



**REQUEST FOR PROPOSAL**

**U19 National Team  
SPONSORSHIP RIGHTS  
2025**

# TENDER NOTICE



Afghanistan Cricket Board has published an ITT for the National team's **Sponsorship Rights** related to ACC U19 Men's Asia Cup 2025, U19 ICC Cricket World 2026 and U19 Bilateral series in 2025/26.

On the basis of this document, Afghanistan Cricket Board would like to invite Bids from the reputed Companies, , Marketing Agencies and Business entities interested in acquiring the rights of the U19 National Team Sponsorship.





## 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.

# U19 TEAM ACHIEVEMENTS

The Afghanistan U19 cricket team has emerged as a rising force through consistent performances, including a historic semi-final run in the 2018 ICC U19 World Cup. They continued their momentum by defeating Nepal in the 2023 ACC U19 Asia Cup, led by Jamshid Zadran's century. With a focus on skill, discipline, and professionalism, the team has become a key talent pipeline for the senior national side. Recently, Afghanistan qualified for the 2026 ICC U19 World Cup after winning the Asia Qualifier.



# SPONSORSHIP OPPORTUNITIES

	OPPONENT TEAM	SERIES	VENUE	MATCH	DATE
VS	BANGLADESH	AWAY	BANGLADESH	5	OCT - 2025
VS	INDIA	AWAY	INDIA	5	NOV - 2025
VS	U19 ASIA CUP	ACC	UAE	5	NOV - 2025
VS	BANGLADESH	Home	UAE	5	DEC - 2025
VS	ZIMBABWE	AWAY	ZIMBABWE	3	DEC – JAN 2025
VS	ICC U19 CWC 2026	ICC	ZIMBABWE & NAMIBIA	7	JAN – FEB 2025
VS	Emerging Asia Cup	TBC	TBC	0	DECEMBER



# HOME EVENTS SPONSORSHIP BENEFITS

## ❖ Naming Rights

- Exclusive Name to title Sponsor & Powered By Sponsorship Rights

## ❖ Event Composite Logo

- Sponsors' logo will be integrated with event logo for Title Sponsor, Powered by & Presented By Sponsors

## ❖ Logo on Jersey

- Sponsors' logo will be visible on playing and training jerseys as per sponsorship package.
- Abdominal Spot – Title Sponsor
- Upper Back Spot – Powered By Sponsor

## ❖ Image & Merchandise Rights

- Hi-res images the event will be provided - 5 Each Merchandise items

## ❖ Social Media Post

- During the match Sponsors Logo will be given exposure on the Cricket Board social media platforms.

## ❖ Other Deliverables

- 3D Matte Logos
- Perimeter Boards
- Hospitality Tickets
- Accreditation Passes
- Dugout Branding
- LED Screen Sides Frame
- LED Screen Logo Display
- Logo Exposure on Backdrops:
  - Presentation Ceremony Backdrop
  - Commentator's Room
  - Press Conference
  - Trophy Unveiling Ceremony
  - Champions Board
  - Ticketing Booth
- Prize Money Award Rights

# AWAY BILATERAL AND ACC EVENTS SPONSORSHIP BENEFITS

## ❖ Naming Rights

- Official National team Sponsor for the event

## ❖ Logo on Jersey

- Sponsor logo will be visible on playing and training jerseys as per sponsorship package.
- Abdominal Spot – Title Sponsor
- Upper Back Spot – Powered By Sponsor

## ❖ Image & Merchandise Rights

- Hi-res images the event will be provided – 5 each Merchandise items

## ❖ Social Media Post

- During the match Sponsors Logo will be given exposure on the Cricket Board social media platforms.

# ICC EVENTS SPONSORSHIP BENEFITS

## ❖ Naming Rights

- Official National team Sponsor for the event

## ❖ Logo on Jersey

- Sponsor logo will be visible on playing and training jerseys as per:
- Leading Arm: Playing Shirts
- Abdominal Spot: Training Shirts

## ❖ Image & Merchandise Rights

- Hi-res images the event will be provided – 5 each Merchandise items

## ❖ Social Media Post

- During the match Sponsors Logo will be given exposure on the Cricket Board social media platforms.



# LOGO PRESENTATION ON JERSEY MOCKUP



Abdominal Spot



Upper Back

19



Abdominal Spot



Upper Back

AFGHANISTAN

Playing Jersey

Training Jersey

# BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA



er Chest  
**4,011,000**  
Leading Arm  
**Followers**



**775,461**  
**Followers**



Sponsor Logo  
**698,593**  
**Followers**



**714,900 K**  
**Subscribers**



**~ 4500**  
**Daily Visitors**



**ACB App**

# BID TERMS & CONDITIONS

**Eligibility Criteria:** The 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
- 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.



# BID TERMS & 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](mailto:procurement.manager@afghancricket.af), [Marketing@afghancricket.af](mailto:Marketing@afghancricket.af), [n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af)
- ✓ These documents will be acquired on/or before bid opening event scheduled at 02:00 PM, on 20<sup>th</sup> September 2025.
- ✓ 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.