



Invitation to the Tender (ITT) Title Sponsorship Rights Shpageeza Cricket league-2022

Tender announce date: 02 June, 2022

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 2022.

Afghanistan Cricket Board (ACB) is conducting the 8th edition of Shpageeza Cricket League (SCL) in July, 2022. This mega Cricket league is a franchise-based event and will be played amongst eight teams for the first time; 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 Eight 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 2022 (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, 16 June, 2022.

To: procurement.manager@afghancricket.af

CC: n.azizi@afghancricket.af, ceo@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



Title Sponsorship Proposal
Shpageeza Cricket League 2022
8th Edition

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 2022

Afghanistan Cricket Board (ACB) is conducting the 8th edition of Shpageeza Cricket League (SCL) in July, 2022. This mega Cricket league is a franchise-based event and will be played amongst eight 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 eight different teams.

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

The ultimate goal of the event consisting of 32 T20 cricket matches is to promote sports, national unity, identify new talent and establish peaceful message 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 2022 is an excellent opportunity for businesses (sponsors) to reach millions of potential customers who will be following the matches and their ideal Players.

The Ultimate Goal:

Afghanistan Cricket Board had set specific goals regarding the event. It is a great achievement that ACB has achieved all these goals perfectly. The goals are described as below:

- To empower the great game of Cricket in Afghanistan.
- To increase youth involvement of Cricket in Afghanistan.
- To work for peace stability and national unity in Afghanistan.
- To build and empower strong commercial market for Cricket in Afghanistan.
- To provide new talent for Afghan Cricket.
- To empower the players financially.
- To provide entertainment for Cricket fans in Afghanistan.
- To provide opportunity for young players to play with national stars.



Players' Draft Ceremony:

The draft ceremony of the 8th edition of the Shpageeza Cricket league (SCL) will take place on 10th June 2022 in the capital Kabul.

All the national players from all over the country will participate in the League and also available for the draft.

The Franchisee will have the right to select the team players' of own choice based on draft. The players' will be drafted based on criteria developed by ACB. The franchisees will have the right to pick coaching and supporting staff of their own choice.





Invitation to the Title 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-2022. This Major cricket League will be known as:

"Your brand" Shpageeza Cricket League 2022

- 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

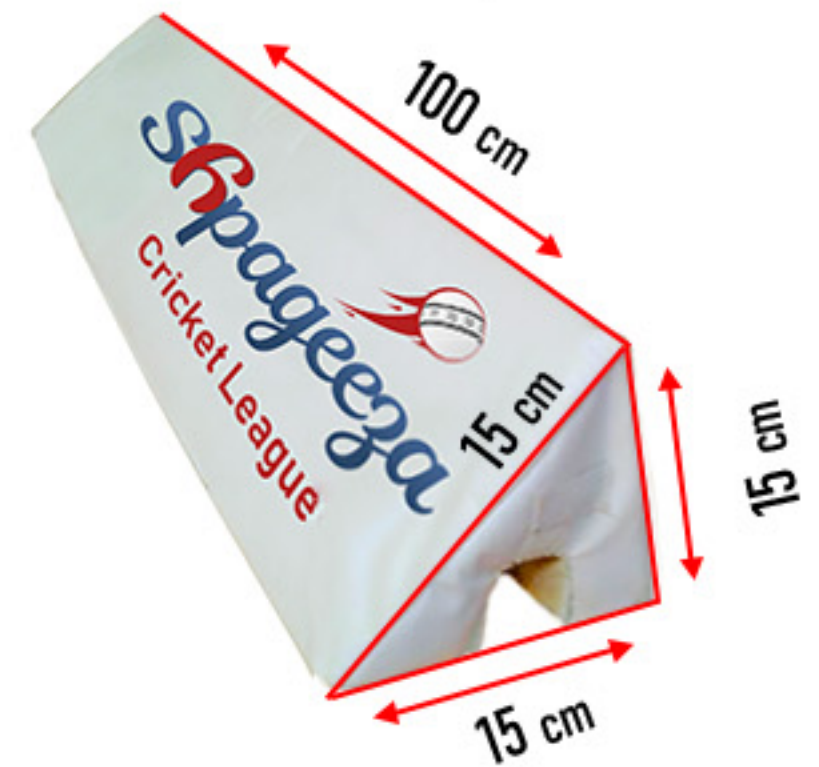
- A composite logo will be designed for event that will integrate the event logo with Title Sponsor's brand/name.
- This composite logo will appear in a prominent position on the right upper chest area of Afghanistan national players' Playing kit.
- These spot are highly picked by the media in live telecasts, photo graphs, media conferences and interviews during SCL 2022.



In-stadia Branding:

Title Sponsor will be granted a maximum of 25% space for in-stadia branding during the SCL 2022, which will include:

- **Billboard:** 4 (Four) billboards for advertisement in the most visible areas of the ground at Kabul International Cricket Stadium. structured as:
 - Two (2) Billboard: each Size is 3m (H) x 6m (W).
 - Two (2) Billboard: each Size is 3m (H) x 4m (W).
- **Static perimeter boards:** 8 (eight) Perimeter boards for advertisement in the ground.
 - 8 Perimeter boards each measuring (6M x 1M)
- **Boundary rope skirting:** 40 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 each (2m x 6m).
- **3D Matte Logo:** 2 (Two) 3D matte logo (4m x 18m) at both ends of the wicket.
- **Branding on Wall:** 4 (Four) new Frames (20/15 X 1.5m each)
- **LED Screen:** 25% Title sponsor logo display on LED screen.
- **Gallery board:** 4 boards each (3m x 4m)
- **Branding on backdrops :** 20% space for Title Sponsor logo on the backdrops used for all matches, tournament's closing/opening ceremonies and Pre and Post match presentations.
- **Other Branding Rights:**
 - Event Title Board at Pavilian end (70% space)
 - Score Board Branding (Exclusive)
 - Stumps (Exclusive)
 - Trophy table (70%)
 - Champions board (70%)
 - Use of Umbrella (Minimum 20 Umbrellas)
 - Owner and media box branding (Exclusive)
- **Rights for Prize Money:** Rights for Prize money award: Logo exposure in all cheques to be presented by the Title Sponsor representative as following:
(Prize money is Excluded of Sponsorship amount).

Prize Money Awards	No# of Matches	Prize Money in AFN	Total
Player of the Match	32	AFN 15,000.00	AFN 480,000.00
Emerging Player of the Tournament	1	AFN 50,000.00	AFN 50,000.00
Best Player of the Tournament	1	AFN 100,000.00	AFN 100,000.00
Best Bowler	1	AFN 50,000.00	AFN 50,000.00
Best Batter	1	AFN 50,000.00	AFN 50,000.00



VIP Table: VIP table of five people at ACB's event/s for the 8th edition of Shpageeza Cricket League 2022.

Match day Tickets: Complementary tickets (5 VIP and 25 normal stands tickets) on all match days.

Duty Passes & Car Parking Stickers: 2 car-parking stickers and duty passes to enable workers to enter the stadium during the 8th edition of Shpageeza Cricket League 2022.

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 price money awards.



Period of The Sponsorship:

The period of sponsorship is for the 8th edition of Shpageeza Cricket league 2022.

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.

**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.

Najiurrahman Azizi

Marketing Coordinator



93(0)780 16 12 11



n.azizi@afghancricket.af