



Bangladesh
Cricket Board

বাংলাদেশ

EOI Invitation

National Team Sponsorship

(Bangladesh Team Tour of Sri Lanka 2020 – Test Series)

23 October – 12 November 2020

Bangladesh
Cricket Board

SPONSORSHIP RIGHTS Bangladesh Team Tour of Sri Lanka 2020



**Bangladesh
Cricket Board**

Ref No: BCB/MKT&Commercial/Sponsorship/2020/215

Date: 24th August 2020

Expression of Interest (EOI)

The Bangladesh Cricket Board (BCB) hereby invites full proposal along with financial offers from reputed Companies / Corporate Houses / Firms / Agencies for SPONSORSHIP RIGHTS for Bangladesh National Cricket Team (Men) Tour of Sri Lanka 2020 covering the following:

01. Team Sponsorship Rights.
02. Official Team Kits Partner.

NON-ELIGIBILITY :

01. Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, online betting shall not be eligible to participate in the EOI Process.
02. 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:

Details of EOI Submission Procedure will be available at BCB Management Office and on the BCB Official Website: www.tigercricket.com.bd

The EOI must be submitted to the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by the close of business hours on Sunday 6th September, 2020 and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board.

The following documents must be submitted along with the EOI:

01. Bank Solvency Certificate along with Bank Statement.
02. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents
03. Company Profile and Individual Directors' / Owners' Profile.
04. Memorandum and Article of Association along with Certificate of Incorporation or similar constitutional documents.
05. In case of Consortium Notarized consortium Agreement.

The EOI can be submitted individually for a separate SPONSORSHIP RIGHTS or collectively where individual SPONSORSHIP RIGHTS will be mentioned and specified separately.

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

Note: You can visit BCB's official website www.tigercricket.com.bd for better graphics/version of this press advertisement.



1. INTRODUCTION

1.1. **BANGLADESH CRICKET BOARD**, an affiliated sports organization having the authority to regulate and promote 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 full proposal along with financial offers from reputed Companies / Corporate Houses / Firms / Agencies for **NATIONAL TEAM SPONSORSHIP RIGHTS** for Bangladesh National Cricket Team (Men) Tour of Sri Lanka 2020 (“Test Series”) scheduled to be held from 23rd October to 12 November 2020 comprising of 03 test matches under ICC Test Championship.

1.2. Details of Sponsorship Rights and EOI Submission Procedure will be available at BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 from August 24, 2020 to September 06, 2020 between 10:00am to 6:00pm Bangladesh Time on all working days (Saturday -Thursday except Fridays and Public Holidays) and on the BCB official website: www.tigercricket.com.bd.

2. DEFINITION

2.1. Wherever the following terms are used in this EOI Document whether in the singular or plural, or in future or in the past tense, they shall have the meanings ascribed to each of them below, unless otherwise stated explicitly in this EOI document or the context requires otherwise:

2.2. “EOI” includes the proposal and the Financial offer, i.e. written confirmation of the proposal and financial offer duly signed by the authorized representative of the EOI Participant to acquire the Team Sponsorship Rights for the Bangladesh National Team for Bangladesh National Cricket Team (Men) Tour of Sri Lanka 2020 (Test Series) scheduled to be held from 23rd October to 12 November 2020 comprising of 03 test matches under ICC Test Championship which is submitted to BCB for its confirmation/acceptance, subject to, and in accordance with, the terms and conditions of this document.

2.3. “Match” shall mean any Test Matches of the Test Series in Sri Lanka scheduled to be held from 23rd October to 12 November 2020 between Bangladesh National Cricket Team (Men) and Sri Lanka National Cricket Team (Men);

2.4. “National Team” shall mean the Test Team of the Bangladesh National Cricket Team (Men).

2.5. “Sponsorship” shall mean rights licensed to Successful EOI participant under clause-9 below to sponsor the Bangladesh National Cricket Team in National Cricket Team (Men) Tour of Sri Lanka 2020 (Test Series) scheduled to be held from 23rd October to 12 November 2020 comprising of 03 test matches under ICC Test Championship (subject to non-conflicting product/service/brand with event sponsors of ICC and ACC Events) and to put logo on the Team Clothing;

2.6. “Tobacco product” means any product produced from tobacco whether in whole leaf, dust or cut form.

2.7. “Alcohol” means any product related to alcohol (Surrogated & Non-Surrogated).

2.8. “Betting” means any kind of betting including but not limited to online betting.



3. GRANT

3.1 BCB as the governing body for the game of Cricket within the territory of Bangladesh and being a full member of International Cricket Council (“ICC”) and Asian Cricket Council (“ACC”) has the sole and exclusive authority to select the Bangladesh National Cricket Team (Men) team for playing in all cricketing events duly recognized by ICC at home and away. This Document constitutes an invitation to entities to submit proposal and financial offer for acquiring the Sponsorship Rights of the Bangladesh National Cricket Team in National Cricket Team (Men) Tour of Sri Lanka 2020 (Test Series) scheduled to be held from 23rd October to 12 November 2020 comprising of 03 test matches under ICC Test Championship.

4. ELIGIBILITY

4.1. An EOI participant may be a person, partnership firm, registered association or a company who shall be eligible to participate for this EOI process. Any persons or entities with an existing unresolved dispute with BCB or ICC shall be ineligible to acquire the above-mentioned rights and accordingly shall be ineligible to participate in this EOI process.

4.2. The EOI participant shall have the legal capacity to enter into a contract. The EOI participant shall not be insolvent, bankrupt or wound up or its business activities shall not be suspended and it shall not be subject to legal proceedings for any of the above.

4.3. The EOI participant must certify that neither the EOI participant nor its owner nor any of their affiliates or subsidiaries is engaged in any business related to Tobacco, Alcohol (Surrogated & Non-Surrogated products), betting or gambling in any form, or any defense or national security related business. The EOI participant shall also undertake that it is in no way involved in any activities that may be regarded as illegal or unlawful. Any offer of a company which does not fulfill the above specific qualification shall stand automatically rejected.

4.4. General description of the type of business in which the EOI participant is currently engaged must be mentioned in the proposal;

4.5. Certification duly signed by the authorized person of the EOI participant that neither the EOI participant nor the owner nor any of their affiliates or subsidiaries is engaged in any business related to Tobacco, Alcohol (Surrogated & Non-Surrogated products), betting or gambling in any form, or any defense or national security related business as well as an Undertaking that the EOI participant is in no way involved in any activities that may be regarded as unlawful must also be submitted with the proposal.

5. FINANCIAL PROPOSAL:

5.1. The financial proposal should state the figure of the NET Sponsorship Fee in Bangladeshi Taka and/or US Dollars (in words and numbers) excluding of VAT/Tax/any other deductions depending on local or foreign EOI Participant.

5.2. The following payment structure shall apply in respect of the sponsorship rights and the Sponsorship Fee shall be payable by the successful EOI participant to BCB in the following manner:

- (i) The Sponsorship Fee (i.e. the Offered Value) should be paid in full on or before 23rd September 2020.

The Mode of Payment: Bank transfer at the BCB designated account/ Account Payee Cheque/Pay order/ DD.

Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.



- 5.3. Penalty for delay payment: In the event the successful EOI participant fails to make payments as aforesaid on the stipulated dates, the successful EOI participant shall be liable to pay interest @ 5 % from the due date of payment till the completion of the 15 days cure period given by BCB by serving a notice.
- 5.4. The successful EOI participant must submit an unconditional and irrevocable Bank Guarantee as per BCB standard format (**ANNEXURE - A**) for the sum of 50% of the NET offered value accepted by BCB in favour of “Bangladesh Cricket Board” that is valid for a period of 03 months, or Pay Order of the 50% of the NET offered value accepted by BCB, within 72 hours of confirmation from BCB. In case of any breach/default on the part of the company/party/agency to comply with the terms and conditions of the EOI documents, the Security Deposit shall be considered forfeited automatically.
- 5.5. The payment referred above will be secured accordingly from the successful EOI participant and failure to comply will result in disqualification.
- 5.6. The payment of sponsorship fees is NET amount and excluding of VAT/Tax & any other deductions.
- 5.7. **Cancellation and Rescheduling of Matches / Series:** BCB shall not be liable for any cancellation or rescheduling of any Test Match of Bangladesh Team tour of Sri Lanka 2020 during the tenure of this Agreement on account of inclement weather, pandemic, 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.

This sponsorship rights is for a specific period of time (as mentioned above) and sponsorship fee shall remain unchanged till the end of this contract.

In any event, the Sponsorship Fees payable to the BCB shall not be reduced or deducted for any cancellation or rescheduling or Abandoned of any match/series/tournament.

6. **RIGHTS OF THE SUCCESSFUL EOI PARTICIPANT**

- 6.1. The successful EOI participant (also referred to as the “Sponsor”) will be required to sponsor the Bangladesh National Team (Men) which will participate in Bangladesh National Cricket Team (Men) Tour of Sri Lanka 2020 (Test Series) scheduled to be held from 23rd October to 12 November 2020 comprising of 03 test matches under ICC Test Championship and will enjoy the rights set out in the ***Branding Guidelines for National Team Sponsorship***.
- 6.2. The successful EOI Participant may sell or assign the right of sponsorship to a third party for once only after obtaining prior written consent/approval from BCB. Notwithstanding any such assignment, the successful EOI Participant undertakes that it shall ensure that any subsequent assignee/buyer of the sponsorship right shall perform all the obligations in respect of the assigned Sponsorship rights for the Bangladesh National Cricket Team and that it shall indemnify BCB for any default on the part of the assignee/buyer in respect of the sponsorship right. Further, the acts and omissions of any assignee/buyer with respect to the sponsorship rights for the Bangladesh National Cricket team shall be deemed to be the acts and omissions of the successful EOI Participant. The successful EOI Participant shall indemnify the BCB against any claims or damages arising out of the acts or omissions of any entity to which the Sponsorship rights are herein assigned by the successful EOI Participant. If such sale or assignment is made, the other parties must commit in writing to BCB to be sponsor for the whole tenure of the agreement.
- 6.3 There shall be no exclusivity in awarding sponsorship 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, Beverage Partner etc. that may conflict with the team sponsor. For ease of understanding, under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

6.4 The national Team players shall be allowed to continue sponsorship agreement with their own sponsor and will be free to take any individual commercial endorsements opportunity.

7. BRANDING GUIDELINE FOR NATIONAL TEAM SPONSORSHIP

(All Sponsorship branding must comply with ICC Regulations & BCB Guideline)

- 7.1. **Image and Video Rights:** Exclusive opportunity to photo shoots the entire squad once (01 time) during the contractual tenure. Photo shoot time shall not exceed more than 3 (Three) hour and should not conflict with match/practice schedule. Sponsor must take prior permission well in advance from BCB for such photography session. TEAM SPONSOR shall have the right to use any match moments, video footage/image of any relevant ceremonies for brand promotion & other related purposes.
- 7.2. **Commercial Exploitation:** Opportunity to use players in commercials and advertisements. The sponsor will be required to use at least 4 (Four) members of the team as a minimum for such promotions. The use of such players for promotions is restricted to a maximum of 01 (One) times during contractual tenure and is subject to availability of the player(s). Each time shall consist of a maximum of 4 (Four) hours of shooting/rehearse time.
- 7.3. **Team Travel Shirt:** Team's Travel Shirt during home/away series as per BCB's standard practice.
- 7.4. **Official Communication:** BCB email signature and social platform and other official communications/ events as per BCB's standard practice.
- 7.5. **Logo Visibility:** The partnership Declaration Press[®] Conference where the sizes and placement of the logo to be determined by BCB.
- 7.6. **Branding Costs:** All costs related to branding shall be borne by the team sponsor (Including but not limited to installation, maintenance, transportation, logistical, removal, repair, adjustment, operational, positional, re-positional, reactivation etc.) in all match venues.
8. **Team Jersey Branding Rights:**(All branding must comply with ICC Clothing Regulations & BCB Guideline)
 - 8.1. Maximum 03 logos are allowed on the jersey. Logos must be provided at least 30 days prior to the commencement of Bangladesh Team Tour of Sri Lanka 2020 (Away Test Series) that is the date of departure of the Bangladesh Team. For the avoidance of doubt, it needs to be clarified that once the logo(s) has been provided by the Sponsor, it cannot be changed or altered.
 - 8.2. Logo(s) size, specification and placement on Team's Practice, Match & Team Uniform is as follows:

Logo positioning for Bangladesh Team Tour of Sri Lanka 2020 (Away Test Series)

ii. Test Match Upper Kit:

- a) 10 sq. inch on top right Collar of playing T-shirt.
- b) 10 sq. inch on the player's leading arm of playing T-shirt.
- c) 32 sq. inch on chest of playing T-shirt.



iii. **Practice Upper Kit/ Singlet/Vest:**

- a) 32 sq. inch on chest and on back.

iv. **Tracksuit:**

- a) 10 sq. inch on top right of the chest
b) 32 sq. inch on back

v. **Practice Cap/ Hat:**

- a) 10 sq. inch on front

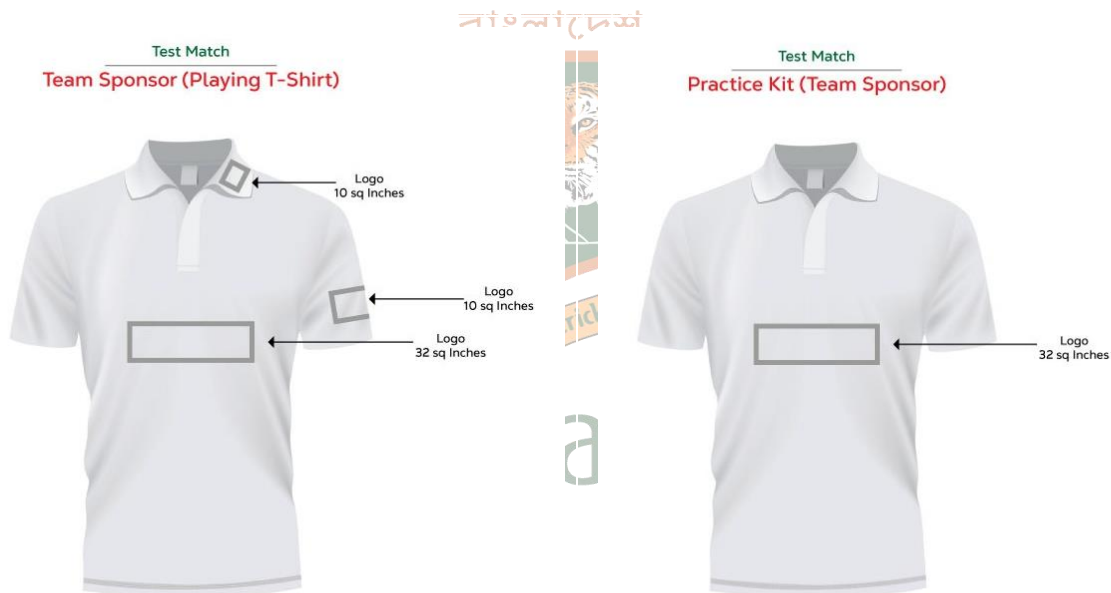
I. **vi. Travel Attire**

- a) As per BCB discretion (To be determined by the BCB).

vi. **Training Shirt**

- a) 32 sq. inch Middle of the chest & back

Major Spot for Logo Positioning



Important Note:

1) All costs related to branding (including but not limited to installation, maintenance, removal, operational etc.) shall be borne by the Sponsor. All branding/advertisement's creative artwork should be submitted to BCB at design stage and shall require prior approval. All branding installation, placement, operation, visibility shall be completed as per BCB discretion and in line with this guideline. Sponsor must obtain prior permission from the relevant government authority regarding any outdoor branding.

2) The sponsor must remove all branding with the expiration of the contract.



9. TENTATIVE SCHEDULE OF THE SERIES:

Match	Day & Date	Activities	Venue
1 st Test	Friday, 23 rd October 2020	SL Vs BD	Kandy , Sri Lanka
2 nd Test	Saturday, 31 st October 2020	SL Vs BD	Kandy , Sri Lanka
3 rd Test	Sunday, 8 th November 2020	SL Vs BD	Colombo , Sri Lanka

10. EOI SUBMISSION PROCEDURE:

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The following documents must be submitted along with the EOI:

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

The EOI can be submitted individually for a separate SPONSORSHIP RIGHTS or collectively where individual SPONSORSHIP RIGHTS will be mentioned and specified separately.

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



ANNEXURE – A

Bank Guarantee Format

Name of the Bank

To	Bank Guarantee No.
-----	For Taka [BDT only]
-----	Date of Issue:
-----	Date of Expiry:



Bank Guarantee No----- Date:----- for Tk..... (BDT) only.

Name of the Bank, a banking company having its Head Office at ----- (herein referred to as the “Guarantor”)

IN FAVOR OF

-----, having its Head Office at -----

Now, we, Name of the Bank, ----- Branch “GUARANTOR” hereby issue the irrevocable and unconditional Guarantee and hereby agree & undertake.

1. To pay forthwith up to a sum of Tk./= (Taka.....) only to name of Beneficiary on your written demand unconditionally and without cavil or reference to the Client.
2. Our liability under this Guarantee is limited to Tk./= (Taka) only.
3. This Guarantee will remain valid for next one year from the date of issue. This Guarantee however shall be renewed for further one year/en-cashed upon receiving request from the Beneficiary in writing within the validity.

Date:

(Authorized Signatory)

(Authorized Signatory)