



Invitation to the Tender (ITT)

Title Sponsorship Rights

Afghanistan vs Netherlands ODI Series 2022

Tender announce date: 11 December, 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). 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 Qatar.

Afghanistan Cricket Board has published an ITT for the Title sponsorship rights related to Afghanistan vs Netherlands ODI series 2022. as per the Future Tours Program (FTP), Afghanistan Cricket Board will host Netherlands for Three ODI series which will held from 21st to 25th January 2022 in Asian Town Cricket Stadium Doha, Qatar. These matches are part of the ICC ODI league which is a pathway towards qualification to the ICC Cricket world cup 2023.

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.

We have broken our sponsorship opportunities down into standard packages. Each package has been designed to give both businesses and individuals, with a range opportunity to get involved in this event.

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 Netherlands Cricket Series 2022. This Major cricket series will be known as: "Your brand "ODI Cup 2022"

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; his 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 Netherlands Cricket Series-2022 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

6. Some Other Benefits

- Sponsor will be awarded 5 (five) bats and 5 (five) shirts with the autograph of entire of Afghanistan squad for the tour.
- Group photo with national team jersey (Sponsor logo on it).
- Signing the contract and publicizing it through media release.

Bid terms and conditions:

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

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:

The tender needs to be accompanied with the following documents:

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

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 with a copy to ceo@afghancricket.af and 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, 31st December 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