

General Guideline

TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS

“NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”

INTRODUCTION:

National Cricket League (NCL) is a four day cricket competition which has been recognized as 1st class cricket completion. The National Cricket League was inaugurated in the 1999–2000 season but was not then first-class. Bangladesh became the tenth Full Member of the ICC in 2000 and the league became first-class in the 2000–01 season. Since 2011-12 there have been eight teams in the league, which usually runs from October to December. From 2011–12 to 2014–15 each team played each other team once over the course of the season. Top players of Bangladesh including the player of Bangladesh National team have been participating in this first class cricket competition.

SYNOPSIS OF NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22:

CONCEPT:

The National Cricket League was inaugurated in the 1999–2000 season but was not then first-class. Bangladesh became the tenth Full Member of the ICC in 2000 and the league became first-class in the 2000–01 season. Limited-overs and Twenty20 tournaments with the same name have also been played in the past.

Since 2011-12 there have been eight teams in the league, which usually runs from October to December. From 2011–12 to 2014–15 each team played each other team once over the course of the season. Beginning in 2015–16 there has been a two-tier league: Rangpur, Khulna, Dhaka Division and Dhaka Metropolis were in the first tier in 2015-16, and Rajshahi, Sylhet, Barisal and Chittagong in the second for the 2016-17 season Barisal were promoted to tier 1 and Rangpur demoted to tier 2 for the 2017-18 season Rangpur returned to tier 1 and Dhaka Metropolis were demoted to tier 2; for the 2018-19 season Rajshahi were promoted to tier 1 for the first time, and Dhaka Division were demoted to tier 2 for the first time. In the 2018–19 National Cricket League was the twentieth edition of the National Cricket League (NCL). The tournament started on 1 October 2018, with eight teams placed into two tiers Khulna Division were the defending champions.

COMMENCEMENT:

21st National Cricket League (NCL) will kick-off from 5th of October, 2019 and will end at November 13, 2019 (Tentative).

PARTICIPATING TEAMS:

In the 21st NCL 8 team will participate in two tiers, where **top 4 team of 20th NCL** will participate in tier-I and Bottom 4 team of the 20th NCL will participate in the Tier-II. Standings of teams are as follows:

Tier-I	Tier-II
Name of Team	Name of Team
<ol style="list-style-type: none"> 1. Rajshahi Division 2. Khulna Division 3. Rangpur Division 4. Dhaka Division 	<ol style="list-style-type: none"> 5. Barisal Division 6. Sylhet Division 7. Chattogram Division 8. Dhaka Metro

The height point obtaining team will be the champion in tier-I and the second height point obtaining team will be the runner-up of tier-I and the 4th positions team of tier-I will relegate in tier-II for the next season.

In the second tier the height point obtaining team will be the champion of tier-II and will qualify to play in the tier-I for the next season of NCL.

TOTAL MATCH:

Total Match of the Tournament: 24 (Tier-I, 12 matches and tier-II, 12 matches)

FORMAT OF THE TOURNAMENT:

The tournament will be played in two Tiers where 4 team in each Tier. The teams will play with each other in a double league system in each Tier. The highest point obtaining team of Tier-I will be the champion. The 4th position team of Tier-I will relegate in the Tier-II for the next season. The top positioned team of Tier-II will promote in the Tier-I for the next season.

TEAM COMBINATION:

All teams' structure will be as follows:

- 14 Players
- Head Coach
- Assistant Coach
- Team Manager
- Sports Physiotherapist
- Trainer
- Team Boy 02 person (One person's accommodation and DA and TA cost will bear by the respective division or team)
- Match officials: Umpire 03 persons, Scorer 03 persons, Match Referee 01 persons, Match Coordinator 01 person, Venue Manager 01 person, ACU 01 person, other Guest 03 person

TOURNAMENTS VENUES (TENTATIVE):

Venues of 21st National Cricket League 2019-20 will be as follows:

1. SCS : Shaheed Chandu Stadium (SCS), **Bogura.**
2. SKS : Shaheed Kamruzzaman Stadium (SKS), **Rajshahi.**
3. SANS : Sheakh Abu Naser Stadium (SANS), **Khulna.**
4. KSOAS : Khan Shaheb Osman Ali Stadium KSOAS), **Fatullah**
5. BDS : Barishal Divisional Stadium, **Barishal.**
6. SKICS : Sheakh Kamal International Cricket Stadium (SKICS), **Cox's bazar.**
7. RCG : Rangpur Cricket Garden (RCG), **Rangpur.**
8. SBNCS : Sher-E Bangla National Cricket Stadium (SBNCS), **Mirpur, Dhaka**

TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS BENEFITS:

1. The successful Rights Holder shall have the right to monetize the naming rights for the next 03 (Three) seasons i.e. 21st NCL (2019-2020), 22nd NCL (2020-2021) & 23rd NCL (2021-2022).
2. The successful Rights Holder may use event Logo patches on the sleeve of the leading arm of the player's Team Kit Shirt (playing jersey) size not exceeding 10 sq. inch.
3. The right to use the BCB approved official tournament logo and logos belonging to BCB in advertising subject to approval from BCB.
4. 50 (Fifty) Perimeter Boards (6m X 1m each) (position to be determined by BCB) for 21st, 22nd & 23rd National Cricket League 2019-20, 2020-21 & 2021-22.
5. The drinks trolley if used on the playing field during the drinks break will bear the event logo and other logos/ Brand names provided by the successful Rights Holder. Branding size and space to be determined by the BCB.

6. The successful Rights Holder's logo prominently to be displayed on the sight screen, score board, stumps, any backdrops (i.e. Press Conference, Post Match Presentation) etc.
7. The successful Rights Holder's will be allowed to decorate 2 main gates and the VIP entry gate of the stadium. The decoration may have the sponsor's branding and the event logo. BCB logo will have to be included in the gate decorations (subject to BCB's decision and venue condition/ availability).
8. The successful Rights Holder's will be entitled to the Naming Rights of the two Bowling Ends at each venue (subject to BCB's decision and venue condition/ availability). The two bowling ends will have branding elements of the size 30ft X 5ft. The successful Rights Holder will have to remove the branding at their cost within 2 (Two) days of the conclusion of each season.
9. The successful Rights Holder's will be entitled to display advertisements by branding the Mid-Wicket area. In this case all the 4 (Four) brands/logos/pictures are allowed at the near end side of the wicket from the VIP grand stand. The size of each of the branding will be 20ft X 15ft (300sqft). The successful Rights Holder will be allowed to have multiple branding in a total of 600 sq. ft. area (subject to position the branding within the 30 yard (27.50 meter) circle of Mid-Wicket Pitch Mat Area). For the activation, easily washable and eco-friendly paint must be used directly on the ground. No mats are allowed for this branding purpose at any time. This branding must be approved by BCB prior to its installation.
10. The successful Rights Holder's will be entitled to brand the boundary rope by using panels of the size 6 inches X 2 ft. The number of panels will be approximately 700.
11. The successful Rights Holder's may distribute "Fours" and "Sixes" placards to spectators entering stadium where the Matches are taking place subject to prior BCB approval of the format of the same.
12. The successful Rights Holder will provide Trophy and Medals" (Logo of the Sponsor to appear on the Trophy & Medals). The trophies must contain the BCB logo.
13. The successful Rights Holder will provide maximum 20 branded umbrellas (each venue) in the ground for journalists, police and others.
14. A press conference will be held where the successful Rights Holder associations with the tournament only will be announced. Respective representatives from both the organization will be invited to attend the press conference.

TEAM 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 title sponsor.

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 team sponsor. Which means, under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

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.

EOI SUBMISSION PROCEDURE:

The EOI along with financial offer 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 **Thursday 26th September, 2019** in a sealed envelope addressed to the “Chief Executive Officer, BCB”.

The following documents must be submitted along with the EOI and financial offer:

1. Bank Solvency Certificate along with Bank Statement.
2. Updated Trade License Copy.
3. VAT Registration Certificate.
4. TIN Certificate.
5. Company Profile and Individual Directors’/Owners’ Profile.
6. Memorandum of Association and Articles of association along with Certificate of Incorporation and Schedule-X.
7. In Case of Consortium Notarized Consortium Agreement.
8. Updated financial audit report (in case of consortium each members’ financial audit report needs to be submitted individual).

FINANCIAL OFFER:

Bangladesh Cricket Board (BCB) decided that the **base value for financial offer is BDT 80,00,000 (Taka Eighty Lac only) per season.**

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 Title Sponsorship and Ground Branding Rights of NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”.

Dear Sir

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

With reference to the EOI (Expression of Interest) advertisement datedSeptember, 2019 published on The (Name of the News Paper) regarding **“Title Sponsorship and Ground Branding Rights of NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”**, we (**Name of the Company**) would like to express our interest to procure **“Title Sponsorship and Ground Branding Rights of NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”**.

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 Bangladesh. We hope, in future, our professional activities for the development of sports especially the game of cricket in Bangladesh will bring massive changes. We also believe that our inclusion in **“NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”** as **“Title Sponsorship and Ground Branding Rights Holder”** will add significant brand value.

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 **“Title Sponsorship and Ground Branding Rights Holder”** at a value of BDT in relation to **NATIONAL CRICKET LEAGUE (NCL) for 21st NCL 2019-20, 22nd NCL 2020-21 & 23rd NCL 2021-22”**.

Please find the attached prerequisite documents.

Thanking you,

Sincerely,

Name

Designation

-----**LIMITED**

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

EOI EVALUATION:

1. After necessary evaluation of EOI documents and the financial offer, BCB will shortlist qualified participants. Eventually, qualified highest offerer will be awarded the **Team Sponsorship Rights** by issuing a **Letter of Intent** (LOI).
2. Successful participant must submit a **Security Deposit** amounting to **BDT 5,00,000/- (Five Lac Taka Only)** to BCB within three (03) days from date of receiving **Letter of Intent** (LOI).
3. Successful participant shall have to furnished **Bank Guarantee (BG)** equivalent amount to total price offered in favor of Bangladesh Cricket Board before signing of the **Long Form Agreement (LFA)**.
4. BCB will not allow signing of the Long Form Agreement and reserves the right to cancel Team Sponsorship, if any successful participant fails to furnish Bank Guarantee (BG) before the signing of the Long Form Agreement.
5. Submission of the above mentioned 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.

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
