



V

AFGHANISTAN-BANGLADESH SERIES

ASSOCIATE SPONSORSHIP

INVITATION TO TENDER (ITT)



TENDER NOTICE

Afghanistan Cricket Board has published an ITT for the National team's Sponsorship rights related to Afghanistan vs Bangladesh home series in July 2024.

As per the Future Tours Program (FTP), Afghanistan is set to join Bangladesh for Three ODIs Followed by Three T20Is series which is scheduled from 25th July to 6th August 2024 in India.

This is a major series with both teams considered as rivals in Cricket world to face each other again for a competitive cricket after some time. The series will ensure that cricket fans witness some great cricket.

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 **Associate Sponsorship Primary** and **Associate Sponsorship Secondary** of the Afghanistan National Cricket team.

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.



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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.



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ASSOCIATE SPONSORSHIP RIGHTS - PRIMARY PACKAGE

- ✓ **Naming Rights:** The sponsor will be having the exclusive naming right as "Afghanistan vs Bangladesh Series Associate Sponsor - PRIMARY"
- ✓ **Logo Placement:** Logo will be visible on **Leading Arm Spot** of the jersey.
- ✓ **Event Composite Logo:** The sponsor will be integrated with event logo.
- ✓ **Static Perimeter Boards:** 15% static perimeter boards (each measuring 6x1m) for advertisement in the most visible area of the ground.
- ✓ **Branding on Ground:** 15% space for branding stands and 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.



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Shaheed Vijay Singh Pathik Sports Complex

ASSOCIATE SPONSORSHIP RIGHTS - **SECONDARY PACKAGE**

- ✓ **Naming Rights:** The sponsor will be having the exclusive naming right as "Afghanistan vs Bangladesh Series Associate Sponsor - Secondary"
- ✓ **Logo Placement:** Logo will be visible on **Upper Chest Spot** of the jersey.
- ✓ **Static Perimeter Boards:** 10% static perimeter boards (each measuring 6x1m) for advertisement in the most visible area of the ground.
- ✓ **Branding on Ground:** 10% space for branding stands 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.



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SPONSORSHIP LOGO SPOTS



PRIMARY PACKAGE
LEADING ARM SPOT



SECONDARY PACKAGE
UPPER CHEST SPOT



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BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



FB Followers
3,605,000



X Followers
748,980



IG Followers
528,786



YT Subscribers
372,500



Daily Visitors
~4,500



ACB APP



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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.



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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 5th July 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.