



AFGHANISTAN



SRI LANKA



ZIMBABWE



UAE



INVITATION TO TENDER

AFGHANISTAN NATIONAL TEAM'S TOURS 2022

TENDER NOTICE:

ANNOUNCEMENT DATE: 25 OCT 2022

- The Afghanistan Cricket Board (ACB) manages and runs cricketing affairs in Afghanistan and is a Full Member cricket board of International Cricket Council (ICC), with a registered address at Kabul International Cricket Stadium, Khan Abdul Ghani Road, Kabul, Afghanistan.
- Afghanistan Cricket Board has published an ITT for the National team's Sponsorship rights related to Afghanistan upcoming away tours.
- As per the Future Tours Program (FTP), Afghanistan is set to tour **Sri Lanka**, **UAE** and then to **Zimbabwe** to play different Cricket series in next couple of Months.
- These are major series where the participating teams considered as rivals in Cricket world to face each other again for a competitive cricket after some time. The events will ensure that cricket fans witness some great cricket.



THE DETAILED SPONSORSHIP RIGHTS PROPOSAL AVAILABLE FOR EXECUTION IS ATTACHED TO THIS TENDER NOTICE.

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:

- Bank Solvency Certificate along with bank Statement
- Updated Trade License Copy
- TIN/VAT Certificate
- 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

with a copy to:

ceo@afghancricket.af

n.azizi@afghancricket.af

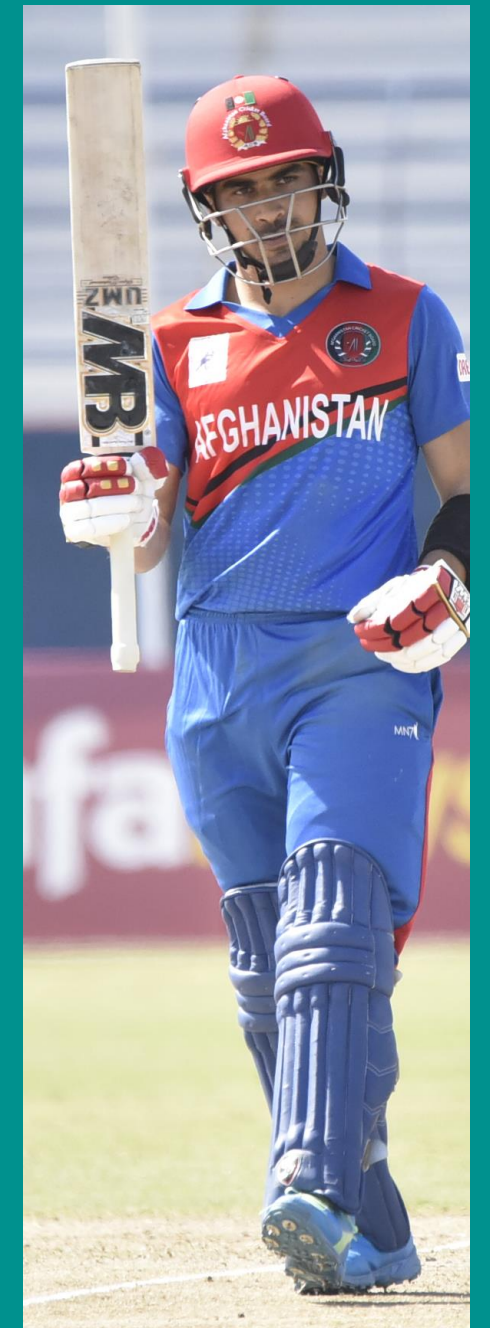
marketing@afghancricket.af

4. Deadline:

Bid Documents Submission deadline is 11.59p.m, 10th November 2022. The bids will be opened, evaluated and tender awarded.

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.

Thank you for taking the time to consider 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.








SPONSORSHIP PACKAGE

FOR

AFGHANISTAN NATIONAL TEAM'S TOURS

INVITATION TO THE SPONSORSHIP

Afghanistan Cricket board would like to Invite reputed Companies and LLCs to become the official "National team Sponsor for the:

	TEAM	FORMAT			DATE	VENUE
	SRI LANKA	3 ODIs			November 2022	PKICS, KANDY – SRI LANKA
	ZIMBABWE	1 Test	3 ODI	2 T20I	December 2022	ZIMBABWE
	UAE	3 T20Is			December 2022	UAE

Afghanistan Based Businesses are highly encouraged to apply for this opportunity.



SRI LANKA

November 2022 - AWAY

3 ODIS

Naming Rights:

The Afghanistan Cricket Board (ACB) will grant Sponsor the exclusive naming rights of:

“Official National team Sponsor for the tour to Sri Lanka 2022”

Logo Placement on Players Kits:

Logo Placement and its dimensions on the Playing shirts worn by the Afghanistan National team Player's during the ODI series of the Tour:

A. National team sponsor logo will be placed on the prominent spot on **Abdominal Position** of the Afghanistan National players' Playing Shirts with the dimension of **32 SQ inches**.

B. National team Sponsor logo will also be placed on the **Abdominal Spot** of the Training shirts worn by the players during the practice sessions.



Naming Rights:

The Afghanistan Cricket Board (ACB) will grant Sponsor the exclusive naming rights of:

“Official Sponsor for the tour to UAE 2022”

Logo Placement on Players Kits:

Logo Placement and its dimensions on the Playing shirts worn by the Afghanistan National team Player’s during the T20I series of the Tour:

- The sponsor logo will be placed on the prominent spot on **Upper Back Position** of the Afghanistan National players’ Playing Shirts with the dimension of **32 SQ inches**.
- National team Sponsor logo will also be placed on the **Upper back** of the Training shirts worn by the players during the practice sessions.





ZIMBABWE

DECEMBER 2022-3 AWAY

TEST 1

| ODI 3

| T20I 2

Naming Rights:

The Afghanistan Cricket Board (ACB) will grant Sponsor the exclusive Naming rights of:
“Official National team Sponsor for the tour of Zimbabwe 2022-3”

Logo Placement on Players Kits:

Logo Placement and its dimensions on the Playing shirts worn by the Afghanistan National team Player’s during the series of the Tour:

A. National team sponsor logo will be placed on the prominent spot on **Abdominal Position** of the Afghanistan National players’ Playing Shirts with the dimension **of 32 SQ inches**.

b. National team Sponsor logo will also be placed on the **Abdominal Spot** of the Training shirts worn by the players during the practice sessions.



OTHER SPONSORSHIP DELIVERABLES

- Rights to use ACB Official Logo
- Image Rights for the sponsor (Hi-res images to be provided by Board)
- Rights for video shoot: Maximum 1 Video Shot per match to highlight the ACB Sponsor's partnership by the ACB marketing team
- Meet & Greet with Team – 1 Event
- Signed Bat, Ball, Jersey: 4 Each per event
- Social Media Post by the Cricket Board: During the event and announcement of partnership
- Partnership announcement PR & signing of the contract ceremony.



EXPOSURE ON ACB SOCIAL AND DIGITAL MEDIA



2,733,133
Followers



647,224
Followers



263,220
Followers



27 K
Subscribers



~3000
Daily Visitors



ACB App

HEADSHOTS



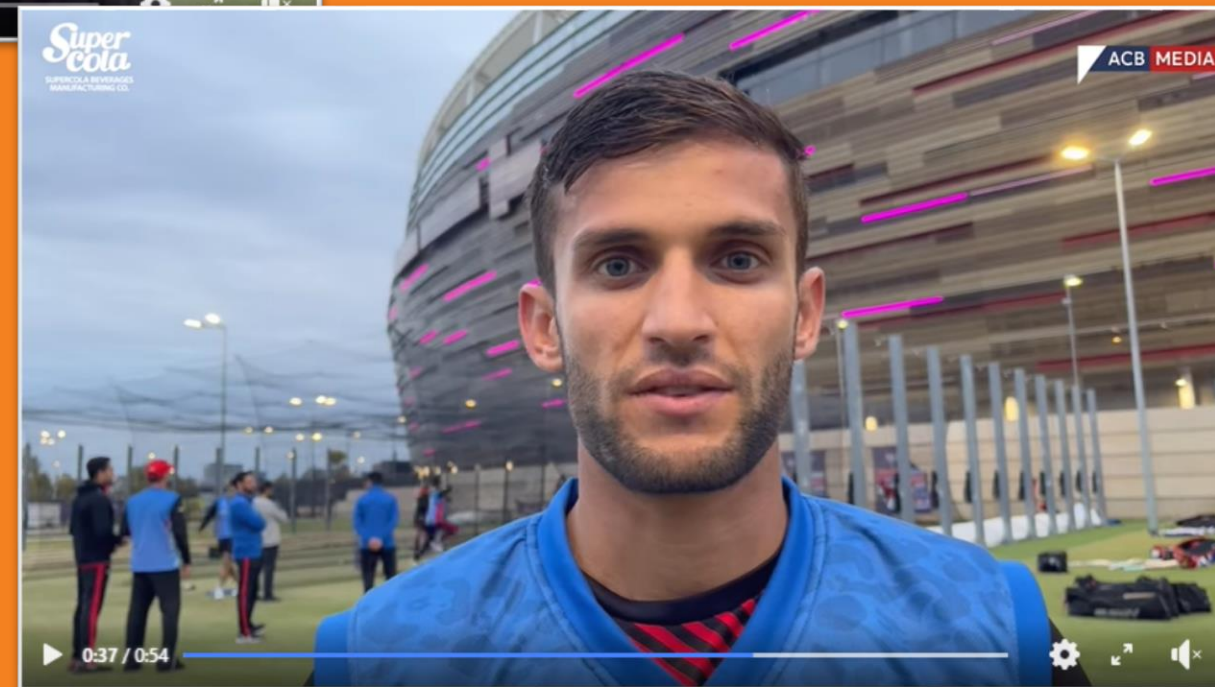
ACTION PHOTOS



Logo on Players' kits during the



Logo on Players' kits during the Match



Social Media Updates



THANK YOU

CONTACT US

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