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AFGHANISTAN-BANGLADESH SERIES



SPONSORSHIP RIGHTS FOR AFGHANISTAN VS BANGLADESH THREE T20Is & ODIs SERIES 2025 - UAE



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 October 2025 in Sharjah and Abu Dhabi.

As per the Future Tours Program (FTP), Afghanistan is set to host Bangladesh for Three T2Is and ODIs Series which is scheduled to be played in October 2025 in United Arab Emirates.

The series will include:

- Three (3) One Day Internationals (ODIs) – Sharjah Cricket Ground
- Three (3) Twenty20 Internationals (T20Is) – Sheikh Zayed Ground Abu Dhabi.
- Scheduled Dates: **2nd to 14th October 2025**
- All the matches of the tournaments and series will be broadcast live.

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 Afghanistan National Cricket team.

The detailed services, terms and conditions governing the submission including eligibility requirements are contained in this document.





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ABOUT ACB

The Afghanistan Cricket Board (ACB) is the governing body for cricket in Afghanistan. Established to develop and promote the game at all levels, ACB has made remarkable progress over the past decade, successfully establishing Afghanistan as one of the most competitive teams in international cricket.

We play our domestic matches in Afghanistan while our International home matches are hosted in UAE and/or India.





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Afghanistan National Cricket Team

The Afghanistan National Cricket Team, known as AfghanAtalan, has shown consistent growth in international cricket. From participating in major ICC events to defeating top-tier teams, Afghanistan's recent performances - most notably reaching the semi-finals of the ICC T20 World Cup 2024 - have significantly elevated its global standing. The team continues to inspire millions across the world, garnering a strong and passionate fanbase.





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Afghanistan Team's Ranking



Pos	Team	Matches
01 •	INDIA	57
02 •	AUSTRALIA	37
03 •	ENGLAND	40
04 •	NEW ZEALAND	46
05 •	SOUTH AFRICA	43
06 •	WEST INDIES	51
07 •	SRI LANKA	34
08 •	PAKISTAN	53
09 •	AFGHANISTAN	30

Pos	Team	Matches
01 •	INDIA	36
02 •	NEW ZEALAND	38
03 •	AUSTRALIA	35
04 •	SRI LANKA	39
05 •	PAKISTAN	35
06 •	SOUTH AFRICA	32
07 •	AFGHANISTAN	25
08 •	ENGLAND	34
09 •	WEST INDIES	35



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Co-Sponsorship Rights

Sponsorship Benefits

- ✓ **Logo on Playing and Training Jerseys:**
 - Upper Back Spot, 32 Square Inches
- ✓ **Image Rights:** Hi-res Images of the event to be provided by the Board
- ✓ **Signed Merchandise:**
 - Signed Bat, Ball, Jersey each (3 PCs)
- ✓ **Social Media Posts:**
 - Sponsor Logo will be given exposure on the Cricket Board social media platforms during the event.

In-Stadia Branding

- ✓ One (1) 3D Matt Painted Logo
 - (End of the wicket)
- ✓ 8 PCs Perimeter Boards (6 x 1)
- ✓ 50 PCs Boundary Skirting (Foam)
- ✓ 10% Dugout Branding, Ceremony Backdrop & Commentator, Press Conference Backdrops
- ✓ 4 PCs Branding on Stands
- ✓ 1 PC East Stand
- ✓ 10% LED Screen sides frame
- ✓ 10% LED Screen Logo Display
- ✓ 10% Branding on Sharjah Main Entrance Building
- ✓ Logo on Accreditation card & Lanyards

Prize Money Available

Game Changer of the Match

50,000 / Match

Note: Ground branding & Prize money cost is excluding the Sponsorship offer.



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Associate Sponsorship Rights – Primary Package

Sponsorship Benefits

- ✓ **Logo on Playing and Training Jerseys:**
 - Leading Arm Spot, 10 Square Inches
- ✓ **Image Rights:** Hi-res Images of the event to be provided by the Board
- ✓ **Signed Merchandise:**
 - Signed Bat, Ball, Jersey each (2 PCs)
- ✓ **Social Media Posts:**
 - Sponsor Logo will be given exposure on the Cricket Board social media platforms during the event.

In-Stadia Branding

- ✓ One (1) 3D Painted Logo
 - (Mid-Wicket Spot)
- ✓ 7 PCs Perimeter Boards (6 x 1)
- ✓ 50 PCs Boundary Skirting (Foam)
- ✓ 8% Dugout Branding, Ceremony Backdrop & Commentator, Press Conference Backdrops
- ✓ 4 PCs Branding on Stands
- ✓ 1 PC East Stand
- ✓ 8% LED Screen sides frame
- ✓ 8% LED Screen Logo Display
- ✓ 8% Branding on Sharjah Main Entrance Building
- ✓ Logo on Accreditation card & Lanyards

Prize Money Available

Most Sixes of the Match

50,000 / Match

Note: Ground branding & Prize money cost is excluding the Sponsorship offer.



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Associate Sponsorship Rights – Secondary Package

Sponsorship Benefits

- ✓ **Logo on Playing and Training Jerseys:**
 - Right Upper Chest Spot, 10 Square Inches
- ✓ **Image Rights:** Hi-res Images of the event to be provided by the Board
- ✓ **Signed Merchandise:**
 - Signed Bat, Ball, Jersey each (2 PCs)
- ✓ **Social Media Posts:**
 - Sponsor Logo will be given exposure on the Cricket Board social media platforms during the event.

In-Stadia Branding

- ✓ One (1) 3D Painted Logo
 - (Mid-Wicket Spot)
- ✓ 6 PCs Perimeter Boards (6 x 1)
- ✓ 50 PCs Boundary Skirting (Foam)
- ✓ 7% Dugout Branding, Ceremony Backdrop & Commentator, Press Conference Backdrops
- ✓ 4 PCs Branding on Stands
- ✓ 1 PC East Stand
- ✓ 7% LED Screen sides frame
- ✓ 7% LED Screen Logo Display
- ✓ 7% Branding on Sharjah Main Entrance Building
- ✓ Logo on Accreditation card & Lanyards

Prize Money Available

Stylish Player of the Match

50,000 / Match

Note: Ground branding & Prize money cost is excluding the Sponsorship offer.



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Logo Spots on Playing Jerseys



Associate Sponsor – Primary
Leading Arm Spot



Associate Sponsor – Secondary
Right Upper Chest Spot

Co-Sponsorship Spot
Upper Back Spot



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Logo Spots on Training Jerseys



Associate Sponsor – Secondary

Right Upper Chest Spot

Associate Sponsor – Primary

Leading Arm Spot

Co-Sponsorship Spot

Upper Back Spot



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Brand Exposure on Social and Digital Media



FB Followers

4,011,000



X Followers

775,461



IG Followers

698,593



YT Subscribers

714,900



Daily Visitors

~ 4500



ACB APP



FIXTURES

WHITE-BALL SERIES OCT-2025

AFGHANISTAN VS BANGLADESH

THREE T20Is

1 ST T20I	THURSDAY OCTOBER 2
2 ND T20I	FRIDAY OCTOBER 3
3 RD T20I	SUNDAY OCTOBER 5

SHARJAH CRICKET
GROUND, SHARJAH

THREE ODIs

1 ST ODI	WEDNESDAY OCTOBER 8
2 ND ODI	SATURDAY OCTOBER 11
3 RD ODI	TUESDAY OCTOBER 14

ZAYED CRICKET
STADIUM, ABU DHABI

#AFGHANATALAN

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etisalat

VAVVY tsm



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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

Restricted Categories

The following business categories are restricted/Protected and not eligible to apply for this opportunity:

- Fantasy Gaming
- Telecommunications
- Cricket Clothing Manufacturers
- Betting, tobacco, alcohol, and their surrogate brands

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: procurement.manager@afghancricket.af, Marketing@afghancricket.af, n.azizi@afghancricket.af
- ✓ These documents will be acquired on/or before bid opening event scheduled at 02:00 PM, on 10th September 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.