



GENERAL GUIDELINE

OFFICIAL PARTNERSHIP RIGHTS

- 1. OFFICIAL BEVERAGE PARTNER (CAARBONATED BEVERAGE ONLY)**
- 2. OFFICIAL DRINK PARTNER (MINARAL WATER ONLY)**
- 3. OFFICIAL ICECREAM SELLING PARTNER.**

BANGABANDHU BANGLADESH PREMIER LEAGUE T20 – 2019 (Bangabandhu BPL T20 2019)

A) INTRODUCTION:

The BPL Governing Council of Bangladesh Cricket Board (BCB) organizes a franchisee based domestic Twenty20 cricket tournament under the brand name BANGLADESH PREMIER LEAGUE T20 in Bangladesh since 2012. The tournament assists in development and enhances the skill of local players as they will get the opportunity to play, learn and share experience from the international cricketers.

After successful completion of 06 (Six) editions of the tournament, this year the BCB has decided to organize the 7th Edition of BPL T20. This 7th edition will be considered as a special edition of the event to commemorate the birth Centenary of Founding Father of the Nation Bangabandhu Sheikh Mujibur Rahman.

B) BRIEF OF BANGABANDHU BANGLADESH PREMIER LEAGUE T20 2019:

CONCEPT:

All the participating teams will be owned and managed directly by the BCB . For avoidance of doubt, all the expenditure of a team i.e. Players and Team Management staffs remuneration, logistics, accommodation; Team Kits etc. will be borne by the BCB.

The BCB will involve Team Sponsors to be associated with the BCB to manage the teams and to assist BCB for successful completion of this special edition of BPL T20 2019.

C) TOURNAMENT NAMING:

The 7th edition has been named as **Bangabandhu Bangladesh Premier League T20 2019** (Bangabandhu BPL T20 2019).

D) TENURE:

The tenure of the OFFICIAL PARTNERSHIP RIGHTS shall be for period of 01 edition only i.e. Bangandhu BPL T20 2019 (7th edition of BPL T20).

E) COMMENCEMENT:

Bangandhu BPL T20 2019 is tentatively scheduled to be held from 11th December 2019 to 17th January 2020. The opening ceremony of the tournament scheduled to be staged on or around 8th of December 2019.

F) PARTICIPATING TEAMS:

Seven (07) Participating Teams in BANGABANDHU BANGLADESH PREMIER LEAGUE T20 2019 are as follows:

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|----------------------------|--------------------|
| 1. Chattogram Challengers. | 5. Rajshahi Royals |
| 2. Cumilla Warriors. | 6. Rangpur Rangers |
| 3. Dhaka Platoons. | 7. Sylhet Thunder. |
| 4. Khulna Tigers. | |

G) TOTAL MATCH:

A total of 46 matches will be played throughout the tournament (if 07 teams are participating).

H) VENUE :

1. Sher e Bangla National Cricket Stadium (SBNCS), Dhaka.
2. Zohur Ahmed Chowdhury Stadium (ZACS), Chattogram.
3. Sylhet International Cricket Stadium (SISC), Sylhet.

I) ELIGIBILITY CRITERIA FOR OFFICIAL PARTNERSHIP RIGHTS

1. Companies related to Tobacco, Alcohol (surrogated & Non-Surrogated), Betting, Online Betting shall not be eligible to participate in the bidding process.
2. Any persons or entities with an existing unresolved dispute with BCB or ICC on a point of law or fact shall be ineligible to acquire the abovementioned rights or to participate in the bidding process.

J) AREA OF RIGHTS FOR OFFICIAL BEVERAGE. WATER, & ICECREAM SELLING PARTNERSHIP RIGHTS

1. The Official FFICIAL BEVERAGE. WATER, & ICECREAM SELLING PARTNERSHIP RIGHTS are valid for period of 01 edition only i.e. Bangandhu BPL T20 2019 (7th edition of BPL T20).
2. There shall be no "Exclusivity" in the OFFICIAL BEVERAGE. WATER, & ICECREAM SELLING PARTNERSHIP RIGHTS and under any circumstance; the BCB shall have the right to obtain any sponsor at its sole discretion.
3. The Partnership Rights shall not include any additional branding tools/items as detailed in the General Branding Guideline.
4. BCB reserves the right to cancel, change, modify or add any clause, terms and conditions at any time, any stage at its sole discretion.

K) RESTRICTIONS:

1. The Official Partnership Rights shall include OFFICIAL BEVERAGE PARTNER (CARBONATED BEVERAGE ONLY), OFFICIAL DRINK PARTNER (MINARAL WATER ONLY) and OFFICIAL ICECREAM SELLING PARTNER.
2. The BCB shall have the right to take any sponsor or partner (i.e. including but not limited to Team Sponsor, ISP Partner, Title Sponsor, Beverage Partner, Team Kits Partner, Ticket Selling Partner,

National Cricket Academy Sponsor, Hospitality Partner, Education Partner etc.) at any stage during the contractual period. The BCB reserves the rights to obtain any sponsor at its sole discretion.

3. There shall be no “Brand Exclusivity” in the Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).
4. The BCB shall have right to claim for any act by OFFICIAL BEVERAGE PARTNER (CARBONATED BEVERAGE ONLY), OFFICIAL DRINK PARTNER (MINARAL WATER ONLY) and OFFICIAL ICECREAM SELLING PARTNER the contractual period in case of any breach or violation (i.e. unauthorized usages of players or their images or their likeness or National Team kits etc.) of the contract that affects BCB’s Image and/or financial loss.

L) DELIVERABLES:

OFFICIAL BEVERAGE PARTNER (CARBONATED BEVERAGE ONLY):

OFFICIAL BEVERAGE PARTNER shall provide minimum supply of the following beside the right fees.

Sylhet Venue			
SL No	Items	Quantity (Case)	Remarks
1	Beverage	700	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	12	

Chattogram Venue			
SL No	Items	Quantity (Case)	Remarks
1	Beverage	750	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	12	

Dhaka Venue			
SL No	Items	Quantity (Case)	Remarks
1	Beverage	2200	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	16	

OFFICIAL DRINK PARTNER (MINERAL WATER ONLY):

OFFICIAL DRINK PARTNER shall provide minimum supply of the following beside the right fees.

Sylhet Venue			
SL No	Items	Quantity (Case)	Remarks
1	Mineral Water	900	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	15	

Chattogram Venue			
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SL No	Items	Quantity (Case)	Remarks
1	Mineral Water	1400	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	12	

Dhaka Venue			
SL No	Items	Quantity (Case)	Remarks
1	Mineral Water	4800	24 nos. 250ml bottles in each case
2	Fridge (Temporary Installation)	16	

OFFICIAL ICECREAM SELLING PARTNER:

OFFICIAL ICECREAM SELLING PARTNER shall provide minimum supply 50 Boxes (each box of 24 Ice Cream – varies flavor & Items) each match day beside the right fees.

Note: there are 25 match days in the Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).

M) EOI PROCESS

1. Interested party can apply for all 03 (Three) rights or only single partnership rights by sending EOI letter along with financial offer.
2. After the submission of EOI by the interested parties, the required documents and financial offer (that is mentioned in the Press Advertisement dated on November 22, 2019, Ref. No: BCB/BPL GC/BBPL T20/2019/751) shall be evaluated by the BCB.
3. Among the interested parties, only highest financial offerer shall be awarded the any of the Official Partnership Rights.
4. Conditional offers are not accepted and in such cases conditional bidders shall be considered as automatically disqualified from the bidding process.
5. BCB reserves the right to reject, accept or further negotiate any or all offers.

N) LETTER OF INTENT (LOI), LONG FORM AGREEMENT (LFA) & PAYMENT MODULE:

1. A LOI will be awarded to the successful Bidder on or before 5th December 2019 by the BCB as a confirmation of holding the any of the Official Partnership Rights for Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).
2. In consideration of the grant of the exclusive Rights by BCB, the successful EOI Participant shall pay to BCB the Rights Fee in full amount (Net of taxes and any other deduction) by issuing Pay Order or Cheque in favor of BCB- Bangladesh Premier League T20 (Dhaka Bank Limited / AC No : 205.150.1634) within 03 (three) Days from the date of receiving LOI (Letter of Intent).

O) CANCELLATION/RESCHEDULING OF MATCHES/TOURNAMENT:

1. BCB shall not be liable for any cancellation or rescheduling (including but limited to curtailed over match, change of venue, change of format, change of opponent, change of match timing & date etc.) of Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) during the tenure of this Agreement on account of inclement weather, rain, bad light or for any other reason whatsoever that is beyond the control of BCB, either without a ball being bowled or after the match has commenced for a specific period of time.

P) TERMINATION:

1. Both parties reserve the right to terminate the agreement:

by mutual written agreement of the Parties.

by giving a 30 (Thirty) days prior written notice to the other party in case of breach of any representation and/or warranties made in this Agreement which is not cured within 7 days of receipt of written notice intimating such breach by the concerned party.

2. The successful EOI Participant reserves the right to terminate the agreement upon service of 90 (Ninety) days prior written notice without assigning any reason upon advance payment of the sponsor fees for the outstanding period. In such case scenario the successful EOI Participant shall pay 20% of the total offered value (that is accepted by BCB) as a penalty.
3. BCB reserves the right to terminate the agreement by giving 90 (Ninety) days written notice to the successful EOI Participant without assigning any reason whatsoever.

Q) BRANDING OPPORTUNITY

OFFICIAL BEVERAGE PARTNER (CARBONATED BEVERAGE ONLY):

1. Branding opportunity in Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) - Logo exposure on Beverage Trolley. However, there will be an additional drinks trolley of "Drink's Partner" shall enter inside the ground during the drinks break along with the Official Beverage's drink trolley.
2. Displaying Official Beverage's branded bottle on the head table of all media conferences during Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).
3. Logo exposure on match day on the following items:
 - i) Beverage bottles
 - ii) 25 Umbrella (Size, Design and placement to be determined by the BCB)
 - iii) A maximum 20 refrigerators (placement to be determined by the BCB)
4. In-Stadia Branding Rights – 01 Perimeter boards (Static or digital or digitally as per ratio) in Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) .The size of the board is:

Height 1 m X Length 6 m (2 pieces of 1 m X 3 m can be displayed on the ground)

Note : In case of digital LED boards 1.43% of the advertisement impressions will be displayed during each match.

5. "Official Beverage" status.

6. Branding opportunity is press conferences:

- i) Official Beverage Declaration Press Conference and Backdrop branding
- ii) Pre-Match and Post-Match Interview Backdrop Branding
- iii) Flash Interview Backdrop Branding
- iv) Post-Match Presentation Backdrop Branding
- v) Post-Match Prize Giving Ceremony & Backdrop Branding

OFFICIAL DRINK PARTNER (MINARAL WATER ONLY)

1. Branding opportunity in Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) - Logo exposure on Drinks Trolley. However, there will be an additional drinks trolley of "Beverage Partner" shall enter inside the ground during the drinks break along with the Official Drink's drink trolley.

2. Displaying Official Drink's branded bottle on the head table of all media conferences during Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).

3. Logo exposure on match day on the following items:

- i) Drinking bottles
- ii) 25 Umbrella (Size, Design and placement to be determined by the BCB)
- iii) A maximum 20 refrigerators (placement to be determined by the BCB)

4. In-Stadia Branding Rights – 01 Perimeter boards (Static or digital or digitally as per ratio) in Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) .The size of the board is:

Height 1 m X Length 6 m (2 pieces of 1 m X 3 m can be displayed on the ground)

Note : In case of digital LED boards 1.43% of the advertisement impressions will be displayed during each match.

5. "Official Drink" status.

6. Branding opportunity is press conferences:

- i) Official Drink Declaration Press Conference and Backdrop branding
- ii) Pre-Match and Post-Match Interview Backdrop Branding
- iii) Flash Interview Backdrop Branding
- iv) Post-Match Presentation Backdrop Branding
- v) Post-Match Prize Giving Ceremony & Backdrop Branding

OFFICIAL ICECREAM SELLING PARTNER

1. Branding Exposer via setting up Branded Ice-cream Refrigerator or Ice-creaming Selling Kiosk at all gallery of the respective venue of the BBPL T20 2019 Tournament. (number of Ice-cream Refrigerator or Ice-creaming Selling Kiosk shall be determined by BCB at its sole discretion)

2. Logo exposure on match day on the following items:

- ii) 10 Umbrella (Size, Design and placement to be determined by the BCB)

- iii) A maximum 20 refrigerators (placement to be determined by the BCB)
3. In-Stadia Branding Rights – 01 Perimeter (Static or digital or digitally as per ratio) in Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) .The size of the board is:
- Height 1 m X Length 6 m (2 pieces of 1 m X 3 m can be displayed on the ground)
- Note : In case of digital LED boards 1.43% of the advertisement impressions will be displayed during each match.
4. “Official ICE Cream Selling Partner” status.
5. Branding opportunity is press conferences:
- i) Official ICE Cream Selling Partner Declaration Press Conference and Backdrop branding

R) REGULATIONS

The Official Partnership Rights Holder shall be liable at all time to ensure:

- i) Installation, maintenance, transport, movement, repair, rebuild, replace, execute, customize, removal of all the brandings mentioned above.
- ii) All the costs related to installation, maintenance, transportation, movement, repair,, rebuild, replacement, execution, customization and removal of all the brandings mentioned above.

S) COMPLEMENTARY BENEFITS

BCB shall provide the following facilities to the Official Partnership Rights Holder as listed below:

- i) The sponsor shall get five (05) Gallery Tickets for each match of Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) in the designated venue during the contractual period on a complementary basis.
- ii) In addition to that, the sponsor shall have option to buy five (05) Gallery Tickets for each match of the Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019) in the designated venue during the contractual period at its face value subject to availability of the tickets . Such requirements must reach BCB (via official email or official letterhead) at least seven (07) working days prior to the first match of the Bangabandhu Bangladesh Premier League T20 2019 (Bangabandhu BPL T20 2019).

The BCB reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason. Further, BCB also reserves the right to cancel the entire EOI process and / or modify, add or alter the terms of the document and/ or the conditions for EOI by issuing an addendum(s) at any time prior to the submission of the EOI.

Chief Executive Officer
Bangladesh Cricket Board
