

General Guidelines

For
Submission of Expression of Interest (EOI)

Title & Other Sponsorship Rights

of

MUJIB 100 T20 CUP BANGLADESH 2020
(Asia All Star XI vs Rest of the World XI)

Scheduled on 21st & 22nd March 2020

Expression on Interest (EOI) – Title & Other Sponsorship Rights Mujib 100 T20 Cup Bangladesh 2020 – Asian All Star XI Vs Rest of the World XI



Bangladesh
Cricket Board

Ref No: BCB/MKT&Commercial/Mujib100T20 / 2020/56

Date: 04th February 2020

The Bangladesh Cricket Board (BCB) hereby invites financial offers from reputed Companies / Corporate Houses / Firms / Agencies for Title & Other Sponsorship Rights of 02 T20i matches between Asia All Star XI & Rest of the World XI tentatively scheduled on 21st & 22nd of March 2020 in Dhaka, Bangladesh to commemorate birth centenary of the founding father of the Nation Bangabandhu Sheikh Mujibur Rahman and the said event shall be called “MUJIB 100 T20 CUP BANGLADESH 2020”.

Sponsorship Rights:

- 1) Title Sponsorship Rights
2. Co-Sponsorship Rights
3. Associate Sponsorship Rights
4. In - Stadia Branding Rights (Ground / Perimeter Boards, Mid - Wall, Sight Screens, Score Boards, Boundary Rope, Pitch Mat, Bowling Ends, Umbrella, Stumps Brandings, Dugout Branding, Roman Banners, Presentation Backdrop Branding etc.)
5. Official Carbonated Beverage.
6. Official Mineral Water.
7. Official Energy Drinks.
8. Official Strategic Time-out.
9. Official Umpires' Attire Sponsor.
10. Team Attire Sponsor (Asia All Star XI & Rest of the World XI) & other sponsorship.

Non-Eligibility:

- i. Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, online betting shall not be eligible to participate in the EOI Process.
- ii. Any person(s) or entities / companies with an existing unresolved dispute (i.e. Financial, Disciplinary and any other) with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI Process.

EOI Submission Procedure:

A document detailing sponsorship rights / BCB requirements / Guideline in relation to the submission of EOI procedure will be available at BCB management office and the BCB official website: www.tigercricket.com.bd

The EOI must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **Monday 17th February 2020** to be addressed to: **Chief Executive Officer, Bangladesh Cricket Board**. Interested overseas participant may submit the EOI electronically via email at mujib100@bcb-cricket.com

The following documents must be submitted along with the EOI:

- a) Latest auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually).
- b) Bank Solvency Certificate along with Bank Statement.
- c) Updated VAT registration certificate, Trade license and Tax Identification Number (TIN) Certificate or similar documents.
- d) Company Profile and Individual Directors' / Owners' Profile.
- e) Memorandum and Article of Association along with Certificate of Incorporation or similar constitutional documents.
- f) In case of consortium Notarized consortium Agreement.

The BCB 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 and to reject any or all offers at its sole discretion, without assigning any reason whatsoever.

Chief Executive Officer

Bangladesh Cricket Board

Sher-E-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216

Tel: +880 2 8031001-4, Fax: 803 1199

A. INTRODUCTION

BANGLADESH CRICKET BOARD, an affiliated sports organization, having the authority to regulate and promote the game of cricket in Bangladesh and having its Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 (hereinafter referred to as “**BCB**”), hereby invites offer from reputed Companies/ Corporate Houses/ Firms/ Agencies for acquiring the Title & Other Sponsorship Rights for 02 (two) T20i matches between Asia All Star XI & Rest of the World XI Tentatively scheduled to be held on 21st & 22nd March 2020 in Dhaka , Bangladesh to commemorate the Birth centenary of the Founding Father of the Nation Bangabandhu Sheikh Mujibur Rahman and the said event will be called “ **MUJIB 100 T20 Cup BANGLADESH 2020**”.

B. TENTATIVE SCHEDULE:

02 (Two) T20i matches scheduled to be held on 21st & 22nd March 2020.

C. VENUE:

All the T20i matches will be played in Sher-e-Bangla National Cricket Stadium, Mirpur -2, Dhaka 1216, Bangladesh.

D. PARTICIPATING TEAMS:

02 (Two) T20i matches will be played between **Asia All Star XI & Rest of the World XI**.

E. PARTICIPATING PLAYERS:

International elite players around the globe will take part in **MUJIB 100 T20 Cup BANGLADESH 2020** on behalf of Asia All Star XI & Rest of the World XI.

F. Area of Rights:

- I. The Title & Other Sponsorship Rights is valid only for 02 T20i matches between Asia All Star XI & Rest of the World XI of Mujib 100 T20 Cup 2020 which is tentatively schedule to be held on 21st & 22nd of March 2020 in Dhaka, Bangladesh.
- II. There shall be no “Exclusivity” in the Title & Other Sponsorship Rights under any circumstance and the BCB shall have the right to obtain any other sponsor at its sole discretion. The interested parties may quote financial offers for individual sponsorship rights or all sponsorship rights listed in the EOI.
- III. The Sponsorship Rights shall not include any additional branding tools/items as detailed in the General Branding Guideline.
- IV. BCB reserves the right to cancel, change, modify or add any clause, terms and conditions at any time and at any stage at its sole discretion.

G. SPONSORSHIP RIGHTS BENEFITS:

- a. **Series Naming Rights:** The successful bidder shall have the right to monetize the naming rights of Mujib 100 T20 Cup 2020. The event logo shall contain Sponsor's Logo. The creative artwork of such logo shall require BCB's approval at the design phase. The sponsor of the event shall be declared as the "Title Sponsor" of the series.
- b. **Co-Sponsorship Rights:** The successful bidder shall have the right to be Co-Sponsor of Mujib 100 T20i Bangladesh 2020.
- c. **Associate Sponsor:** The successful bidder shall have the right to monetize the "Powered By" or "In Association With" or "Presented By" or "Brought to You By" naming rights along with the Title Sponsorship of the home series. The event logo shall contain Associate Sponsor's Logo. The creative artwork of such logo shall require BCB's approval at the design phase along with the Title Sponsor.

d. In - Stadia Branding Rights:

- i. **Ground Perimeter Board Branding:** Forty (45) ground perimeter boards (static or Digital) are permitted on the ground outside the boundary rope. The distance from the boundary rope to the perimeter boards shall be determined by the match referee (i.e. such boards can be placed in front of the sightscreens/ 10 feet behind the boundary rope) around the ground. The sponsor should bear in mind that the placement of the boards shall be determined by the BCB.

Size: The Sponsor can use following measurement in order to plan their production. Measurement of the Ground Perimeter Board should be: 6m x 1m (Each board consists of 2 units of the size 3m x 1m)

Position: Out of 45 boards, 18 boards to be placed on the both of the bowling ends. A maximum of Nine (09) boards (6m x 1m) can be placed on one bowling end (i.e. each side of the wickets). Such boards shall be placed in front of the sight screen of each bowling end. The position of the Team Sponsor's Perimeter boards shall be placed next to the perimeter boards of the Title Sponsorship & Ground Branding Rights Sponsor. The rest of the two boards will be equally split and to be placed on the each of the mid-wicket position as per BCB discretion.

- ii. **Mid-Wall branding:** The sponsor is allowed to put their branding/display advertisements on the Mid-wall section or first tier around the stadium's gallery including hospitality area as per BCB discretion.

Branding Opportunity: The Sponsor shall use light weight fabricated (iron) boards attached on the Mid-Wall or First tier of the stadium's gallery.

Size: The Sponsor may apply following measurement in order to make their production.

The Mid-Wall board's measurement should be within 15ft x 4ft and 20ft x 4ft approximately

Units: Subject to tier's length (The total running length of the wall will be 2000 ft approximately for SBNCS venue, Mirpur, Dhaka only. However, space for the BCB's designated stand names (i.e. Shahid Jewel stand, Shahid Mushtaq stand, etc.) and sight screen area shall be protected and reserved as per BCB discretion.

- iii. **Sight Screen Branding:** Two sight screens (Tri vision or Digital LED) will be used (one at each end of the ground behind the wickets and the boundary rope) to help the batsmen see the ball more clearly.

Branding Opportunity: The Sponsor shall have the right to put at least two on each side (4 advertisements on the both sight screens) of the Tri-vision or more if Digital LED sight screens are used.

Size: Advertisement space and size of the screens will be determined by BCB.

N.B: Advertising shall not contain flashing or flickering images and particular care should be taken by the operators that the advertising is not changed at a time which is distracting to the batsman.

- iv. **Boundary Rope Branding:** The boundary is the edge of the playing field, or the physical object marking the edge of the field, such as a rope.

Branding Opportunity: The Sponsor shall have the right to put their branding on the rope. The standard/quality of such branding tools must meet BCB requirement and should be aligned as per grounds' boundary rope's size. The opportunities are as follows:

The distance from the boundary rope to perimeter board should be at least 10 ft (such distance may change time to time as per ICC guideline).

The sponsor is allowed to put their branding on the boundary rope (in front of perimeter boards) around the entire ground.

Size: The ideal size of the each of the panels of the entire boundary rope is 40 inch x 15 inch approximately.

Units: The total running length of the boundary rope is 700 ft. approximately.

- v. **Mid-Wicket Pitch-Mat Branding:** The sponsor shall have the right to have its logo or trademark painted on mats on Mid-wicket (each side).

Size: The following dimensions can be followed to plan for production: 30ft x 4ft (Each Mat)

Units: A maximum 3 (Three) Pitch Mats can be used at one side. Total 6 (Six) Pitch Mats can be used.

Position: Mid-wicket of both sides as per ICC guideline and subject to match referee's approval.

N.B: No advertising to be placed within the 30 yard (27.50 meters) of the circle.

- vi. **Umbrella Branding:** Branding umbrellas are permitted outside the boundary rope for photo journalists, grounds men and in front of team dressing rooms for the players as per instruction of the match referee.

Size: The size of the umbrella has to be at least 56 inch from base.

Units: A Maximum of 15 Umbrellas will be permitted during the matches. The positioning & placement of such umbrellas shall be determined by BCB.

- vii. **Stumps Branding:** The stumps are three vertical posts that are installed into the ground, and topped with two bails while playing cricket.

Branding Opportunity: The Sponsor shall have the right to put their branding on the Stumps. The opportunity is as follows:

Stumps can be fully covered with branded sticker. The both ends' stumps shall hold the sponsor's logo (Sticker).

Size: The Sponsor can use following guidelines:

The sponsor must follow ICC's standard guideline for stump branding.

Units: A total number of six (6) stumps to be used at a time during the matches (each of the both ends will have three).

- viii. **Players' Dug out Branding:** A player dug out is a place where the players sit and relax till their time to enter inside the boundary of the field. The sponsor will have right to advertise their logo/brand name inside/around the designated dugout.

Size: As per BCB discretion.

Units: There are two dugouts in the field (both can be used for advertisement purpose)

- ix. **Manual Score Board:** A "Manual Score Board" is a large informative scoreboard for publicly displaying the score in a game, which is operated manually by the scorers. It is quick and easy to change score, have excellent visibility. In cricket, a Manual Score Board is used as a minimum display the batting team's score, wickets fallen, the opposition's totals, overs remaining, extras, the bowlers currently on and details of the last wicket etc.

Branding Opportunity: The Sponsor shall have the privilege to advertise on the manual scoreboard. The opportunities are as follows:

External branding (4 side: Left, Right, Upper & Lower) on manual scoreboard for SBNCS, Dhaka.

Size: The Sponsor can use following measurement in order to plan their production.

Four sides of the Manual Score Board can be used for advertising. Measurements are as follows:

- a. Top of the Manual Score Board should be: 41.5ft X 2ft
- b. Bottom of the Manual Score Board should be: 41.5ft X 2ft
- c. Left side of the Manual Score Board has to be: 24.5ft X 2ft
- d. Right side of the Manual Score Board has to be: 24.5ft X 2ft

- x. **Roman Banner:** Long Roman Banners to be installed in front of the external structure of stadium by the sponsor as per BCB discretion.

Size: The Sponsor can use following measurement to make their branded Roman Banner: 30ft. X 5ft.

Units: A total number of Eight (08) Roman Banner to be used during the matches

Position: As per BCB discretion

- xi. **Backdrop Branding:** Event sponsor's logo will be on the event backdrops at all time along with BCB sponsor partners on the following occasions:

- a. Sponsorship Declaration Press Conference and Backdrop branding
- b. Pre-Match and Post-Match Interview Backdrop Branding
- c. Flash Interview Backdrop Branding
- d. Post-Match Presentation Backdrop Branding
- e. Post-Match Prize Giving Ceremony & Backdrop Branding
- f. Such backdrops to be designed by the sponsor subject to BCB's approval.

Size: The size and placement of the event backdrop logos will be decided and approved solely by BCB.

Benefits: One nominated person by the sponsor will be accommodated on the event podium for the length of the ceremony.

- xii. **Official Carbonated Beverage Partner:**

1. Branding opportunity in all T20i matches of Mujib 100 T20i Cup 2020 - Logo exposure on Drinks Trolley. However, an additional drinks trolley of "Official Drink" and "Official Energy Drinks" shall enter inside the ground during the drinks break along with the beverage partner's drink trolley.
2. Displaying Beverage partner's branded bottle on the head table of all media conferences organized by the BCB along with official drink's and official energy drinks bottle.

3. This right excludes ICC, ACC, BCB Domestic Competitions & events during the contract period. This right valid only for Mujib 100 T20 Cup Bangladesh 2020.
4. “Official Beverage Partner” status.
5. In-Stadia Branding Rights – 01 Perimeter board (Static or Digital) in all T20i matches of Mujib 100 T20i Cup 2020. Position of such board to be determined by the BCB. 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)

For Digital Perimeter Board number of impression will be determined as per ratio of the total impressions considering the total number of Board.

6. Branding opportunity is press conferences:
 - i) Beverage Partner Declaration through 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
7. Logo exposure on match day on the following items:
 - i) Drinking bottles
 - ii) 10 Umbrella (Size, Design and placement to be determined by the BCB)
 - iii) 08 refrigerators (placement to be determined by the BCB)

8. BEVERAGE REQUIREMENTS & SUPPLY:

- a. The Official Beverage Partner for Mujib 100 T20i Cup 2020 must ensure smooth supply of 500 cases (i.e 1 case must contain at least 24 pieces of 250 ML size bottles) of carbonated beverages (beverage brand, required amount, delivery time, bottle size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event.
- b. The beverage partner also must ensure smooth supply of 200 liters (i.e Gatorade or Lucozade or Powerade etc.) of sports energy drink (brand, required amount, delivery time, bottle or sachet size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event. Such sports energy drink must contain sufficient (or as per BCB requirement) Electrolyte.

xiii. Official Mineral Water Rights:

1. Branding opportunity in all International Home Series' - Logo exposure on Drinks Trolley. However, 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 organized by the BCB along with beverage partner's and official energy drinks bottle.

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

- i) Drinking bottles
- ii) 10 Umbrella (Size, Design and placement to be determined by the BCB)
- iii) A maximum 08 refrigerators (placement to be determined by the BCB)

4. This right excludes ICC, ACC, BCB Domestic Competitions & events during the contract period. This right valid only for Mujib 100 T20 Cup Bangladesh 2020.

5. In-Stadia Branding Rights – 01 Perimeter board (Static or Digital) in all International Home Series' excluding ICC & ACC events. Position of such board to be determined by the BCB. 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)

For Digital Perimeter Board number of impression will be determined as per ratio of the total impressions considering the total number of Board

7. "Official Drink" status.

8. Branding opportunity is press conferences:

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

9. OFFICIAL MINERAL WATER REQUIREMENTS & SUPPLY:

- 1) The Official Drink must ensure smooth supply of 700 cases (i.e 1 case must contain at least 24 pieces of 500 ML size bottles) of mineral water (beverage brand, required amount, delivery time, bottle size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event.

- 2) The Official Drink also must ensure smooth supply of 200 liters (i.e Aqua Force or Hydra or V-Sport etc.) of isotonic water (brand, required amount, delivery time, bottle or sachet size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event. Such sports energy drink must contain sufficient (or as per BCB requirement) Electrolyte.

xiv. Official Energy Drinks Partner:

1. Branding opportunity in all T20i matches of Mujib 100 T20i Cup 2020 - Logo exposure on Official Energy Drinks Trolley. However, an additional drinks trolley of “Official Drink” and “Beverage Partner” shall enter inside the ground during the drinks break.
2. Displaying official Energy Drinks branded bottle on the head table of all media conferences organized by the BCB along with official drink’s and carbonated beverage bottle.
3. Logo exposure on match day on the following items:
 - i) Drinking bottles
 - ii) 10 Umbrella (Size, Design and placement to be determined by the BCB)
 - iii) 08 refrigerators (placement to be determined by the BCB)
4. This right excludes ICC, ACC, BCB Domestic Competitions & events during the contract period. This right is valid only for Mujib 100 T20 Cup Bangladesh 2020.
5. “Official Energy Drinks” status.
6. In-Stadia Branding Rights – 01 Perimeter board (Static or Digital) in all T20i matches of Mujib 100 T20i Cup 2020. Position of such board to be determined by the BCB. 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)

For Digital Perimeter Board number of impression will be determined as per ratio of the total impressions considering the total number of Board

7. Branding opportunity is press conferences:
 - i) Beverage Partner Declaration through 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

8. OFFICIAL ENERGY DRINKS REQUIREMENTS & SUPPLY:

- c. The Official Energy Drinks partner (for Mujib 100 T20i Cup 2020) must ensure smooth supply of 300 cases (i.e 1 case must contain at least 24 pieces of 250 ML size bottles) of Energy Drinks (Energy Drinks brand, required amount, delivery time, bottle size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event.
 - d. The Official Energy Drinks partner also must ensure smooth supply of 200 liters (i.e Gatorade or Lucozade or Powerade etc.) of sports energy drink (brand, required amount, delivery time, bottle or sachet size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event. Such sports energy drink must contain sufficient (or as per BCB requirement) Electrolyte.
- xv. **Strategic Time-Out Rights:** Official Strategic Time-Out Sponsor shall have the rights to promote via displaying their brand on big/giant LED screen installed. Official Strategic Time-Out Sponsor can display their brand via video production a total of 05 (Five) minutes in any Mujib 100 Cup T20i matches (There will be two time-outs of 2 minutes 30 seconds in duration in each innings of any T20i matches.
- xvi. **Team Attire Sponsor (Asia All Star XI & Rest of the World XI):**
- 1. **Team Attire Sponsor** shall be allowed to use its brand logo on the sleeve of the leading arm of the player's Team Attire (playing jersey) size not exceeding 10 sq. inch.
 - 2. **Team Attire Sponsor** shall be allowed to use its brand logo subject to approval of BCB.

H. SPONSORSHIPS RESPONSIBILITIES:

1. All production cost in relation to the above mentioned benefits (i.e. printing, branding, installation, distribution, press conference, prize giving program at hotels/respectable venues etc.) will be borne by the successful Rights Holder.
2. Installation, maintenance and removal of branding are the sole responsibility of the successful Rights Holder.
3. For using Pitch Mat, easily washable and eco-friendly paint must be used directly on the ground. This branding must be approved by BCB prior to its installation. The successful Rights Holder will have to remove the branding at its own cost from each venue within the 15 days of completion of the tournament.
4. There shall be no exclusivity in awarding TITLE SPONSORSHIP & GROUND BRANDING RIGHTS in other category rights under BCB. For avoidance of doubt the BCB may take any sponsor including but not limited to Title Sponsor, Event Co-Sponsor, In-Stadia Rights Holding Partner, Ticketing Partner, Media Broadcasting Partner, ISP Partner, Hospitality Partner, Telecom Partner, Official Airlines Partner, Beverage Partner etc. that may conflict with the successful Rights Holder. Which means, under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

I. NON-ELIGIBILITY:

1. Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, online betting shall not be eligible to participate in the EOI.
2. Any person(s) or entities with an existing unresolved dispute with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI.

J. EOI SUBMISSION PROCEDURE:

The EOI must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **Monday 17th February 2020** and should be in a sealed envelope to be addressed to: **Chief Executive Officer, Bangladesh Cricket Board.** Interested overseas participant may submit the EOI electronically via email at mujib100@bcb-cricket.com.

Note: The interested parties may quote financial offers for individual Sponsorship Rights or for all Sponsorship Rights listed in the EOI.

K. THE EOI NEEDS TO BE ACCOMPANIED WITH THE FOLLOWING DOCUMENTS:

- a. Latest auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually)
- b. Bank Solvency Certificate along with bank Statement.
- c. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
- d. Company Profile and Individual Directors' / Owners' Profile.
- e. Memorandum and Article of Association along with Certificate of Incorporation or similar constitutional documents.
- f. In case of Consortium Notarized consortium Agreement.

L. EOI EVALUATION:

After necessary evaluation of EOI documents, shortlisted participants will be issued a letter to submit security deposit & Bank Guarantee (BG) for the final evaluation process.

Submission of the above-mentioned security deposit & Bank Guarantee (BG) does not accord any right to the participants and BCB reserves the right to accept or reject any EOI submitted by the respective participant at its sole discretion.

Further, unsuccessful applicants will get refund of the Pay-Order and the Bank Guarantee within 15 (Fifteen) working days from the conclusion of the final process of evaluation.

Successful participant will be awarded the Franchise Ownership Rights upon issuing LOI (Letter of Intent), whereupon the successful Rights Holder shall be required to execute a long form agreement with Bangladesh Cricket Board (BCB).

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

Chief Executive Officer
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