



REQUEST FOR PROPOSAL (RFP)

MAIN

SPONSORSHIP RIGHTS

EVENTS 2025

Commercial Division

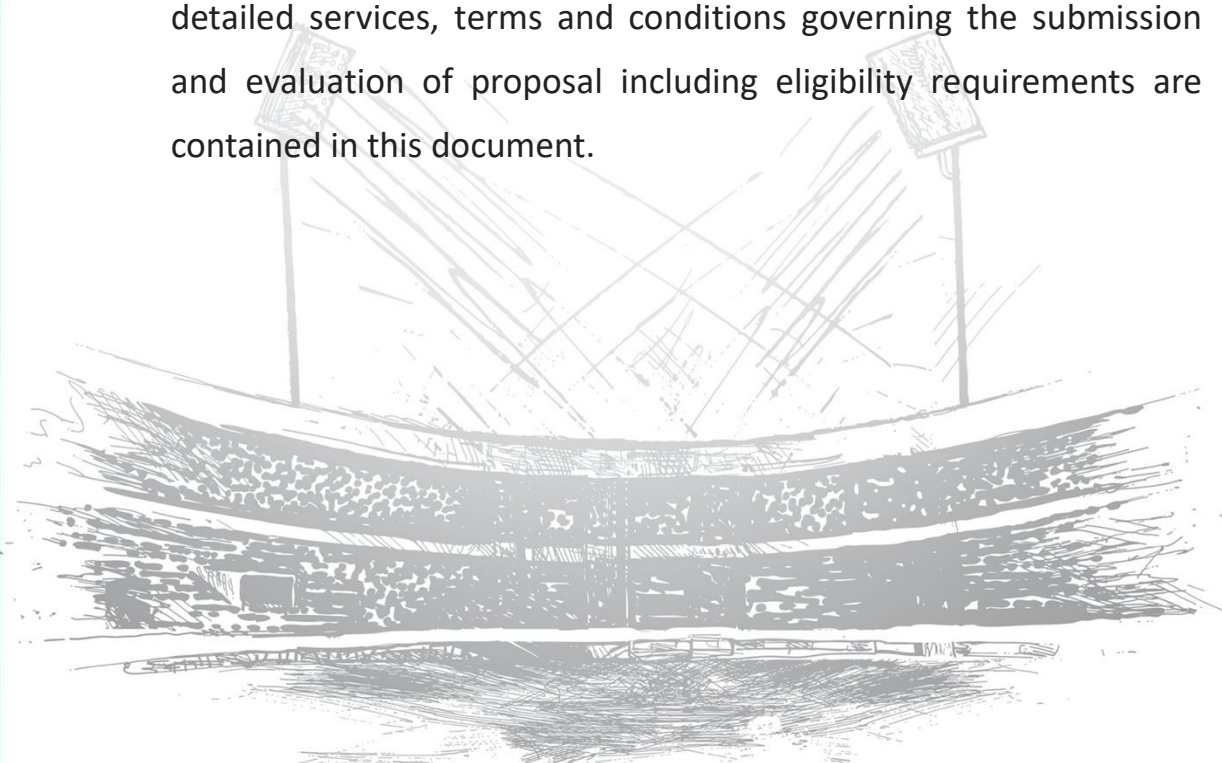


REQUEST FOR PROPOSAL

The Afghanistan Cricket Board hereby invites Proposals from the reputed Marketing Agencies and Business entities for acquiring the **Main Sponsorship Rights** of the International and Domestic Events involving Afghanistan National Cricket Team (Men) as part of the 2025.

We are proud to highlight that the Afghanistan National Cricket Team has recently achieved significant milestones on the global stage, including securing a historic semi-final spot in the ICC T20I Cricket World Cup 2024. This success has not only elevated Afghanistan's standing in the cricketing world but has also proven to be immensely beneficial for our commercial partners. Engagement with the ACB will provide our partners with extensive brand exposure and unparalleled opportunities to connect with a passionate and rapidly growing fan base.

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

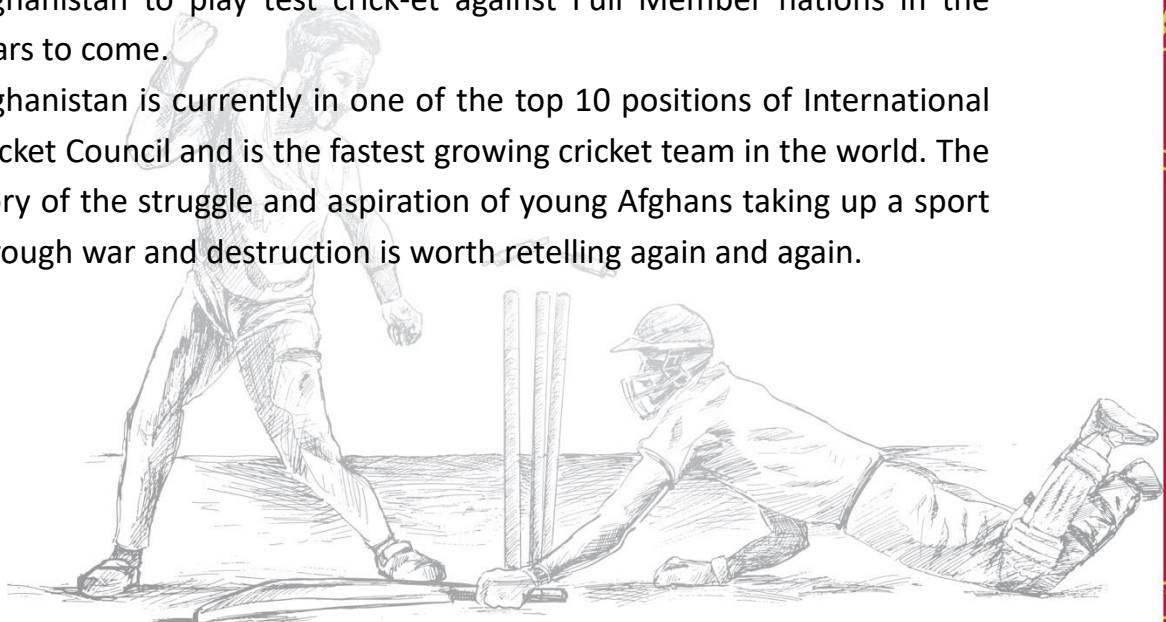


About AFGHANISTAN CRICKET BOARD

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. The game of cricket was not very popular in the country in early to mid-2000. The loss to Hong Kong in the semi-final of the 2006 ACC Trophy brought invaluable benefits to Afghani-stan National Cricket Team as it helped the players to develop a passion and tenacity for victories. This in turn influenced the fan following of the game across the country as well as within the Afghan diaspora abroad, particularly amongst the youth. Afghan cricket started to attract the attention of the mass media which helped the coverage of the national team's rise. Cricket gave a hope of unity and prosperity to the nation that had been in war for over four de-cades and this raised the expectations of the public from the national team to play as a unit with even higher spirits. This played a vital role in attracting the interest of the government of Afghanistan at a time.

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 crick-et against Full Member nations in the years to come.

Afghanistan is currently in one of the top 10 positions of International Cricket Council and 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.



AFGHANISTAN CRICKET ACHIEVEMENTS

Since 2010, Afghanistan National Cricket Team has made appearances in ICC Cricket World Cups both 50-over and T20I formats.

T20 WORLD CUPS



50-OVER WORLD CUPS



INTERNATIONAL CRICKET GROUNDS

As per the recent agreement between ACB – UAE and ACB – BCCI, ACB will have access to world-class venues both in UAE and India for its home series.



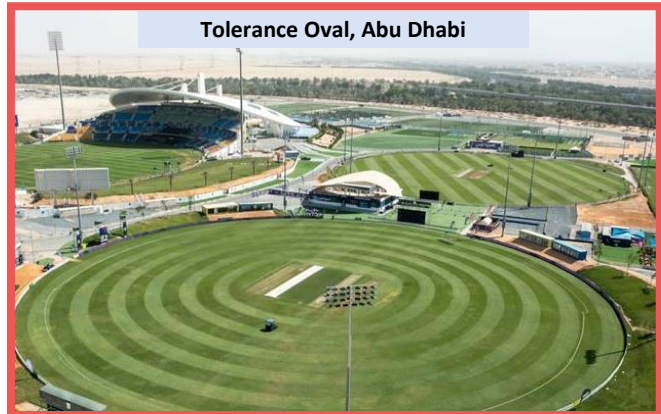
Dubai International Cricket Stadium



Zayed Cricket Stadium, Abu Dhabi



Sharjah Cricket Stadium, UAE



Tolerance Oval, Abu Dhabi



Green Park Stadium, Kanpur - India

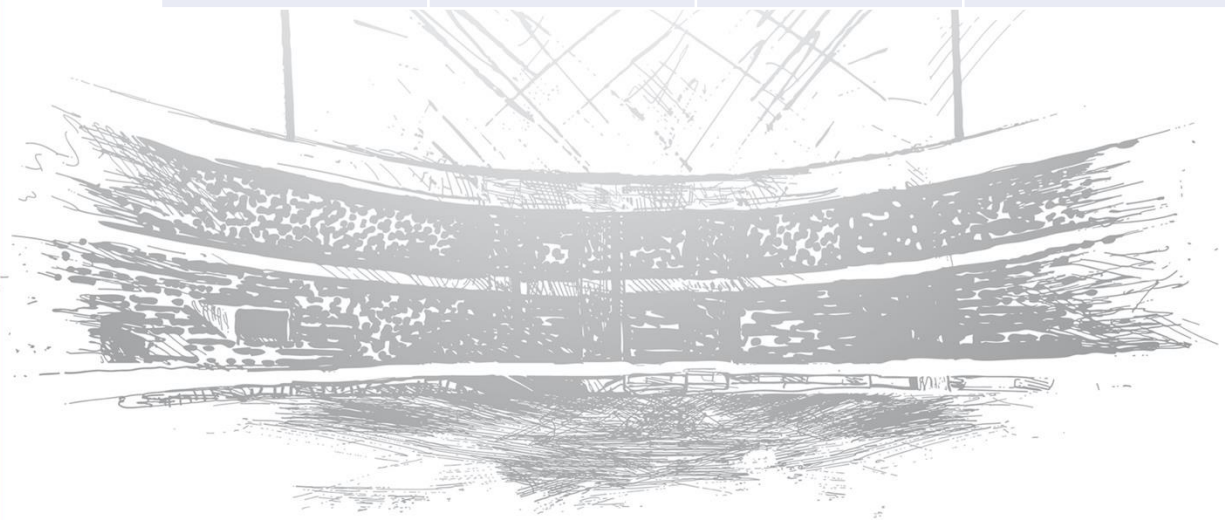


Vijay Singh Pathik Sports Complex



MEDIA SYNDICATION PLAN FOR INTERNATIONAL EVENTS



Country	Zone	Primary Broadcasters	Alternate Broadcasters
Afghanistan	Asia	RTA	Etisalat, Arian TV
India	Asia	Sony, Zee Tv (India Matches only)	Doordarshan (Non India Matches)
Pakistan	Asia	GEO TV, PTV	ARY, A Sports, Sony Ten
Sri Lanka	Asia	SLRC, Derena TV, Supreme TV	Sony ten
Bangladesh	Asia	Not available for us	Not available for us
Malaysia/Hong kong	Asia	Astro	
Singapore/Nepal/Maldives	Asia	Yupp TV	
Australia	Australia	Fox Sports	
New Zeland	Australia	Sky Sports	
UK	Europe	BT Sports, BSKYB	Sky Sports, Viplay, Pyscade 4
Ireland & Scotland	Europe	BT Sports, BSKYB	Sky Sports
USA	North America	ESPN+	Willow tv
Canada	North America	ATN	Willow tv
West Indies	North America	Espn+ Sports max	Flow Sports
South Africa	Africa	Super Sports	
Zimbabwe	Africa	ZBC	
UAE & MENA	Asia/Africa	Crick life	BeIN Sports
Rest of the World	ROW	ICC TV	Vidly.TV




FUTURE TOUR PROGRAMS

MAIN SPONSORSHIP OPPORTUNITY

Home	February – 2025			Away	February – 2025		
 West Indies	Test	ODI	T20I	 ICC CHAMPIONS TROPHY CT	Test	ODI	T20I
	0	3	0		0	TBC	0

Away	July – 2025			Away	August – 2025		
 CRICKET IRELAND Ireland	Test	ODI	T20I	 PCB Pakistan	Test	ODI	T20I
	1	3	3		0	0	3

TBC	September – 2025			Home	July – 2025		
 ASIA CUP AC	Test	ODI	T20I	 বাংলাদেশ Bangladesh Cricket Board Bangladesh	Test	ODI	T20I
	TBC				2	3	3

Away	October – 2025		
 Zimbabwe	Test	ODI	T20I
	2	3	3

Domestic Events

Date	Event	Test	OD	T20	Venue
Jan – 2025	People with Disabilities	-	-	13	Afghanistan
May – 2025	Green Afghanistan	-	TBC	-	Afghanistan
August – 2025	Shpageeza Cricket League	-	TBC	21	Afghanistan
Mar – 2025	List A	-	13	-	Afghanistan
Oct – 2025	First Class 4-Day	11	-	-	Afghanistan
Nov – 2025	National T20	-	-	TBC	Afghanistan



RIGHTS AND BENEFITS TO MAIN SPONSORSHIP

Event Nomenclature

➤ Naming rights:

- National team Main Sponsor for the event.
- Title Sponsor of the home bilateral and domestic events.



Logo Display on Jersey – Logo Placement Plan

- ### ➤ Logo on Playing and Training Kits:
- Logo will be visible on **Abdominal Spot** of the training and playing kits or as per ICC's clothing rules for the main sponsor.

Playing Kit



Training Kit



RIGHTS AND BENEFITS TO MAIN SPONSORSHIP

Event Composite Logo

Event Composite Logo



Logo Graphics During Live Coverage



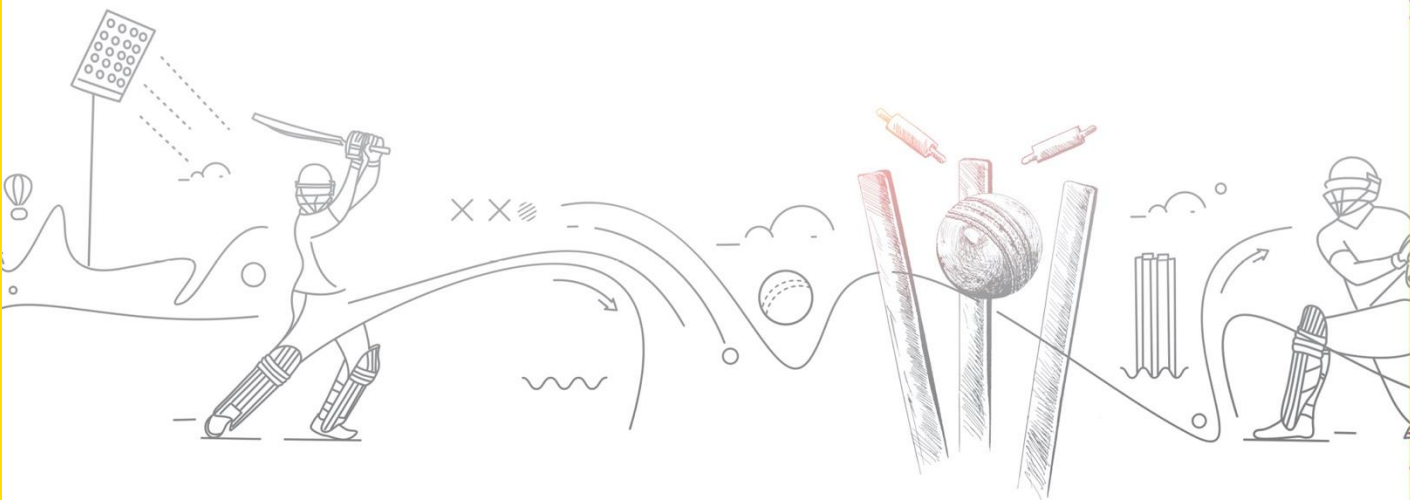
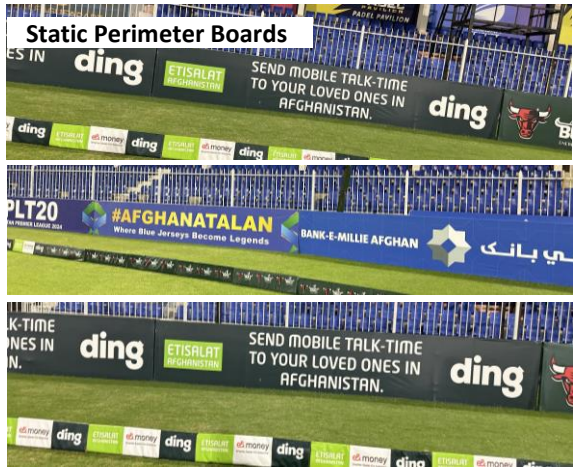
In-Stadia Branding Rights

Ground Branding Rights: 15% Space for In-stadia branding rights during home and domestic events covered under this proposal.

3D Logo on Ground behind the wickets



Static Perimeter Boards



RIGHTS AND BENEFITS TO MAIN SPONSORSHIP

Branding on Stands, Pillars



Branding on Stands, Pillars



Boundary Hording



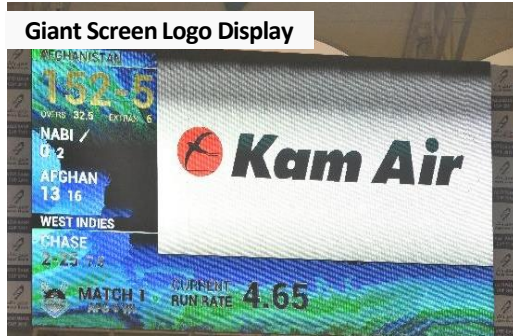
Boundary Hording



Dugout Branding



Giant Screen Logo Display



Conference Room Backdrop



Branding on Backdrop



RIGHTS AND BENEFITS TO MAIN SPONSORSHIP

Product Display



Logo on Tickets



Prize Money



Signed Merchandise



- **Match Tickets:** Main Sponsor will be accorded two (2) corporate passes per match and 5 normal match tickets for each match
- **Image Rights** for the sponsor (Hi-res images to be provided by the Board)
- **Team Meet and Greet: 1 Per Year**
- **Signed Bat, Ball, Jersey: 5 Each**
- **Social Media Post** by the Cricket Board: Regular updates during the event.

BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



3,784,876
Followers



779,876
Followers



644,876
Followers



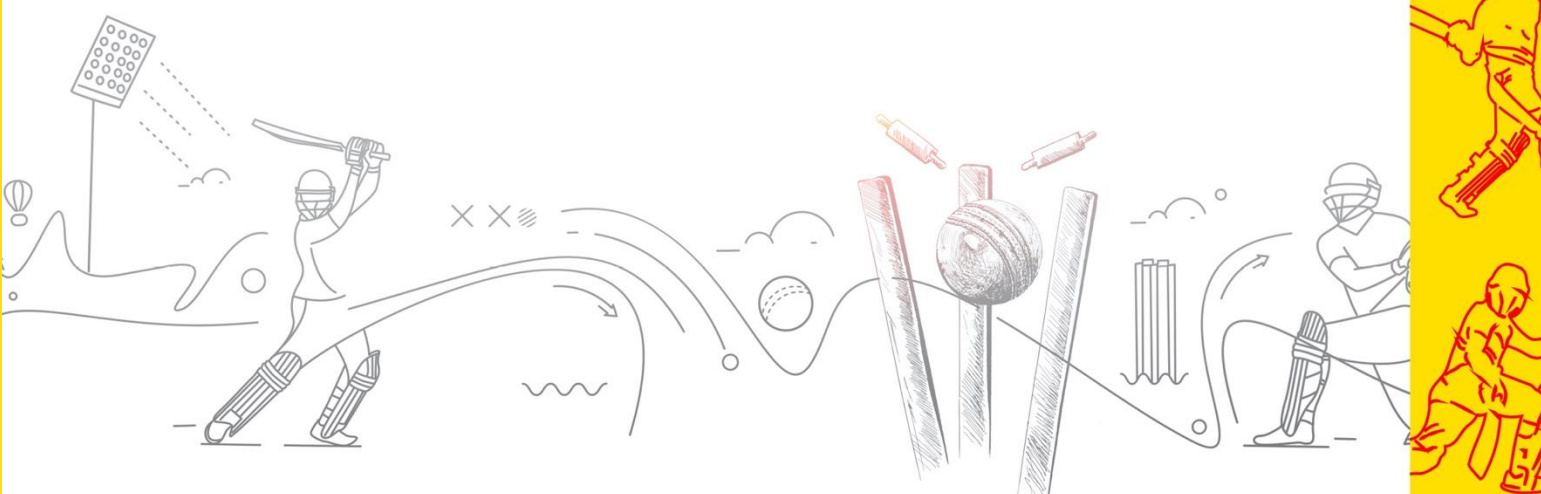
484 K
Subscribers



~ 4500
Daily Visitors

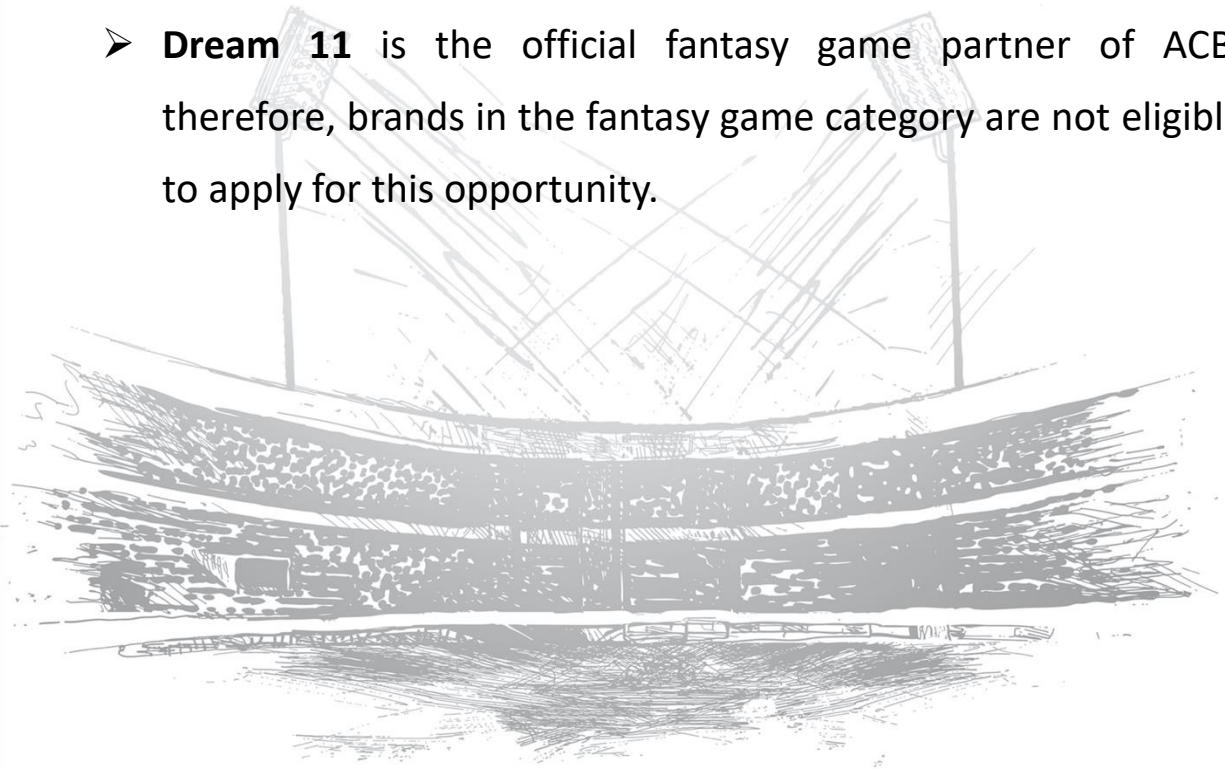


ACB App



TERMS AND CONDITIONS

- 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
- 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.
- National brands of Afghanistan are strongly encouraged to apply for this opportunity.
- Any party with outstanding dues to ACB, ICC, or ACC is ineligible to apply for this opportunity until all payables are cleared.
- **Dream 11** is the official fantasy game partner of ACB; therefore, brands in the fantasy game category are not eligible to apply for this opportunity.



TERMS AND CONDITIONS

- Rights will be awarded to a single brand. Marketing agencies or companies interested in bidding must introduce their brand for a clearance check process.
- The bid shall not include prize money or ground branding costs. Prize money awards will be mutually agreed upon closer to the events, as per the ACB manual for prizes. Ground branding costs are subject to the specific brand. ACB can only provide details of the assigned vendor, who is usually hired through a procurement process.
- ACB reserves the right to cancel or amend the bidding process at any stage, in any manner, without providing any reason.

Prohibited Brand Categories or its Surrogates:

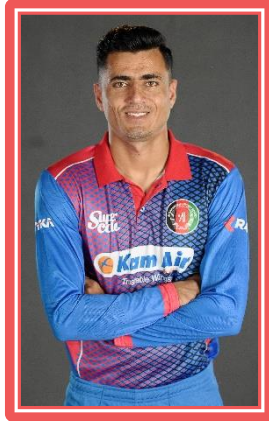
- ✓ Alcohol Products
- ✓ Betting
- ✓ Tobacco

Bidding Submission / Opening:

- 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 | n.azizi@afghancricket.af
- These documents will be acquired on/or before bid opening event scheduled at **02:00 PM, on 15th September 2024.**
- Bidder with higher financial offer, who meets the eligibly criteria will be announced as winner.



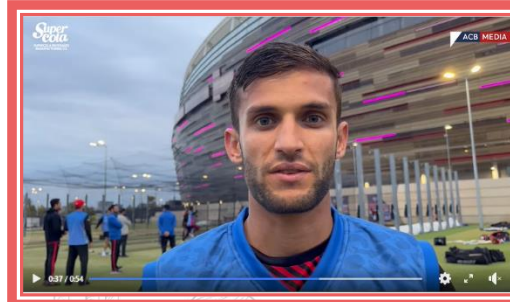
PLAYER HEADSHOTS



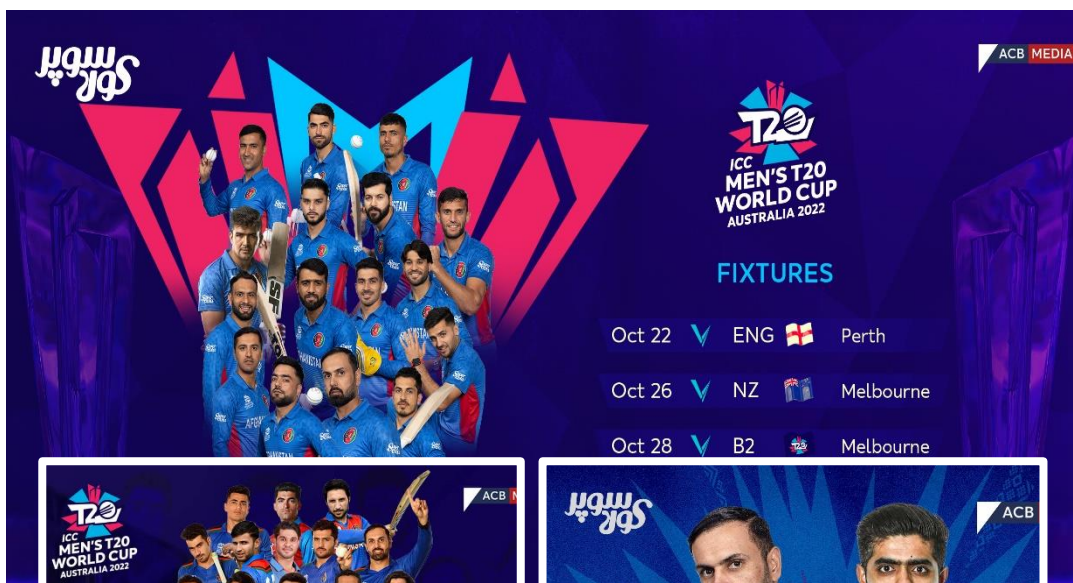
ACTION PHOTOS



Logo on Video Clips



SOCIAL MEDIA UPDATES



ACB MEDIA

T20
ICC MEN'S T20 WORLD CUP AUSTRALIA 2022

FIXTURES

Oct 22	✓	ENG	🇬🇧	Perth
Oct 26	✓	NZ	🇳🇿	Melbourne
Oct 28	✓	B2	🇮🇳	Melbourne



T20
ICC MEN'S T20 WORLD CUP AUSTRALIA 2022

ACB

شركت تولیدی نوشیدنی های سوپرکولا

Super Cola

SUPERCOLA BEVERAGES MANUFACTURING CO.

NATIONAL TEAM SPONSOR
ICC MEN'S T20 WORLD CUP 2022



ACB

GHANISTAN

PAKISTAN

WARM UP MATCH
TOMORROW
07:30 AM AFT

BRISBANE
ICC MEN'S T20 WORLD CUP 2022

#AFGHANATALAN | #T20WORLD CUP

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