

## **GENERAL GUIDELINE**

### **TEAM SPONSORSHIP RIGHTS**

## **BANGABANDHU T20 CUP 2020**

### **I. INTRODUCTION:**

**BANGLADESH CRICKET BOARD (BCB)**, is an affiliated sports body formed under the National Sports Council Act, 2018. The BCB is the governing authority for regulating and promoting the game of cricket in Bangladesh. Its Management Office is located at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216. The BCB hereby invites Expression of Interest (EOI) from reputed business houses/companies/parties/agencies/consortiums/individuals for **'TEAM SPONSORSHIP RIGHTS'** of five (05) participating teams of the **'Bangabandhu T20 Cup 2020'** event to be held in November-December 2020. The tournament is a part of the BCB's continuing initiatives for a gradual resumption of normal cricketing activities during the ongoing COVID 19 pandemic.

### **II. BRIEF DESCRIPTION OF BANGABANDHU T20 CUP - 2020**

#### **A. CONCEPT**

All the participating teams will be owned and managed directly by the BCB.

The BCB will involve Team Sponsors for each team and the team sponsor will enjoy significant branding opportunities.

#### **B. NAME OF THE TOURNAMENT**

The tournament has been named **"BANGABANDHU T20 CUP 2020"**

#### **C. TENURE**

The tenure of the team sponsor shall be for one event only i.e. **BANGABANDHU T20 CUP 2020**.

#### **D. ITINERARY/SCHEDULE**

**BANGABANDHU T20 CUP 2020** is tentatively scheduled to be held in November - December 2020.

#### **E. PARTICIPATING TEAMS**

There are five (05) Participating Teams in the **BANGABANDHU T20 CUP 2020**.

#### **F. TOTAL MATCHES**

A total of 24 matches will be played.

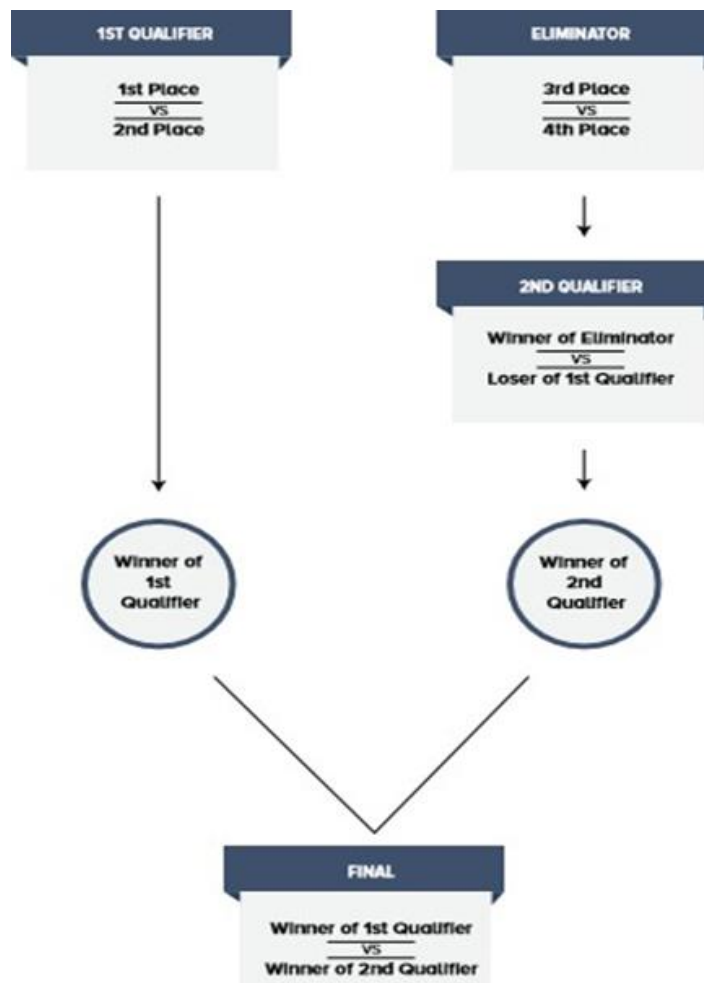
## G. FORMAT OF THE TOURNAMENT

The tournament will be played in a double league format followed by play offs and a final.

The first four (04) placed teams in terms of points will feature in the play offs. The first match of the play-offs will be the '**1<sup>st</sup> Qualifier**' between teams placed one (01) and two (02) in the points table. The winner will qualify for the final.

The "**Eliminator**" will be between the 3<sup>rd</sup> and 4<sup>th</sup> finishers in the points table. The winner of Eliminator will play with the losing team of the 1<sup>st</sup> Qualifier in the "**2<sup>nd</sup> Qualifier**" match.

The winning side of the "2<sup>nd</sup> Qualifier" qualifies for the **final**.



## H. SQUAD FORMATION GUIDELINE:

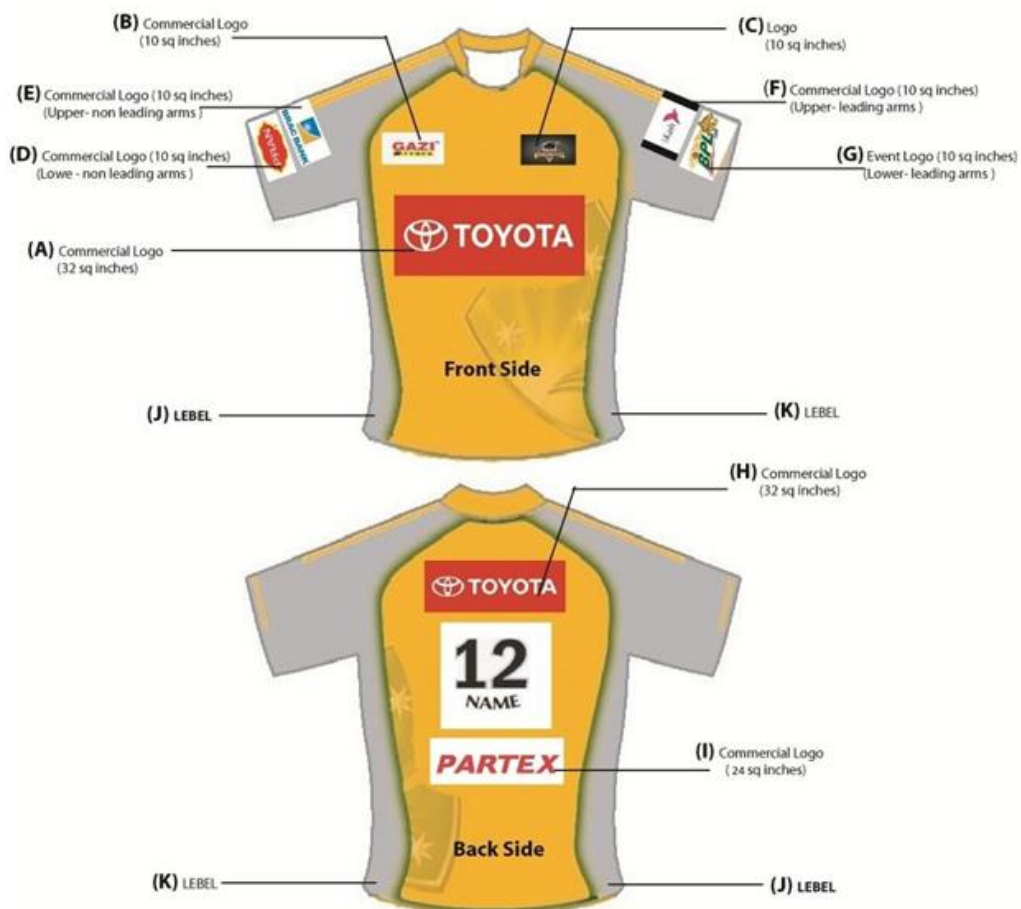
**Maximum Squad Size:** Each team shall have a maximum of 15 players and 05 Team Management.

## I. TOURNAMENTS VENUES (TENTATIVE):

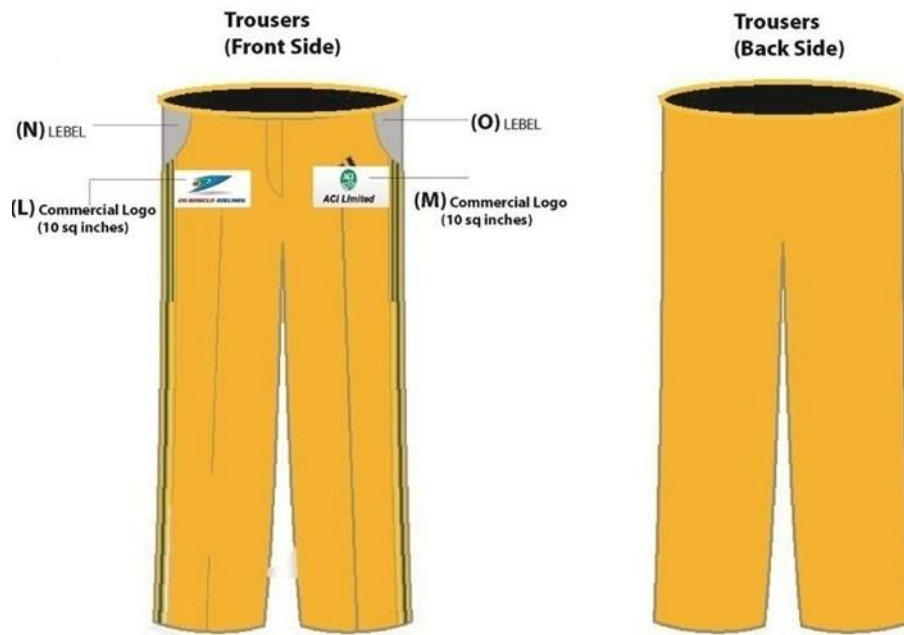
Matches will be played in 01 (One) International Venue i.e. **Sher-e- Bangla National Cricket Stadium (SBNCS), Dhaka.**

### III. TEAM SPONSORSHIPS RIGHTS BENEFITS:

1. TEAM SPONSOR shall be allowed to use its brand name with the team name. For example  
- if 'X' is a sponsor of (Team Name), then the Team name can be " X (Team Name)".
2. TEAM Name shall be selected and finalized by the BCB at its sole discretion.
3. TEAM SPONSOR shall be allowed to do Team's Logo design subject to approval of BCB.
4. TEAM SPONSOR shall be allowed to sell team merchandise.
5. TEAM SPONSOR shall be entitled to get accreditation cards.
6. TEAM SPONSOR shall be allowed to carry out necessary marketing campaign traditionally and digitally by involving its player but must in a group of minimum 4-5 players subject to follow the health and safety guideline ongoing COVID 19 Pandemic situation.
7. TEAM SPONSOR shall be allowed to place its logo or other at the designated spots of the team kits subject to approval of BCB
8. Please find the below illustration of probable designated spots for Commercial Logo:



**Note : Position "F" for commercial logo on leading arm is not included for Team Sponsor.**



9. TEAM SPONSOR may be allowed to get exposé internationally via live interview and being guest in presentation ceremony during their matches subject to follow the health and safety guidelines of ongoing COVID 19 Pandemic situation.

#### IV. TEAM SPONSORSHIPS RESPONSIBILITIES:

1. At all time, the TEAM SPONSOR shall abide by the rules and regulations in accordance with the Laws of the Game of Cricket and Rules & Regulations including BCB Domestic Anti- Corruption Code, BCB Domestic Anti-Doping Code, Anti-Discrimination Policy, Health and Safety Regulations, the Security Regulations / Directives, Media Protocol. Further, the Team Sponsor shall not engage in any activity or practice which may lead to public criticism or hampers the BCB or the League reputation.
2. TEAM SPONSOR shall abide by the rules and regulations implemented by the International Cricket Council (ICC) in relation to staging the domestic T20 League from time to time.
3. TEAM SPONSOR may forward the proposed Team name remarking the relevant Town / Division/ individuals name for BCB approval.
4. TEAM SPONSOR shall proposed the Team Clothing endorsing the relevant Team Mark for BCB approval.
5. TEAM SPONSOR shall comply with the obligations towards each Player as set out in the Players Contract.
6. TEAM SPONSOR shall not breach any obligations relating to the Player, Team management/ support staffs under Team Sponsorship Agreement.
7. TEAM SPONSOR shall ensure that all Players and Team officials and/or employees and any other person acting for or on behalf of TEAM SPONSOR and/or the Team complies with the Regulations and League Rules during this edition, Rules & Regulations including BCB Domestic Anti-Corruption Code, BCB Domestic Anti-Doping Code, Anti-Discrimination Policy, Health and Safety Regulations, the Security Regulations / Directives, Media Protocol and the Laws of Cricket during any match.
8. TEAM SPONSOR shall not have any right to assign, transfer any right or grant any license, whatsoever without prior written approval of BCB.
9. TEAM SPONSOR shall not participate in any tournament or match or any other form of activities offered to watch by public at large without prior written consent of BCB and subject to paying required fees as determined by BCB.
10. TEAM SPONSOR must abide by the PMOA (Players and Match Officials Area) regulations. Any violation of the PMOA regulations shall be considered as a fundamental breach of this agreement and BCB, amongst other, will be at liberty to terminate the agreement and/or impose fine or both.
11. TEAM SPONSOR must abide by the **Media Protocol of BCB**. Any violation of the media protocol shall be deemed as a fundamental breach of this agreement on the part of the Team Sponsor.
12. TEAM SPONSOR must strictly follow the health & safety guidelines imposed by the BCB/ICC during the ongoing COVID 19 pandemic situation.
13. TEAM SPONSOR can grant license to any person to advertise its business name or products by way of advertising its official association with the team public at large as being a promoter or encourager of the team (Official Supplier Rights).
14. TEAM SPONSOR can merchandise its goods/articles on any other day not being the day

of league matches in any places designated by BCB and on the day of league matches of other TEAM SPONSOR in the places beyond the periphery of the stadium.

15. There shall be no exclusivity in awarding TEAM 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, Official Airlines Partner, Beverage Partner etc. that may conflict with the team sponsor, i.e. under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

#### **V. NON-ELIGIBILITY:**

1. Companies related to production/distribution/advertising of 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.

#### **VI. EOI SUBMISSION PROCEDURE:**

The EOI must be submitted to the BCB Management Office at Sher-e- Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh by hand or courier before the close of business hours on **Sunday 1<sup>st</sup> November, 2020.**

The EOI should be in a sealed envelope addressed to the “**Chief Executive Officer, BCB**” and include the following documents:

1. Company Profile and Individual Directors' / Owners' Profile.
2. Updated auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually)
3. Bank Solvency Certificate.
4. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
5. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
6. In case of consortium, notarized consortium Agreement.

#### **VIII. RIGHTS FEE:**

1. The **Team Sponsorship Rights fee** for BANGABANDHU T20 CUP 2020 is **BDT 2,00,00,000 (Taka Two Crore Only)** for a Team only.
2. **Successful participants must pay full amount of Team Sponsorship Rights Fee within 03 (three) working days from the date of issuing Letter of Intent (LOI) by the BCB.**
3. Team Sponsorship Rights Fee must be paid via **pay-order** or **irrevocable and unconditional Bank Guarantee (BG)** in favor of “**Bangladesh Cricket Board**” and for



Bangladesh  
Cricket Board

the overseas participants the rights fee must be remitted to BCB (Account No. 01-7537131-01, Account Name: Bangladesh Cricket Board, Bank: Standard Chartered Bank, Dhaka, Bangladesh, SWIFT: SCBLBDDX)

4. The Right fees payable to BCB shall be clear of all taxes, deduction and withholding of whatsoever nature.
5. **Penalty for delayed payment:** In the event, any successful participant fails to make payments as aforesaid on the stipulated dates, it shall be considered as a material breach and BCB shall cancel the LOI and award the rights to any party at its sole discretion.
6. Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.



7. Prescribed format for the EOI is set out below:

**SAMPLE OF EXPRESSION OF INTEREST (EOI)**

Date .....

**Chief Executive Officer**  
Bangladesh Cricket Board  
Sher-e-Bangla National Cricket Stadium  
Mirpur, Dhaka -1216

**Subject: Expression of Interest (EOI) for Team Sponsorship Rights of BANGABANDHU T20 Cup 2020.**

Dear Sir

Greeting from **(Name of the Company)**!

With reference to the EOI (Expression of Interest) advertisement dated .....October, 2020 published on the BCB's Official Website regarding **Team Sponsorship Rights of BANGABANDHU T20 Cup – 2020**, we ( **Name of the Company**) would like to express our interest to procure the **Team Sponsorship Rights** of the (Name of the team) team in the, "**BANGABANDHU T20 Cup – 2020**."

The **(Name of the Company)** has been formed by the enthusiastic sports organizers with a view to develop and patronize the game of cricket in (Region/area/ district) as well as the cricket in Bangladesh. We hope, in future, our professional activities for the development of sports will bring positive changes for the game of cricket in Bangladesh. We also believe that our inclusion in "**BANGABANDHU T20 Cup – 2020**" as Team Sponsor.

In the above circumstance, we would like to request you to open up the door of opportunity to patronize the cricket in Bangladesh by accepting our proposal / expression of interest to procure the **Team Sponsorship Rights of (Name of the Team)** at a rights fee of **BDT 2.00.00.000 (Taka Two Crore)** only for a Team in relation to **BANGABANDHU T20 Cup 2020** for one season only i.e. 2020. Please find the attached prerequisite documents.

Thanking you,

Sincerely,

Name

Designation

.....**LIMITED**

- 1.
- 2.
- 3.
- 4.



**IX. EOI EVALUATION:**

1. After necessary evaluation of EOI documents, BCB will shortlist qualified participants. Eventually, qualified participants will be awarded the **Team Sponsorship Rights** by issuing a **Letter of Intent** (LOI).
2. Successful participants must pay full amount of Team Sponsorship Rights Fee i.e. **BDT 2,00,00,000 (Taka Two Crore Only)** for a Team **within three (03) working days from the date of issuing Letter of Intent (LOI)** by the BCB and rights fee must be paid via pay-order or irrevocable and unconditional Bank Guarantee (BG) in favor of “**Bangladesh Cricket Board**” and for the overseas participants the rights fee must be remitted to BCB (Account No. 01-7537131-01, Account Name: Bangladesh Cricket Board, Bank: Standard Chartered Bank, Dhaka, Bangladesh, SWIFT: SCBLBDDX)
3. In the event, any successful participant fails to make payments as aforesaid on the stipulated dates, it shall be considered as a material breach and BCB shall cancel the LOI and award the rights to any party at its sole discretion.
4. BCB will sign of the Long Form Agreement if the participant makes full payment of the rights fee within stipulated deadline.

***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