 players' playing and abdominal spot of Training kits.
- The logos will be highly picked by the media in live telecasts, photographs, media conferences and interviews during the ICC

## 1. 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, match tickets, 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.



### 3. 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).

### 4. 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.

### 5. Other sponsorship benefits:

- Ten (10) bats will be signed by members of the Men's team.
- Ten (10) 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.

### 6. 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.

### 3. Scope of the Sponsorship:

- The period of sponsorship is for the duration of ICC U-19 Cricket World Cup 2020.
- 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.
- This cricket series will be broadcasted live via RTA in Afghanistan and Star TV network globally, which will reach over one hundred millions (100,000,000) of viewers.
- Millions of fans will get exposure to your brand on Afghanistan Cricket Board and International Cricket Council digital and social media platforms.





# Contact us

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.

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