



AFGHANISTAN NATIONAL TEAM

SPONSORSHIP

DECK



AFGHANISTAN CRICKET ACHIEVEMENTS

Since 2010, Afghanistan National Cricket Team has made appearances in ICC Cricket World Cups both 50-over and T20I formats and ACC Asia cup events.

LIMITED OVER GAMES



PRE-QUALIFIED



INVITATION TO THE SPONSORSHIP

Afghanistan Cricket board would like to invite reputed companies and LLCs to become the Official Sponsor of Afghanistan National Cricket team During the ACC Men's Asia Cup 2023.

The 2023 Asia Cup will be the 16th edition of the Asia Cup, with the matches to be played as One Day Internationals, and it will be jointly hosted by Pakistan and Sri Lanka. The tournament will be played by 6 teams. It is scheduled to be held in August and September 2023.

ACC ASIA CUP 2023



ACC ASIA CUP – SPONSORSHIP RIGHTS

National team sponsorship include the following benefits and will cover the event Asia Cup 2023 undertaken by the National Cricket Team during the agreement period:

■ **Naming rights:**

The sponsor will be have the exclusive naming right as “National Team Sponsor of the Afghanistan Cricket Board”.

■ **Logo on players’ kit:**

The National team sponsor’s logo will be displayed highly visible on all clothing worn by National team players during the Asia Cup 2023:

The National team sponsor’s logo will appear in a prominent position in

■ **Upper Back** of playing and Training kits.

- Logo placement is subject to ICC clothing guidelines.



ACC ASIA CUP – SPONSORSHIP RIGHTS

National team sponsorship include the following benefits and will cover the event Asia Cup 2023 undertaken by the National Cricket Team during the agreement period:

■ Naming rights:

The sponsor will be have the exclusive naming right as “National Team Co-Sponsor of the Afghanistan Cricket Board”.

■ Logo on players’ kit:

The National team sponsor’s logo will be displayed highly visible on all clothing worn by National team players during the Asia Cup 2023:

The National team sponsor’s logo will appear in a prominent position in:

■ Leading arm spot of playing and Training Kits.

- Logo placement is subject to ICC clothing guidelines.



PACKAGE B

ICC CRICKET WORLD CUP 2023

Other Sponsorship deliverables offered to each package:

- Image Rights for the sponsor (in group of 3 and more, and hi-res images to be provided by Board)
- Rights for Video Shoot: Maximum 1 Video-shot to highlight the ACB-Sponsor's partnership by the ACB marketing team.
- Meet & Greet with Team – 1 event
- Signed Bat, Ball, Jersey: 5 each
- Social Media Post by the Cricket Board: Partnership announcement PR & signing of the contract ceremony.
- Match-day tickets: The National team Sponsor's will be provided with 2 match-day tickets (for each match in which the Afghanistan Men's team is participating) for company executives including corporate hospitality tickets during ACC Asia Cup 2023. This will not include airfares, accommodation or any other costs.

ACC ASIA CUP 2023



TERMS AND CONDITIONS

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 offer 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

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

CATEGORIES PROTECTED

- **Rario** is the official NFT partner of the ACB which owns the category exclusivity.
- **Dream Sports/Dream 11** is the official Fantasy partner of the ACB which owns the category exclusivity.
- **Super Cola:** The leading Beverage Company is the official National team Sponsor for Asia Cup 2023 which owns the exclusive right of the category.
- All Surrogates Brands are any other Brand falls under ICC prohibited/protected categories.

ACC ASIA CUP 2023

EXPOSURE ON ACB SOCIAL MEDIA AND DIGITAL MEDIA



2,966,901
Followers



702,314
Followers



317,299
Followers



100,000
Subscribers



~4500
Daily Visitors



ACB App

ACC ASIA CUP 2023

FINANCIAL OFFER

The interested parties shall submit a financial offer along with proof of their eligibility by email to marketing@afghancricket.af and n.azizi@afghancricket.af.

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.

CONTACT US

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