



**INVITATION
TO THE TENDER (ITT)
CO-SPONSOR & ASSOCIATE
SPONSORSHIP RIGHTS**

2024

Commercial Division

ABOUT US

The Afghanistan Cricket Board (ACB) manages and runs cricketing affairs in Afghanistan and is a Full Member cricket board of International Cricket Council (ICC). We play our domestic matches in Afghanistan while our international matches are played in UAE and/or India.



BACKGROUND

The **Shpageeza Cricket League** is Afghanistan's premier T20 cricket tournament, established by the Afghanistan Cricket Board in 2013. It has grown significantly in stature and popularity, becoming a crucial platform for showcasing local talent and fostering the development of cricket in the country. The league has attracted international attention, featuring both Afghan and foreign players, and has played a vital role in promoting peace and unity through sports. Its success has been instrumental in elevating the profile of Afghan cricket on the global stage and providing a pathway for young cricketers to pursue professional careers.



ABOUT EVENT

Afghanistan Cricket Board (ACB) is conducting the 9th edition of **Shpageeza Cricket League (SCL)** from 12 August, 2024. This mega Cricket league will be played amongst Five teams (Amo, Band-e Amir, Bost, Mis-e Ainak, Speenghar) where Players from Afghanistan National Cricket Team, National A Team, U-19 National Team as well as top performing players from the respective region will play for these teams.

Distinguished members of the National side will be participating in this event, showcasing their exceptional talent and representing the pride of our nation on the cricket field. Moreover, the ultimate goal of the event consisting of five (5) teams, 21 matches and 15 days, is building a platform for these esteemed players to interact with their fans, both on the ground and through live television broadcasts, thereby fostering a sense of unity and excitement throughout the country.

A professional team consisting of technical and event management professionals has been assigned to organize the tournament.

Shpageeza Cricket league 2024 is an excellent opportunity for businesses (sponsors) to reach millions of potential customers who will be following the matches and their ideal Players.

We are pleased to extend to you an invitation to partner with us for the upcoming Shpageeza Cricket league 2024.

ABOUT EVENT



THE ULTIMATE GOAL

Afghanistan Cricket Board had set specific goals regarding the event. It is a great achievement that ACB has achieved all these goals perfectly. The goals are described as below:

- 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.

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 Sponsorship Rights of the **Shpageeza Cricket league 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.

INVITATION TO THE SPONSORSHIP

The Governing Council (GC) of **Shpageeza Cricket League (SCL)**. Afghanistan Cricket Board (ACB) invites the reputed Production Companies / Organization/Corporate House / Companies / Consortium for the event **Co-Sponsor and Associate Sponsorship** opportunities of Shpageeza Cricket League 2024.



Sponsorship Packages

Co-Sponsorship

Associate Sponsorship



Co-Sponsorship Package

In-Stadia Branding Rights

- ✓ **Static perimeter boards: 10** (Ten) Perimeter boards for advertisement in the ground each measuring (6M x 1M).
- ✓ **Boundary rope skirting:** 45 Meters in total (1 meter each) in the most visible area of the ground.
- ✓ **Branding on Upper Tier:** 1 Board for Branding on Upper tier Spot over the Stands: 1 (one) Board is Measuring 6M x 2M.
- ✓ **Branding on backdrops:** 15% space for Title Sponsor logo on the backdrops used for all matches, tournament's closing / opening ceremonies and Pre and Post match presentations.
- ✓ **LED Screen:** 15% Sponsor Logo display on LED screen.
- ✓ **Gallery board:** 2 (Two) boards each (3m x 4m)

Ground branding cost is excluding the Sponsorship fee.

Co-Sponsorship Package

All Team Jersey Spots



Playing Jersey



Training Jersey

Leading Arm
Spot for
Co-Sponsor

Co-Sponsorship

Prize Money Rights

Logo exposure in all cheques to be presented by the **Associate Sponsor** representative as following:

Prize Money	Game Changer of the Match
Total Matches	21
Amount	AFN 15,000
Total Amount	AFN 315,000

Prize money amount is excluding of the Sponsorship Fee.

Associate Sponsorship

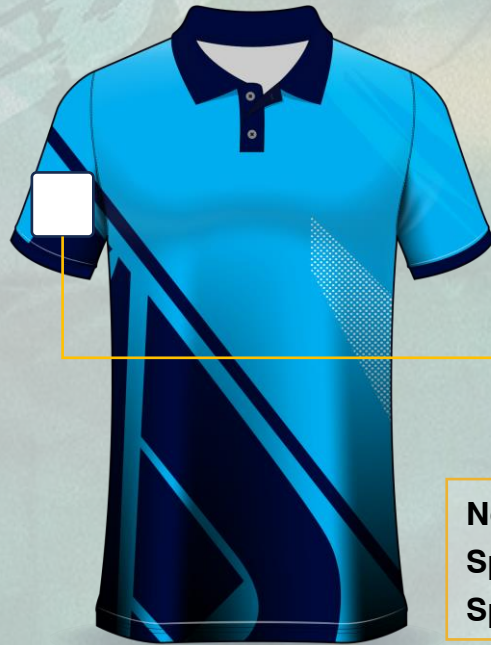
In-Stadia Branding Rights

- ✓ **Static Perimeter Boards: 10** (Ten) Perimeter boards for advertisement in the ground each measuring (6M x 1M).
- ✓ **Boundary rope skirting: 35** Meters in total (1 meter each) in the most visible area of the ground.
- ✓ **Branding on Upper Tier: 1** Board for Branding on Upper tier Spot over the Stands
- ✓ 1 (one) Board is Measuring 6M x 2M.
- ✓ **Branding on backdrops: 15%** space for Title Sponsor logo on the backdrops used for all matches, tournament's closing / opening ceremonies and Pre and Post match presentations.
- ✓ **LED Screen: 15%** Sponsor Logo display on LED screen.
- ✓ **Gallery board: 2** (Two) boards each (3m x 4m)11

Ground branding cost is excluding the Sponsorship fee.

Associate Sponsorship

All Team Jersey Spots



Playing Jersey



Training Jersey

**Non- Leading Arm
Spot for Associate
Sponsor**

Associate Sponsorship

Prize Money Rights

ogo exposure in all cheques to be presented by the **Associate Sponsor** representative as following:

Prize money is excluded of the sponsorship fee:

Prize Money	Most Sixes of the Match
Total Matches	21
Amount	AFN 10,000
Total Amount	AFN 210,000

In-Stadia Branding Rights Presentation



BID TERM AND CONDITIONS

Eligibility Criteria: The Marketing Agencies or 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 TERM AND CONDITIONS

Bid Submission/Opening: The interested parties shall:
Submit their financial bid through email to following addresses on/or before bid opening event scheduled at **02:00 PM on 31st July 2024.**

Bid Submission Email: procurement.manager@afghancricket.af

For Frequent Inquiries: marketing@afghancricket.af, n.azizi@afghancricket.af

- 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.

SAPAGEEZA

THANK YOU

HITZEDITION