

# GUIDELINES

FOR  
EOI SUBMISSION



TITLE SPONSORSHIP  
AND  
GROUND BRANDING RIGHTS  
OF  
NATIONAL CRICKET LEAGUE (NCL)

(24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25)

## General Guideline

### TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS

“NATIONAL CRICKET LEAGUE (NCL) for 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”

#### INTRODUCTION:

National Cricket League (NCL) is a four day cricket competition which has been recognized as 1<sup>st</sup> 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 21<sup>st</sup> NCL 2019-20, 22<sup>nd</sup> NCL 2020-21 & 23<sup>rd</sup> NCL 2021-22:

#### CONCEPT:

The National Cricket League wasn't first-class when it was established in the 1999–2000 season. In 2000, Bangladesh joined the ICC as its eleventh full member, and beginning with the 2000–01 season, the league was first-class. The same name has also been used for Twenty20 and limited-overs competitions in the past.

The league, which typically lasts from October to December, has eight teams since 2011–12. Each team faced the other once during the season from 2011–12 to 2014–15.

There has been a two-tier league since the 2015–16 season, with Rangpur, Khulna, Dhaka Division, and Dhaka Metropolis in the first tier and Rajshahi, Sylhet, Barisal, and Chittagong in the second. In the 2016–17 season, Barisal was promoted to tier 1 and Rangpur was demoted to tier 2. In the 2017–18 season, Rangpur returned to tier 1, and Dhaka Metropolis was The twenty-first season of the National Cricket League took place in 2018–19. (NCL). On October 1, 2018, eight teams were divided into two tiers, and the tournament began. Defending champions was **Khulna Division**.

**The 2019–20 National Cricket League** was the **twenty-first edition** of the National Cricket League (NCL), a first-class cricket competition that was held in Bangladesh. The tournament started on October 10, 2019, with eight teams placed into two tiers. The matches were used as the national team's preparation for their Test series against India in November 2019. The **Rajshahi Division** were the defending champions.

**The 2020–21 National Cricket League** was the **twenty-second edition** of the National Cricket League (NCL), a first-class cricket competition that is being held in Bangladesh. The tournament started on March 22, 2021, with the Bangladesh Cricket Board (BCB) using the tournament as preparation for Bangladesh's tour of Sri Lanka in April 2021. The eight teams taking part were placed into two tiers, with the tournament scheduled to end on April 29th, 2021. The **Khulna Division** was the defending champions.

The **2021–22 National Cricket League** was the **twenty-third edition** of the National Cricket League (NCL), a first-class cricket competition that was held in Bangladesh from 15 October to 25 November 2021. The **Khulna Division** was the defending champions.

#### COMMENCEMENT:

24<sup>th</sup> National Cricket League (NCL) will kick-off from 10<sup>th</sup> of October 2022 and will end at November 17, 2022.

#### PARTICIPATING TEAMS:

Eight (08) teams will compete in the 24<sup>th</sup> NCL in two (02) tiers, with the top four (04) teams from the 23<sup>rd</sup> NCL competing in Tier I and the bottom four (04) teams from the 23<sup>rd</sup> NCL competing in Tier II. Here are the team standings:

TIER-I	TIER-II
NAME OF TEAM	NAME OF TEAM
1. Dhaka Division	1. Khulna Division
2. Rangpur Division	2. Rajshahi Division
3. Sylhet Division	3. Barishal Division
4. Chattogram Division	4. 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 4<sup>th</sup> 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 (02) Tiers where four (04) teams 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 4<sup>th</sup> 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
- Technical Consultant
- Head Coach
- Assistant Coach
- Team Manager
- Sports Physiotherapist
- Trainer
- Team Boy

## TOURNAMENTS VENUES (TENTATIVE):

Venues of 24<sup>th</sup> National Cricket League 2022-23 will be as follows:

1. SBNCS : Sher-E Bangla National Cricket Stadium (SBNCS), Mirpur, Dhaka
2. ZACS : Zahur Ahmed Chowdhury Stadium (ZACS), Chattogram.
3. SKS : Shaheed Kamruzzaman Stadium (SKS), Rajshahi.
4. SANS : Sheikh Abu Naser Stadium (SANS), Khulna.
5. SKICS : Sheikh Kamal International Cricket Stadium (SKICS), Cox's bazar
6. SICS : Sylhet International Cricket Stadium (SICS), Sylhet.
7. SICS (Outer) : Sylhet International Cricket Stadium (SICS), Cricket Academy, Sylhet.
8. SCS : Shaheed Chandu Stadium (SCS), Bogura.
9. KSOAS : Khan Shaheb Osman Ali Stadium KSOAS), Fatullah
10. BKSP-3 : Bangladesh Krira Shikkha Protishtan (BKSP) - Ground 03.
11. BKSP-4 : Bangladesh Krira Shikkha Protishtan (BKSP) - Ground 04.

## 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. 24<sup>th</sup> NCL (2022-2023), 25<sup>th</sup> NCL (2023-2024) & 26<sup>th</sup> NCL (2024-2025).
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 24<sup>th</sup> , 25<sup>th</sup> & 26<sup>th</sup> National Cricket League 2022-23, 2023-24 & 2024-25.

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 two (02) 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 (02) Bowling Ends at each venue (subject to BCB's decision and venue condition/ availability). The two (02) 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 two (02) 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 four (04) 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 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 **Wednesday 28<sup>th</sup> September 2022** 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. 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 along with Bank Statement.
4. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
5. Business Identification Number – (BIN), Trade License and Tax Identification Number (TIN) Certificate or similar documents.
6. In case of Consortium, notarized Consortium Agreement.

### **FINANCIAL OFFER:**

The base value for the financial offer has been determined by the Bangladesh Cricket Board (BCB) to be **BDT 1,25,00,000** (Taka One Crore Twenty-Five Lac only) for the 24<sup>th</sup> NCL and a least 10% yearly escalation for the 25<sup>th</sup> and 26<sup>th</sup> NCL.

**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 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”.**

Dear Sir

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

With reference to the EOI (Expression of Interest) advertisement dated .....September, 2022 published on The ( Name of the News Paper) regarding **“Title Sponsorship and Ground Branding Rights of NATIONAL CRICKET LEAGUE (NCL) for 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”**, 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 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”**.

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 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”** 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 24<sup>th</sup> NCL 2022-23, 25<sup>th</sup> NCL 2023-24 & 26<sup>th</sup> NCL 2024-25”**.

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 **Title & Ground Brandings Rights** by issuing a **Letter of Intent (LOI)**.
2. The successful participant must pay the sponsorship rights fee (100%) for the 24<sup>th</sup> NCL 2022–23 to BCB via Pay-order (single/one-time payment) within 48 hours of receiving the Letter of Intent (LOI).
3. Successful participant shall have to furnished **Bank Guarantee (BG)** equivalent amount to total fees offered for 25<sup>th</sup> and 26<sup>th</sup> NCL in favor of Bangladesh Cricket Board before signing of the **Long Form Agreement (LFA)**.
4. For the 25<sup>th</sup> and 26<sup>th</sup> NCL, the Successful Participant/ Rights Holder must pay the sponsorship rights fee in full (100%) at least six months before the event.
5. If the successful participant fails to provide Bank Guarantee (BG) before the signing of the Long Form Agreement, BCB will not permit signing of the Long Form Agreement and retains the right to cancel the Title & Ground Brandings Rights.
6. 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

-----