



Afghanistan Cricket Board



**U19 TRI-SERIES
AFG-UAE-PAK**

AFG V NEP

REQUEST FOR PROPOSAL

AFGHANISTAN NATIONAL U19 TEAM

**SPONSORSHIP
RIGHTS**

TENDER NOTICE



Afghanistan Cricket Board has published an ITT for the National team's Sponsorship rights related to ACC U19 Men's Asia Cup 2024, U19 Tri-Seires (AFG-UAE-PAK) and U19 Bilateral Series series in 2024/25.

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 of the U19 National Team Sponsorship.

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.

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.

U19 TEAM ACHIEVEMENTS



The Afghanistan U19 national cricket team has risen to prominence through their impressive performances on the global stage. Their journey has been marked by several milestones, showcasing their potential and resilience. One of their most notable achievements was reaching the semi-finals of the ICC U19 Cricket World Cup 2018, where they stunned higher-ranked teams such as New Zealand and Pakistan. This performance placed them firmly in the spotlight, as they became one of the most competitive youth teams in international cricket.

In the ACC U19 Asia Cup 2023, Afghanistan demonstrated their growing strength by defeating Nepal, led by Jamshid Zadran's century, and securing a solid win in the tournament. These consistent achievements at both the regional and global levels have contributed to the nurturing of several talented players.

The U19 program has not only focused on skill development but also emphasized discipline and professionalism, ensuring that these young players are prepared for both the game and the responsibilities that come with representing their country.

Through these efforts, the Afghanistan U19 cricket team has become a vital pathway for talent development, contributing significantly to the senior national team and international cricket.

SPONSORSHIP BENEFITS



- Logo on Playing and Training Kits: Logo will be visible on "Abdominal Spot" of the training and playing kits.
- Naming rights: Official sponsor of the "U19 National team".
- Image Rights for the sponsor (Hi-res images to be provided by the Board)
- Video Shoot: Maximum 1 per event.
- Meet and Greet: Once
- Signed Bat, Ball, Jersey: 4 Each
- Social Media Post by the Cricket Board: Regular updates during the event.

SPONSOR LOGO ON ABDOMINAL SPOT



Playing Jersey

Training Jersey



FIXTURES



ACCU19 ASIA CUP | 27 NOV - 10 DEC 2024

29th Nov AFGHANISTAN VS BANGLADESH | DUBAI

1st Dec | AFGHANISTAN VS SRI LANKA | SHARJAH

3rd Dec | AFGHANISTAN VS NIPAL | DUBAI

6th SEMI 1 (A1 v B2) | DUBAI SEMI 1 (A1 v B2) | SHARJAH

8th Dec | FINAL

U19 TRI SERIES AFG-UAE-PAK | 7 NOV - 26 NOV 2024

AFG U19 V NEP U19 | 28 MAR - 10 APR 2025

BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



3,834,876
Followers



763,491
Followers



625,876
Followers



512 K
Subscribers



~ 4500
Daily Visitors



ACB App

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 5th November 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.