



Ghazi Amanullah Khan
One Day Tournament
2023



Invitation to Tender (ITT)

SPONSORSHIP PROPOSAL

COMMERCIAL DIVISION



TENDER NOTICE

On the basis of this document, Afghanistan Cricket Board would like to invite Bids from the reputed Companies, Brands, Marketing Agencies and Business entities interested in acquiring the rights of Presenting and Associate Sponsorship of the **Ghazi Amanullah Khan One Day 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.





ACB BACKGROUND

1995

Establishment Year

1995

ICC Affiliate
Membership

2003

ACC Associate
Membership

2013

ICC Associate
Status

2017

ICC Full
Membership





LIST A EDITIONS AND WINNERS



2017
Spenghar Region



2018
Bost Region



2019
Mis-e Ainak Region



2020
Mis-e Ainak Region



2021
Mis-e Ainak Region



2023
Bost Region



ABOUT THE EVENT

Afghanistan Cricket Board announced one of the premier white-ball domestic cricket tournament (**Ghazi Amanullah Khan One Day Tournament 2024**), the tournament will be contested between Four (4) teams (Hindukush Strikers, Mah-e-Par Stars, Maiwand Champions, Pamir Legends) expected to start from 1st to 17th of July in 2024 in Kunduz Province.

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 all of the following Regional Teams:

- Hindukush Strikers
- Mah-e-Par Stars
- Maiwand Champions
- Pamir Legends





PRESENTING SPONSORSHIP RIGHTS

- **Naming Rights:** The sponsor will be having the exclusive naming right as "Ghazi Amanullah Khan One Day Tournament Presenting 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.

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



ASSOCIATE SPONSORSHIP RIGHTS

- **Naming Rights:** The sponsor will be having the exclusive naming right as "Ghazi Amanullah Khan One Day Tournament 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.

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



SPONSORSHIP LOGO SPOTS



Associate Sponsor - Leading Arm Spot



Presenting Sponsor - Upper Back Spot



SPONSOR LOGO PRESENTATION



**Ghazi Amanullah Khan
Regional One Day Tournament
2024**

**Presenting
Sponsor**

**Powered by
Sponsor**





BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



Facebook Followers
3,509,000



X Followers
746,301



Instagram Followers
515,286



Youtube Subscribers
359 K



Daily Visitors
~4,500



ACB APP



BID 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 TERMS AND CONDITIONS

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

- These documents will be acquired on/or before bid opening event scheduled at **02:00 PM, on 16th June 2024.**
- Bidder with higher financial offer, who meets the eligibility 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.



CONTACT US

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THANK YOU!

