



V



AFGHANISTAN-BANGLADESH SERIES



SPONSORSHIP RIGHTS

3-MATCH ODI SERIES 2024

COMMERCIAL DIVISION



AFGHANISTAN-BANGLADESH SERIES

TENDER NOTICE

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

As per the Future Tours Program (FTP), Afghanistan is set to join Bangladesh for Three ODIs Series which is scheduled to be played from 6th - 11th November 2024 in United Arab Emirates.

All the matches of the tournaments and series will be broadcast live.

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 **Associate Sponsorship Rights** 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.





AFGHANISTAN-BANGLADESH SERIES

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.





VS

AFGHANISTAN-BANGLADESH SERIES

TEAM RANKING AND RECORDS

Pos	Team	Matches	Pts	Rating
01	INDIA	45	5298	118
02	AUSTRALIA	37	4269	115
03	SOUTH AFRICA	33	3554	108
04	PAKISTAN	26	2762	106
05	NEW ZEALAND	33	3349	101
06	SRI LANKA	50	4825	97
07	ENGLAND	31	2972	96
08	BANGLADESH	40	3453	86
09	AFGHANISTAN	34	2855	84

HEAD TO HEAD RECORD



VS



16

PLAYED

16

6

WON

10

10

LOST

6





V

AFGHANISTAN-BANGLADESH SERIES

SPONSORSHIP FEE: USD 70,000



ASSOCIATE PACKAGE 1 - SPONSORSHIP RIGHTS

- ✓ **Logo on Playing and Training Kits:** Logo will be visible on Leading Arm Spot. (10 sq inch logo) of the training and playing kits.
- ✓ **In-Stadia Branding Space:** 10% Shares
- ✓ **Match Tickets:** National team 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)
- ✓ **Signed Bat, Ball, Jersey:** 2 Each
- ✓ **Social Media Post** by the Cricket Board: Regular updates during the event.

GAME CHANGER OF THE MATCH AFN 50,000/ Match

Note: Prize money and ground branding cost are excluded from Sponsorship Fee.



V



AFGHANISTAN-BANGLADESH SERIES

ASSOCIATE PACKAGE 1 SPONSORSHIP LOGO SPOTS



PLAYING KIT



TRAINING KIT





AFGHANISTAN-BANGLADESH SERIES

SPONSORSHIP FEE: USD 60,000



ASSOCIATE PACKAGE 2 - SPONSORSHIP RIGHTS

- ✓ Logo on Playing and Training Kits: Logo will be visible on Right Upper Chest Spot. (10 sq inch logo) of the training and playing kits.
- ✓ In-Stadia Branding Space: 10% Shares
- ✓ Match Tickets: National team 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)
- ✓ Signed Bat, Ball, Jersey: 2 Each
- ✓ Social Media Post by the Cricket Board: Regular updates during the event.

STYLISH PLAYER OF THE MATCH AFN 50,000/ Match

Note: Prize money and ground branding cost are excluded from Sponsorship Fee.



V

AFGHANISTAN-BANGLADESH SERIES

ASSOCIATE PACKAGE 2 SPONSORSHIP LOGO SPOTS



PLAYING KIT



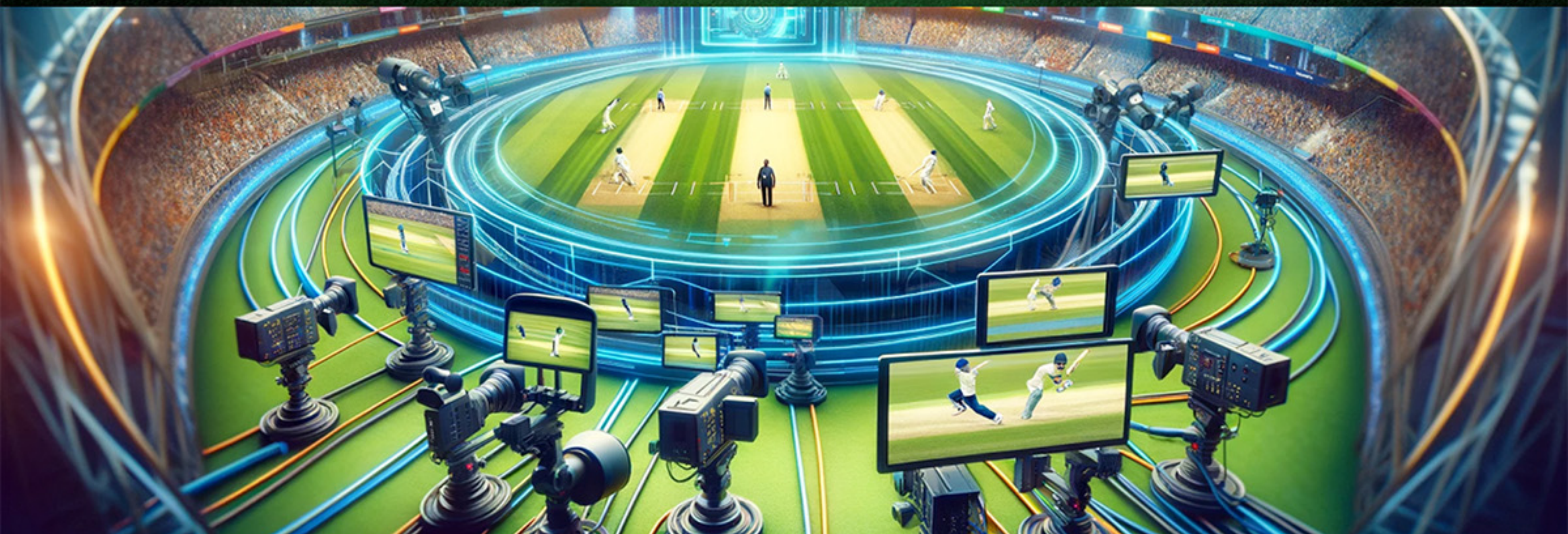
TRAINING KIT





V

AFGHANISTAN-BANGLADESH SERIES



CAMERA PRODUCTION PLAN

DETAILS OF 14 CAMERA POSITION, MINIMUM LENS AND MAGNIFICATION PLAN

PLUS 6 CAMERA DRS

CAMERA NO:	CAMERA POSITION	LENS (MIN)	OPERATION	SPECIFIC REQS
1	WICKET TO WICKET	86X	MANNED	
2	BALL FALLOW	86X	MANNED	
3	WICKET TO WICKET	86X	MANNED	ULTRA
4	BALL FALLOW	86X	MANNED	
5	MID WICKET	95X	MANNED	SSM
6	SLIP NEAR	95X	MANNED	SSM
7	SLIP FAR	95X	MANNED	
8	RUN OUT 1	22X	LOCKED	
9	RUN OUT 2	22X	LOCKED	
10	RUN OUT 3	22X	LOCKED	
11	RUN OUT 4	22X	LOCKED	
12	BEAUTY	FISH EYE	LOCKED	WA
13	COMMENTATORS CAM	WIDE PTZ	R. CONTROLLED	PTZ
14	ENG SETUP	22X	MANNED	



AFGHANISTAN-BANGLADESH SERIES

MEDIA SYNDICATION PLAN FOR THE EVENT

Country	Zone	Primary Broadcasters	Alternate Broadcasters
Afghanistan	Asia	RTA	Etisalat
India	Asia	Euro Sport	Fan Code
Pakistan	Asia	GEO TV, PTV	Tapmad
Sri Lanka	Asia	SLRC, Derena TV, Supreme tv	Sony ten
Bangladesh	Asia	Gazi	Rabbit hole
Malaysia/Hong kong	Asia	Astro	
Singapore/Nepal/Maldives	Asia	Willow	
Australia	Australia	Fox Sports	Chaneel 9
New Zeland	Australia	Sky Sports	
UK	Europe	BT Sports, BSKYB	Sky Sports, viplay, Pyscade
Ireland & Scotland	Euroupe	BT Sports, BSKYB	Sky Sports
UAE	Middle East	ESPN+	Willow tv
Canada	North America	ATN	Willow tv
West Indies	North Amercia	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



V

AFGHANISTAN-BANGLADESH SERIES

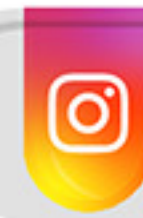
BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



FB Followers
3,800,000



X Followers
762,851



IG Followers
622,351



YT Subscribers
507,000



Daily Visitors
~4,500



ACB APP





V

AFGHANISTAN-BANGLADESH SERIES



ELIGIBILITY CRITERIA

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.



AFGHANISTAN-BANGLADESH SERIES

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 20th October 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.

