

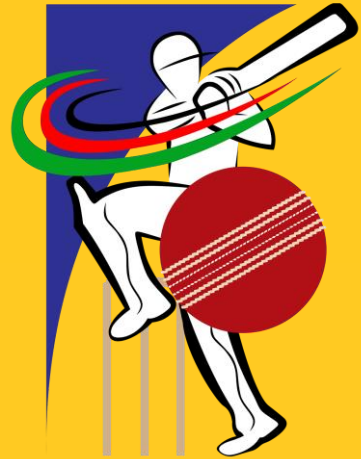


Invitation to Tender (ITT)

# SPONSORSHIP RIGHTS



Ahmad Shah Abdali  
First Class Tournament



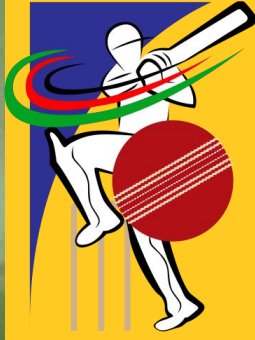
## AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



Commercial Division



Ahmad Shah Abdali  
First Class Tournament



# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024

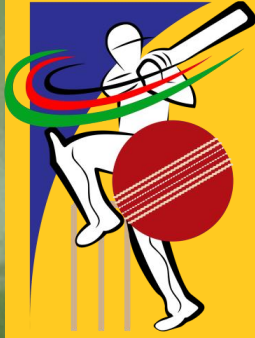


## Tender Notice

On the basis of this document, Afghanistan Cricket Board would like to invites Bids from the reputed Companies, Brands, Marketing Agencies and Business entities interested in acquiring the rights of Associate Sponsorship and Co-Sponsor of the Ahmad Shah Abdali First Class Tournament 2024.

The ACB offers the aforementioned rights under this package, The detailed services, terms and conditions governing the submission and evaluation of proposal including eligibility requirements are contained in this document.





# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



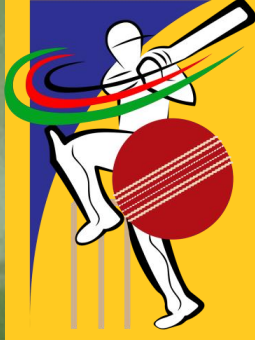
## About ACB

The Afghanistan Cricket Federation was established in 1995. It was granted affiliate membership by the International Cricket Council (ICC) in 2001 and this year marked the beginning of an incredible journey in the history of sports, and subsequently being granted associate membership of the Asian Cricket Council (ACC) in 2003.

On 22nd June 2017, Afghanistan was awarded Full Member status during ICC's Annual General Meeting in London, United Kingdom. This was ACB's longstanding goal and it only took Afghanistan four years to be elevated from Associate to Full Member. In addition, ICC awarded List A status to ACB's three major domestic tournaments. ACB was also awarded Test status by ICC in 2017 opening a new chapter for Afghanistan to play test cricket against Full Member nations in the years to come. Afghanistan is currently in one of the top 10 positions of International Cricket Council and Afghan players are part of top 3 ICC rankings which indicates the overall performance and contribution of the team and players in World Cricket. Worth to mention the naming of Rashid Khan as player of the decade by ICC on December 2020. Afghan players are participating in big cricket leagues all over the world which shows the ability of ACB in producing great talents to the world of cricket and this also brings great interest of the game being watched all over the country. Afghanistan is the fastest growing cricket team in the world. The story of the struggle and aspiration of young Afghans taking up a sport through war and destruction is worth retelling again and again.



Ahmad Shah Abdali  
First Class Tournament



# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



## ABOUT EVENT

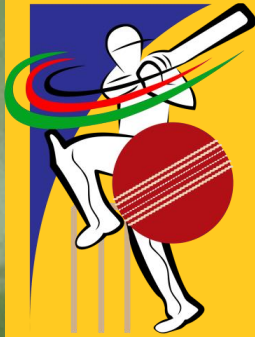
Afghanistan Cricket board domestic department is planning to implement another event from their annual fixture, named "Ahmad Shah Abdali First Class Tournament 2024". This is a 4-day event comprising all the senior national level players and it is scheduled to be played from 25th June to 4th August in Nangarhar Province in to different venues , this event is all about fun, friends, and family.

The matches which are highlighted in the given fixture in this tender will be broadcasted Live.

## INVITATION TO THE SPONSORSHIP

Afghanistan Cricket board invites the Businesses / Companies to become the official of the "Ahmad Shah Abdali First Class Tournament 2024" event.





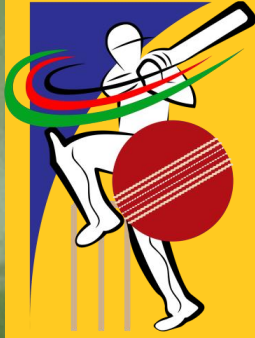
# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



## CO-SPONSORSHIP RIGHT BENEFITS

- **Naming Rights:** The sponsor will be having the exclusive naming right as "Ahmad Shah Abdali First Class Tournament 2024 Co-Sponsor"
- **Logo Placement:** Logo will be visible on **Upper Back** spot of the jersey.
- **Event Composite Logo**  
The sponsor will be integrated with event logo.
- **Static Perimeter Boards:** 20 static perimeter boards (each measuring 6x1m) for advertisement in the most visible area of the ground.
- **Branding on Backdrops:** 20% space for branding on the plinth backdrops used for pre and post-match presentation/interviews and backdrops of commentator's room, press conference & trophy unveiling ceremony.
- **Image Rights for the sponsor** (Hi-res images to be provided by the Board)
- **Signed Bats, Balls and Jerseys:** 2 PCs Each
- **Social Media Post** by the Cricket Board: Regular updates during the event. Accreditation for sponsor's representatives.





# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024

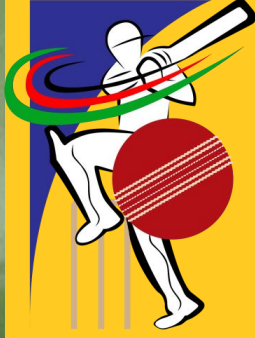


## ASSOCIATE SPONSORSHIP BENEFITS

- **Naming Rights:** The sponsor will be having the exclusive naming right as "Ahmad Shah Abdali First Class Tournament 2024 Associate Sponsor"
- **Event Composite Logo**  
The sponsor will be integrated with event logo.
- **Logo Placement:** Logo will be visible on **Leading Arm** spot of the jersey.
- **Static Perimeter Boards:** 15 static perimeter boards (each measuring 6x1m) for advertisement in the most visible area of the ground.
- **Branding on Backdrops:** 15% space for branding on the plinth backdrops used for pre and post-match presentation/interviews and backdrops of commentator's room, press conference & trophy unveiling ceremony.
- **Image Rights for the sponsor** (Hi-res images to be provided by the Board)
- **Signed Bats, Balls and Jerseys:** 2 PCs Each
- **Social Media Post** by the Cricket Board: Regular updates during the event. Accreditation for sponsor's representatives.



Ahmad Shah Abdali  
First Class Tournament



# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



## SPONSORSHIP LOGO SPOTS

Leading Arm Spot  
Associate Sponsor



Leading Arm Spot  
Co-Sponsor





Ahmad Shah Abdali  
First Class Tournament



# AHMAD SHAH ABDALI

## FIRST CLASS TOURNAMENT 2023

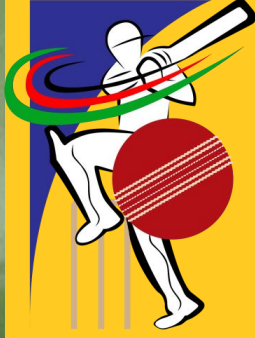
### EVENT FIXTURES

25-28 June	Hindukush Strikers vs Mahipar Stars	GAK	▶ LIVE
	Maiwand Champions vs Pamir Legends	NTCG	
1-4 July	Hindukush Strikers vs Mahibpar Stars	NTCG	▶ LIVE
	Maiwand Champions vs Pamir Legends	GAK	
7 - 10 July	Maiwand Champions vs Mahipar Stars	GAK	▶ LIVE
	Hindukush Strikers vs Pamir Legends	NTCG	
13-16 July	Maiwand Champions vs Mahipar Stars	NTCG	▶ LIVE
	Hindukush Strikers vs Pamir Legends	GAK	
19-22 July	Maiwand Champions vs Hindkush Strikers	GAK	▶ LIVE
	Mahipar Stars vs Pamir Legends	NTCG	
25-28 July	Maiwand Champions vs Hindukush Strikers	NTCG	▶ LIVE
	Mahipar Stars vs Pamir Legends	GAK	
31 July - 4 Aug	<b>Final</b> Qualifier 1 vs Qualifier 2	GAK	▶ LIVE



GAK - Ghazi Amanullah Khan Cricket Ground | NTCG - Najib Tarakai Cricket Ground





# AHMAD SHAH ABDALI FIRST CLASS TOURNAMENT 2024



## Bids Terms and Conditions

**Eligibility Criteria:** The Marketing Agencies and Business entities must be in operation for at least 03 (three) years. The Proposal needs to be accompanied with the following documents:

- Updated Trade License Copy
- Company Profile
- Bank Solvency Certificate along with bank Statement

**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 process.

**Bid Submission/Opening:** The interested parties shall:

- Submit their financial bid in a sealed envelope in hard copy or through email to following addresses: [Marketing@afghancricket.af](mailto:Marketing@afghancricket.af)
- These documents will be acquired on/or before bid opening event scheduled at 02:00 PM, on 10th June 2024.
- Bidder with higher financial offer, who meets the eligibly criteria will be announced as winner.

All terms and conditions related to the tender submission and evaluation of bids eligibility requirement and performance obligations are available in the document.

ACB is committed to maintain transparency and confidentiality and 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.