



TROPHY
TOUR
AFGHANISTAN

BROADCASTING
PARTNERSHIP RIGHTS

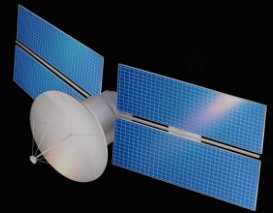
AFGHANISTAN CRICKET BOARD



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.

Afghanistan remarkable rise in international cricket has been widely praised and admired by cricket fans and experts around the world. The team has shown tremendous talent, passion, and resilience despite facing many challenges.

ICC MEN'S
CRICKET WORLD CUP
INDIA 2023
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ICC MEN'S CRICKET WORLD CUP 2023



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Afghanistan is one of the 10 teams that have qualified for the ICC Men's Cricket World Cup 2023, which will be held in India from October 5 to November 19. It will be Afghanistan's second appearance at the World Cup.

Participants for the World Cup 2023



HOST AFGHANISTAN



As per the ICC trophy tour schedule the trophy will be landed in Afghanistan on 6 September and will remain in the country for two days.

It is indeed a Prestigious Prize for the Cricket Lovers where after four years, the International Cricket Council (ICC) Men's Cricket World Cup Trophy is being brought to Afghanistan again which is the ultimate prize for the cricket-playing nations.

The trophy will be displayed in various cities and venues across Afghanistan, where cricket fans will have a chance to see it and take pictures with it.

It is a great opportunity for the people to witness this prestigious prize and feel connected to the global cricket community. It is also a motivation for our players to work hard and prepare for the World Cup event ahead.



INVITATION TO THE OPPORTUNITY



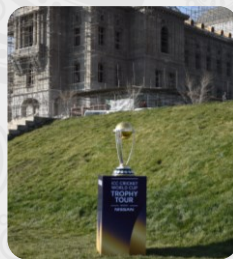
ICC MEN'S
CRICKET WORLD CUP
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Afghanistan Cricket Board (ACB) invites reputed Broadcasters / TV channels / media groups for acquiring the broadcasting Partnership rights of the trophy tour program in Afghanistan.

The interested parties shall their technical proposal to Afghanistan Cricket Board until **20th August 2023**.



THE BROADCASTING PARTNERSHIP PACKAGE AVAILABLE FOR EXECUTION IS AS BELOW:



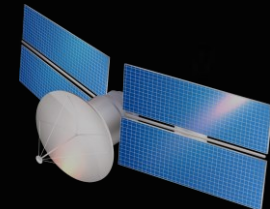
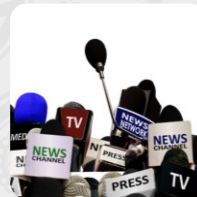
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🏆 Media Production and Broadcasting rights of the trophy tour event in different cities and venues

(The detailed schedule will be shared later).

- 🏆 Possessing Host broadcaster rights for the event.
- 🏆 On air commercial rights are dedicated to the right holder.
- 🏆 The broadcaster's presenters will be allowed to do interviews with players.
- 🏆 Exposure in ACB social media platform and Publications.
- 🏆 The rights will be exclusive to the broadcaster in Afghanistan, no one else will be allowed to broadcast the event in Afghanistan.



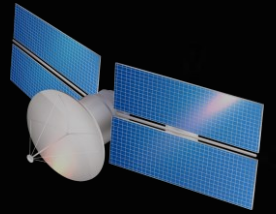
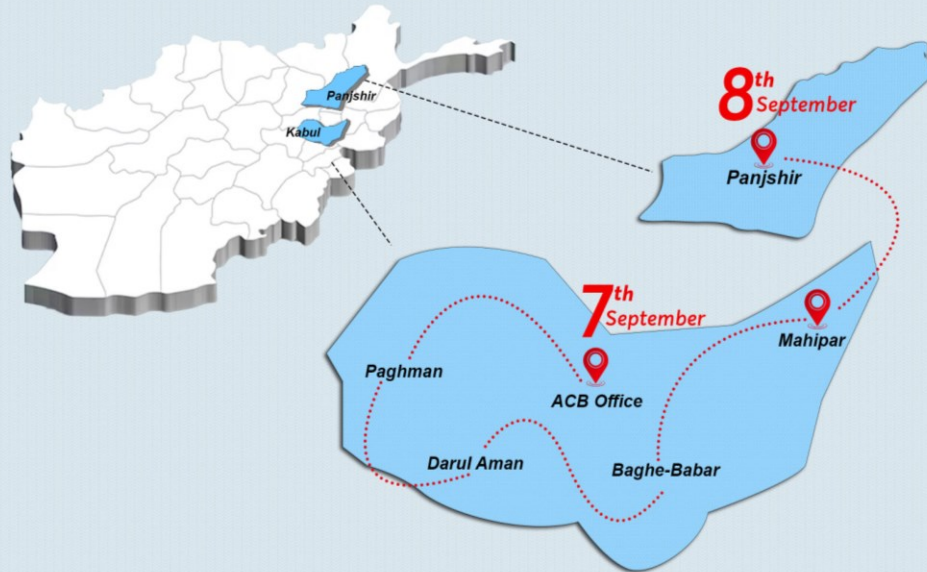


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TROPHY TOUR AFGHANTISTAN

TROPHY TOUR ROAD MAP



Brand Exposure on Social Media and Digital Media



ICC MEN'S
CRICKET WORLD CUP
INDIA 2023

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3,028,104
Followers



705,323
Followers



323,656
Followers



~4500
Daily Visitors



102,000
Followers



ACB
App





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THANK YOU!

CONTACT US

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