



## **Afghanistan Cricket Board**

### **Tender Notice**

### **Invitation to Tender (ITT)**

### **For the**

### **Afghanistan National Teams' 2020 – 2023 Sponsorship Rights**

Afghanistan Cricket Board has published an ITT for certain sponsorship rights related to 1) National Team Sponsor 2) National “A” Team Sponsor 3) National Emerging Team Sponsor 4) National U19 Team Sponsor. The sponsorship applies for all bilateral, triangular, ACC and ICC events of the above mentioned teams from 2020-2023.

*The Sponsorship Rights package available for execution is as below:*

*All territories globally:* The above mentioned sponsorship rights includes: 1) All bilateral series of national team 2) All triangular series of national team 3) All ACC event events of national team 4) all ICC events of national team which is subject to ICC sponsorship rules and regulations. 4) All bilateral, triangular and ACC events of national A team. 5) All bilateral, triangular and ACC events of national emerging team 6) All bilateral, triangular and ACC events of national U19 team 7) All ICC events of national U19 team which is subject to ICC commercial rules and regulations.

All terms and conditions related to the tender submission and evaluation of bids eligibility requirement and performance obligations are available in the attached document. Interested companies may write to ACB by email addressed to [procurement.manager@afghancricket.af](mailto:procurement.manager@afghancricket.af) with a copy to [ceo@afghancricket.af](mailto:ceo@afghancricket.af), [dareez@afghancricket.af](mailto:dareez@afghancricket.af) and [n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af).

Bids must be submitted by 21<sup>st</sup> March 2020. The bids will be opened, evaluated and tender awarded.

ACB 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. The notice and contents are only for informational purposes.

**Afghanistan Cricket Board**



# **Afghanistan Cricket Board**

Tender for

## **Afghanistan National Teams'**

Sponsorship Rights

2020 - 2023

## Introduction

The Afghanistan Cricket Federation was established in 1995 and Afghanistan was granted affiliate membership by the International Cricket Council (ICC) in 2001. Afghanistan was granted associate membership of the Asian Cricket Council (ACC) in 2003. The president of the country issued a decree on 2<sup>nd</sup> June 2009 which made Afghanistan Cricket Board (ACB) an independent governing body for the development and promotion of the game of cricket in the country. In 2013, Afghanistan was granted Associate Member status of ICC following notable progress in different areas of administration and development of the game. Afghanistan obtained Full Membership of ICC in June 2017 to become one of the 12 Full member nations.

The rise of Afghan Cricket over the last few years has been an extraordinary story in the Cricket world. The success of the National Cricket Team has resulted in cricket being the most popular sport in Afghanistan, that has attracted a large number of fans and followers, as well as gaining considerable global attention. Cricket fans across Afghanistan have developed immense interest in the game of cricket and the National Cricket Team's participation in international Cricket is closely followed by crowds at the Stadiums and followers on Television, print media and the internet.

Cricket is more than a game of sports in Afghanistan as it has brought a hope of unity and peace to the nation that has been in war for nearly four decades. As per a survey Afghanistan has the fifth largest fan base and TV viewership in Cricket world.

## About the Afghanistan National Cricket Team

Afghanistan national Cricket team has begun its journey as an affiliate nation through member in Asian Cricket Council. The national team played its first ODI match on 19<sup>th</sup> April 2009 against Scotland winning by 89 runs. The team is currently ranked 10<sup>th</sup> ahead of Ireland and Zimbabwe I ODIs. The team has already participated in 2015 and 2019 editions of ICC ODI Cricket World Cups. Rashid Khan and Mujeebullah are considered as top spin bowlers in ODI Cricket meanwhile Mohammad Nabi is the top ranked all-rounders.

The team played its first T20I match against Ireland on 1<sup>st</sup> February 2010 which they won by 5 wickets. Since then the team has been considered as one of the top teams in T20 format which is currently ranked 7<sup>th</sup> in this format ahead of Sri Lanka, West Indies, Bangladesh, Zimbabwe and Ireland. Rashid Khan is the number one bowlers and Mujeeb is also one of the top 3 bowlers in the world. Hazratullah Zazai is 6<sup>th</sup> ranked batsman in the format and Mohammad Nabi is the highest ranked all-rounder in the world. The national team participated in 2010, 2012, 2014 and 2016 editions of the T20 World Cups and the team has already directly qualified to 2020 and 2021 of the event already based on the ranking by International Cricket Council.

The team played its first test match against top ranked India from 14<sup>th</sup>-18<sup>th</sup> June,2018 which they lost. Meanwhile, Afghanistan has won two of its four Test matches and ranked 10<sup>th</sup> in ICC test ranking which is ahead of Zimbabwe and Ireland.

## National Team Performance:

- Afghanistan National Cricket Team has improved significantly over the last four years breaking into top 10 ranking in both ODIs and T20Is.
- Afghanistan's winning percentage has increased over the years despite facing tougher oppositions in 2017, 2018 and 2019.

YEAR	2015			2016			2017			2018			2019		
Format	T20I	ODI	First Class	T20I	ODI	First Class	T20I	ODI	First Class	T20I	ODI	Test	T20I	ODI	Test
Played	11	17	2	15	11	2	10	15	3	7	20	1	10	20	3
Won	9	8	1	11	5	2	7	8	3	7	12	0	7	4	2
Lost	2	9	0	4	6	0	3	7	0	0	7	1	3	16	1
Tie	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Drawn	0	0	1	0	0	0		0	0	0	0	0	0	0	0
Win %	82%	47%	50%	73%	45%	100%	70%	53%	100%	100%	60%	0%	70%	20%	66.6%

## Commercial Interest and Sponsorship

The rise of Afghan cricket and national cricket team players has resulted in considerable interest from the business sector both within Afghanistan and abroad. The success and popularity of the Afghanistan National Cricket Team, commercial interest in Afghanistan cricket has increased immensely over the last few years.

Supreme, Etisalat Afghanistan, NFC and Alokozay Group of Companies are some of the companies that have worked with the Afghanistan Cricket Board as the "Main Team Sponsor of Afghanistan National Cricket Team" through the years. The platform of Cricket has played a great role in the business success of the above mentioned companies.

The Afghanistan Cricket Board (ACB) is currently seeking to receive proposals from reputable companies, LLCs and Joint Ventures for the "Team Sponsor of Afghanistan National Cricket Team" from 2020-2023 period. The proposal terms and conditions applies to National A, National Emerging and National U19 teams as well. Unless other defined elsewhere, capitalized abbreviations and terms used in the RFP has the meaning set in the Appendix A.

## Sponsorship objectives:

### 1. Gaining Publicity

Afghanistan national cricket team Sponsorship provides an opportunity to create publicity in the news media. Worldwide cricketing events such as ICC events (including ICC Cricket World Cup & ICC T20 Cricket World Cup), ACC events (including Asia Cup, Emerging Teams Asia Cup and U19 Youth Asia Cup), bilateral series and triangular series provide the platform for global media coverage. Millions of people watch these events around the world that are televised on various TV Channels. Sponsorship of the National Teams during such events can provide brand exposure to millions of people.

## 2. Fostering Favorable Brand and Company Associations

Sponsoring an ICC Full Member Cricket Team during mega cricket events ensures almost instant international recognition. There is a huge amount of prestige associated with sponsoring such big teams and the sponsoring companies' credibility soars up.

## 3. Improving Community Relations

Sponsoring Afghanistan National Cricket Team will always help the community where the team function is always a good idea. Developing National Team is the most usual sponsorship objective for both industrial and consumer companies. These are such opportunities to help a community.

## 4. Creating Promotional Exposure

Name and Logo of the company will be given exposure on jerseys of players in all National Teams. This is especially important when there are many companies sponsoring the event, where the brand can be consumed during the event, it provides an opportunity for customers to sample brands.

## Sponsorship Benefits:

National teams sponsorship include the following benefits and will cover all tours undertaken by the National Cricket Team, National A Team, National Emerging Team and National Under-19 representing the country in both ACC and ICC events and bilateral series during the agreement period:

- 1. Naming rights:** The sponsor will be have the exclusive naming right as "National Teams Sponsor of the Afghanistan Cricket Board".
- 2. Logo on players' kit:** The National teams sponsor's logo will be displayed highly visible on all clothing worn by National, A, Emerging & Under 19 players' jerseys during the following events:
  - A. The National teams sponsor logo will appear in a prominent position (Abdomen area) of playing jerseys and training kits during ACC events, bilateral series and triangular series.
    - ACC events (including Asia Cup, Emerging Teams Asia Cup and U19 Youth Asia Cup)
    - Bilateral series ([FTP 2020-2023](#) included at the end of this package)
    - Triangular series



B. The National teams sponsor's logo will appear in a prominent position (leading arm area) of playing and training kits during ICC events which will be subject to ICC clothing guidelines.

- **ICC events ( including ICC Cricket World Cup & ICC T20 Cricket World Cup)**



### **3. Branding on Backdrop:**

The National teams sponsor's logo will be displayed highly visible on backdrops used for conference halls, pre- and post-match presentation ceremonies and commentary box during the ACB Bilateral series (FTP 2019-2023 included at the end of this package).

### **4. Exposure in ACB publications and print media:**

The ACB and National teams Sponsor's partnership and logo will be given exposure on ACB's Publications including:

Tournament Flyer/Brochure/Fixture/Entry Tickets: Advertisement spot for branding in league/tournament flyer, match tickets, brochure & fixture (promotional handouts) during the ACB's hosted/owned international & domestic leagues/tournaments.

Advertisement in ACB official magazine & ACB annual report: Advertisement in the Afghan cricket magazine of ACB and article on ACB-main Sponsor Partnership in ACB annual report for the duration of this agreement.

### **5. Exposure in ACB social and digital media:**

The ACB and National teams Sponsor's partnership and logo will be given exposure on ACB's social and digital media including:

- [www.cricknet.af](http://www.cricknet.af) : Official ACB website
- [www.facebook.com/AfghanistanCricketboardofficial](https://www.facebook.com/AfghanistanCricketboardofficial): Official Facebook page of ACB with over 2.4 million fans. Overall, ACB Facebook page is in top 10 list in Afghanistan in terms of followership.

- [www.twitter.com/ACBofficial](https://www.twitter.com/ACBofficial): The official twitter account of Afghanistan Cricket Board with 387,000 followers.
- **Instagram**: The official ACB Instagram account has over 210,000 followers and are on the rise rapidly.

The screenshot shows the Afghanistan Cricket Board website. The main banner features a match between Afghanistan and Ireland, with the text '3 T20I Series 2020' and dates '6th, 8th, 10th March'. A countdown timer indicates the next match begins in 19 days, 00 hours, 06 minutes, and 01 seconds. The website includes a navigation menu with links for HOME, ABOUT ACB, DEVELOPMENT, MEDIA, MATCH CENTER, TEAMS, and OPPORTUNITIES. Below the header is a 'LATEST Events' section with four article cards:

- Afghanistan Premier League postponed d...**: Rahmanullah Gurbaz from Afghanistan became the player of the tournament for the Tri-series between A...
- Can Afghanistan withstand big-match pr...**: The question mark hanging over Rashid Khan's availability for the T20I tri-series final on Tuesday c...
- The debut-ant becomes player of the to...**: Rahmanullah Gurbaz from Afghanistan became the player of the tournament for the Tri-series between A...
- Zimbabwe aim to make it a memorable fa...**: This game is the first of two dead rubbers in this tri-series, but try telling that to Hamilton Masa...

## 6. National players' photography sessions:

ACB National teams Sponsor's will have the non-exclusive rights to the participation of players in a reasonable number (Minimum 4 four players) of events including advertising, marketing, photo opportunities, product promotions, inaugurations, customer visits. The ACB obliges to ensure that players participate in the promotional events twice a calendar year.

## 7. Match-day tickets:

The National teams Sponsor's will be provided with match-day tickets for company executives including corporate hospitality tickets during international bilateral series hosted by ACB. This will not include airfares, accommodation or any other costs.

## 8. Other sponsorship benefits:

- The ACB grants National teams Sponsor the right to the use of the title “National teams Sponsor of ACB” for use in all of its marketing, advertising, promotions and activities associate for the duration of this partnership.
- This right may be exercised in advertising, marketing, events and promotions, including its use on your websites.
- In addition, national team sponsor will be given the first right of proposal for the upcoming commercial partnership opportunities and top priority in all lists of ACB commercial partners.

## Afghanistan National Cricket Team's complete Future Tour Program from 2020 till 2023:

Year	Month	Opponent(s)	Home/Away	Test	ODIs	T20Is	Remarks	
2020	September	Asia Cup 2020 (Venue TBC)						
	October	ICC T20 Cricket World Cup (Australia)						
	November	Australia	Away	1				
2021	Jan/Feb	Ireland	Home	1	3	3		
	Feb/March	Zimbabwe	Home	2		3		
	July/Aug	Sri Lanka	Away		3	3		
	August	UAE	Home		2			
	September	India	Away		3			
	September	Pakistan	Home		3			
	October	Triangular series Between Afghanistan, Australia and West indies						
	October/November	ICC T20 Cricket World Cup (India)						
	Dec/Jan	Zimbabwe	Away	1	3	2		
	2022	January	Netherlands	Home		3	3	
Feb/March		Bangladesh	Away		3	3		
March		Australia	Home		3			
July/Aug		Ireland	Away	1	3	3		
September		Asia Cup 2022 (Venue TBC)						
September		Australia	Home	1				
2023	January	New Zealand	Home		3			
	January	West Indies	Home		3			

## Afghanistan National Under-19 Future Tour Program from 2020 till 2023:

Year	Month	Opponent(s)	Home/Away	Test	ODIs	T20Is	Remarks	
2020	January	U-19 CWC 2020 (Venue TBC)						
	October	U-19 Asia Cup 2020 (Venue TBC)						

## Afghanistan National A team future tour program from 2020 till 2023:

Year	Month	Opponent(s)	Home/Away	Test	ODIs	T20Is	Remarks	
2020	TBC	National A team will face Bangladesh, Sri Lanka and India in different Series.						



## Bid terms and conditions:

### 1. Restrictions

Any 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 the tender process and submit bids.

### 2. Eligibility Criteria

The Company or LLC must be in operation for at least 03 (three) years in a reputable business. Companies related to Tobacco, liquor brands (Surrogated & Non-Surrogated) and Betting are not eligible. Local brands and Afghanistan-based companies will be given preference. The EOI needs to be accompanied with the following documents:

1. Bank Solvency Certificate along with bank Statement.
2. Updated Trade License Copy.
3. VAT/ GST Registration Certificate.
4. TIN Certificate
5. Company Profile and Individual Directors' / Owners' Profile.
6. Memorandum of Association and Articles of Association.
7. In case of Consortium Notarized consortium Agreement.
8. Updated financial audit report (in case of consortium each member's financial audit report needs to be submitted individually).

### 3. Financial Offer

The interested parties shall submit a financial offer along with proof of their eligibility to the following location or by email no later than 21<sup>st</sup> March 2020 (11.59 PM AFT).

- Bid Documents may be acquired on working days during office hours from 8:00 a.m. to 5:00 p.m. till 21<sup>st</sup> March 2020.
- Technical and financial proposals should be submitted in the manner set forth in the Bid Documents.

#### **Afghanistan Cricket Board**

Kabul International Cricket Stadium, Khan Abdul Ghani Road, Kabul, Afghanistan.

Email to: [procurement.manager@afghancricket.af](mailto:procurement.manager@afghancricket.af)

Cc: [dareez@afghancricket.af](mailto:dareez@afghancricket.af)  
[n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af)  
[ceo@afghancricket.af](mailto:ceo@afghancricket.af)

ACB reserves the right to cancel the entire process and/or modify, add or alter the terms of the EOI and/or the conditions by issuing notice(s)/addendum(s) at any time prior to the bid and to reject any or all offers at its sole discretion, without assigning any reasons whatsoever.

Thank you for taking the time to consider ACB **National Teams Sponsorship**. We hope there is something here to fit the needs and budget of your organization; but if there is anything we haven't thought of or you would like us to add please do get in touch with us through email above.

## Appendix A

### Definitions and Interpretations

<b>ACB</b>	Afghanistan Cricket Board
<b>ICC</b>	International Cricket Council
<b>ODI</b>	One Day International
<b>T20I</b>	Twenty Twenty International
<b>ACC</b>	Asian Cricket Council
<b>LLC</b>	Limited Liability Company
<b>RFP</b>	Request for Proposal
<b>World cup</b>	A 50-over multi-national Cricket event conducted by International Cricket Council every four years.
<b>T20 world cup</b>	A 2-over Cricket event conducted by International Cricket Council
<b>Bilateral series</b>	A Cricket series of specific number of matches played between two team based on mutual understanding.
<b>VAT</b>	Value Added Tax
<b>TIN</b>	Tax Identity Number
<b>GST</b>	Good and Services Tax
<b>Triangular Series</b>	A cricket tournament among three national under hosting of a specific nation and in ODI/T20I format