



ENERGY DRINK

**PRESENTS**



**Ghazi Amanullah Khan**  
Regional One Day Tournament  
2023

Powered by:



# TEAM SPONSORSHIP PROPOSAL

Sales & Marketing Department



## ACB BACKGROUND

- 1995** Establishment Year
- 2001** ICC Affiliate Membership
- 2003** ACC Associate Membership
- 2013** ICC Associate Status
- 2017** ICC Full Membership





## ***Afghanistan Domestic Cricket***

Domestic cricket department has been created since 2009 when Afghanistan Cricket Federation got the status of Afghanistan Cricket Board based on the decree by the government of Afghanistan.

Domestic cricket competitions within the ACB structure continued to provide valuable opportunity for young players to play competitive cricket and increase their chances of representing Afghanistan at international level.

Domestic cricket helps increase participation in the game in several ways including players' involvement and building technical capabilities of support staff.





## *Introduction – List A Cricket*

List A (Ghazi Amanullah Khan Afghanistan One Day Cup) was introduced in domestic structure in December 2016. The tournament format is set to limited (50) Overs and were scheduled among five regional teams in the country which was conducted in September 2017. It is the second mega domestic tournament after Shpageeza T20 League. Moreover, The last editions were broadcasted on TV and on different streaming platforms successfully.





## List A Editions and Winners



**2017** Speenghar Region



**2018** Bost Region



**2019** Mis-e Ainak Region



**2020** Mis-e Ainak Region



**2021** Mis-e Ainak Region





## *The Event Ultimate Goals*

- 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.





## About the Event

- Afghanistan Cricket Board announced one of the premier white-ball domestic cricket tournament (Ghazi Amanullah Khan One Day Tournament 2023), the tournament will be contested between Five (5) teams (Amo, Band-e Amir, Bost, Mis-e Ainak and Speenghar regions) from **26<sup>th</sup> October till 17<sup>th</sup> of November** in total of **21 matches**.
- All matches will be broadcasted live on TV and streamed in social media platforms.
- The tournament will ensure that cricket fans witness some great cricket between all teams.





## Invitation to the Sponsorship

The Afghanistan Cricket Board (ACB) invites offers from the reputed Organization / Corporate House / Companies / Consortium for the Team Sponsorship Rights of Ghazi Amanullah Khan Regional One Day tournament for one of the following Regional Teams:

- Amo Region
- Band-e Amir Region
- Bost Region
- Mis-e Ainak Region
- Spenghar Region







## Sponsorship Rights and Benefits

### Logo on Player's Kits:

The sponsor will be awarded the Rights for placing logos of on the **Leading Arm and Upper Back** of all team playing kits.

These spots are highly picked by the media in live telecasts, photo graphs, media conferences and interviews during the event.





## ***In-Stadia Branding Rights***

- 1 (One) – **3D Painted logo** (both end of the wickets)
- 4 (Four) – **Static perimeter boards**
- **8%** – **Logo Dugout backdrop sticker**
- **8%** – **Product display**
- **8%** – **Logo on Ceremony backdrop**
- **8%** – **Press conference logo backdrop**
- **8%** – **Commentator box backdrop**
- **8%** – **Logo Branding on stands**
- **Match day tickets** – Complementary tickets, two (2) accreditation cards for the sponsor.
- **Prize Money** – If desire sponsor representative will be allowed to present awards at prize giving ceremonies.

**Note: Ground branding & Prize money cost is excluding the Sponsorship offer.**



## In-Stadia Branding Rights





## Brand Exposure on Social and Digital Media



**3,145,000**  
Followers



**716,028**  
Followers



**349,412**  
Followers



**196,726**  
Subscribers



**~4500**  
Daily Visitors



**ACB App**





## **Tournament Fixture 2023**

<b>Match 1 – Thu 26 Oct</b>	<b>Mis-e Ainak vs Amo</b>
<b>Match 2 – Fri 27 Oct</b>	<b>Speenghar vs Band-e Amir</b>
<b>Match 3 – Sat 28 Oct</b>	<b>Bost vs Mis-e Ainak</b>
<b>Match 4 – Sun 29 Oct</b>	<b>Amo vs Speenghar</b>
<b>Match 5 – Mon 30 Oct</b>	<b>Band-e Amir vs Bost</b>
<b>Match 6 – Tue 31 Oct</b>	<b>Mis-e Ainak vs Speenghar</b>
<b>Match 7 – Wed 1 Nov</b>	<b>Bost vs Amo</b>
<b>Match 8 – Thu 2 Nov</b>	<b>Band-e Amir vs Mis-e Ainak</b>
<b>Match 9 – Fri 3 Nov</b>	<b>Speenghar vs Bost</b>
<b>Match 10 – Sat 4 Nov</b>	<b>Amo vs Band-e Amir</b>
<b>Match 11 – Mon 6 Nov</b>	<b>Bost vs Speenghar</b>
<b>Match 12 – Tue 7 Nov</b>	<b>Mis-e Ainak vs Band-e Amir</b>
<b>Match 13 – Wed 8 Nov</b>	<b>Amo vs Speenghar</b>
<b>Match 14 – Thu 9 Nov</b>	<b>Bost vs Band-e Amir</b>
<b>Match 15 – Fri 10 Nov</b>	<b>Amo vs Mis-e Ainak</b>
<b>Match 16 – Sat 11 Nov</b>	<b>Band-e Amir vs Speenghar</b>
<b>Match 17 – Sun 12 Nov</b>	<b>Bost vs Amo</b>
<b>Match 18 – Mon 13 Nov</b>	<b>Speenghar vs Mis-e Ainak</b>
<b>Match 19 – Tue 14 Nov</b>	<b>Amo vs Band-e Amir</b>
<b>Match 20 – Wed 15 Nov</b>	<b>Bost vs Mis-e Ainak</b>
<b>Final – Fri 17 Nov</b>	<b>Qualifier 1 vs Qualifier 2</b>



## The Event Signed Sponsors

Presenting Sponsor



Powered by Sponsor



Long Term IT Partner



Medical Partner



## Financial Offer

The interested parties shall submit a financial offer (in net) along with proof of their eligibility by email to [marketing@afghancricket.af](mailto:marketing@afghancricket.af) and [n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af) on or before **17<sup>th</sup> October 2023**.



## Contact US

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# **THANK YOU!**

