



## **BANGABANDHU T20 CUP 2020**

### **EXPRESSION OF INTEREST**

### **FOR**

### **SPONSORSHIP RIGHTS**

#### **SUBMISSION DEADLINE**

**12<sup>th</sup> November 2020**

# Press Advertisement

## BANGABANDHU T20 CUP 2020 Sponsorship Rights



Bangladesh  
Cricket Board

Ref:BCB/Sponsorship Rights/BangabandhuT20 Cup/2020/286

Date: 5<sup>th</sup> November 2020

### Expression of Interest (EOI)

The Bangladesh Cricket Board (BCB) invites Expression of Interest (EOI) along with financial offer from reputed business houses/ companies / parties / agencies / consortium / individual for the following SPONSORSHIP RIGHTS of “Bangabandhu T20 Cup 2020” only for one (01) season to be held in November-December 2020.

#### Major Sponsorship Rights :

01. Event Sponsorship Rights.
02. Event Co-sponsorship, Event Associate Sponsorship & Ground Branding Rights.
03. Strategic Time-out Sponsorship Rights.
04. Official Umpire's Attire Sponsorship Rights.

#### Official Partnership Rights :

01. Carbonated Beverage Partner.
02. Official Drink Partner (Mineral Water)

#### INELIGIBILITY :

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

A detailed document (General Guideline) related to EOI will be available at the BCB Management Office and BCB's Official Website: [www.tigercricket.com.bd](http://www.tigercricket.com.bd)

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 12<sup>th</sup> November, 2020** in a sealed envelope addressed to the “Chief Executive Officer, BCB”.

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

01. Company Profile and Individual Directors' / Owners' Profile.
02. Updated auditor's report on financial statements (in case of consortium, each party's auditor's report needs to be submitted individually).
03. Bank Solvency Certificate along with Bank Statement.
04. Certified copy of Memorandum and Articles of Association along with Certificate of Incorporation or similar constitutional documents.
05. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
06. In case of consortium, notarized consortium Agreement.

**The EOI can be submitted individually for a separate rights or collectively where individual value of the rights will be mentioned and specified separately.**

The BCB reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason. The 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

Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh

## A. 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 full proposal along with financial offers from reputed business houses/companies/parties/agencies/consortiums/individuals for **‘SPONSORSHIP RIGHTS’** of the **‘Bangabandhu T20 Cup 2020’** only for one (01) season 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.

In this connection, BCB published an EOI (Expression of Interest) advertisement in the national daily newspapers on **5<sup>th</sup> November, 2020** to invite full proposal along with financial offers from reputed business houses/companies/parties/agencies/consortiums/individuals for **‘SPONSORSHIP RIGHTS’** of the **‘Bangabandhu T20 Cup 2020’** only for one (01) season to be held in November-December 2020.

## B. NAME OF THE TOURNAMENT:

The tournament has been named **“BANGABANDHU T20 CUP 2020”**

## C. TENURE:

The tenure of the sponsorship rights 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.

(Draft) Schedule Bangabandhu T20 Cup 2020									
No. of Day	Day & Date	Venue	Match No	Day Match Friday Match - 2:00 PM to 5:20 PM Weekdays including Saturday Match - 01:30 PM to 4:50 PM*	Match No	Night Match Friday Match - 7:30 PM to 10:30 PM Weekdays including Saturday Match - 06:30 PM to 09:50 PM*	Match No	Day Match Friday Match - 2:00 PM to 5:20 PM Weekdays including Saturday Match - 01:30 PM to 4:50 PM*	Match No
1	Friday, November 20, 2020	SINCS Dhaka	1	TEAM 1 vs TEAM 5	2	TEAM 2 vs TEAM 4	3	TEAM 3 vs TEAM 1	4
2	Saturday, November 21, 2020		2	Rest Day	3	Rest Day	4	TEAM 2 vs TEAM 5	5
3	Sunday, November 22, 2020		3	TEAM 3 vs TEAM 1	4	TEAM 2 vs TEAM 5	5	Rest Day	6
4	Monday, November 23, 2020		4	Rest Day	5	Rest Day	6	TEAM 1 vs TEAM 5	7
5	Tuesday, November 24, 2020		5	TEAM 2 vs TEAM 4	6	TEAM 1 vs TEAM 5	7	Rest Day	8
6	Wednesday, November 25, 2020		6	Rest Day	7	Rest Day	8	TEAM 3 vs TEAM 4	9
7	Thursday, November 26, 2020		7	TEAM 2 vs TEAM 5	8	TEAM 3 vs TEAM 4	9	Rest Day	10
8	Friday, November 27, 2020		8	Rest Day	9	Rest Day	10	TEAM 3 vs TEAM 5	11
9	Saturday, November 28, 2020		9	TEAM 1 vs TEAM 4	10	TEAM 3 vs TEAM 5	11	Rest Day	12
10	Sunday, November 29, 2020		10	Rest Day	11	Rest Day	12	TEAM 2 vs TEAM 1	13
11	Monday, November 30, 2020		11	TEAM 3 vs TEAM 5	12	TEAM 2 vs TEAM 1	13	Rest Day	14
12	Tuesday, December 01, 2020		12	Rest Day	13	Rest Day	14	TEAM 1 vs TEAM 4	15
13	Wednesday, December 02, 2020		13	TEAM 2 vs TEAM 3	14	TEAM 1 vs TEAM 4	15	Rest Day	16
14	Thursday, December 03, 2020		14	Rest Day	15	Rest Day	16	TEAM 4 vs TEAM 5	17
15	Friday, December 04, 2020		15	TEAM 2 vs TEAM 1	16	TEAM 4 vs TEAM 5	17	Rest Day	18
16	Saturday, December 05, 2020		16	Rest Day	17	Rest Day	18	TEAM 2 vs TEAM 3	19
17	Sunday, December 06, 2020		17	TEAM 3 vs TEAM 4	18	TEAM 2 vs TEAM 3	19	Rest Day	20
18	Monday, December 07, 2020		18	Rest Day	19	Rest Day	20	TEAM 3 vs TEAM 1	21
19	Tuesday, December 08, 2020		19	TEAM 4 vs TEAM 5	20	TEAM 3 vs TEAM 1	21	Rest Day	22
20	Wednesday, December 09, 2020		20	Rest Day	21	Rest Day	22	1st Qualifier (1st Position VS 2nd Position)	23
21	Thursday, December 10, 2020		21	Eliminator (3rd Position VS 4th Position)	22	1st Qualifier (1st Position VS 2nd Position)	23	Reserve Day	24
22	Friday, December 11, 2020		22	Reserve Day	23	2nd Qualifier (Looser of 22 VS Winner of 21)	24	Reserve Day	
23	Saturday, December 12, 2020		23		24	Final - Winners of 22 VS Winner 23		Reserve Day	
24	Sunday, December 13, 2020		24						
25	Monday, December 14, 2020		25						
26	Tuesday, December 15, 2020		26						

**Note: It's a tentative schedule; BCB reserves the right to change it at its sole discretion.**

## 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. TOURNAMENTS VENUES (TENTATIVE):

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

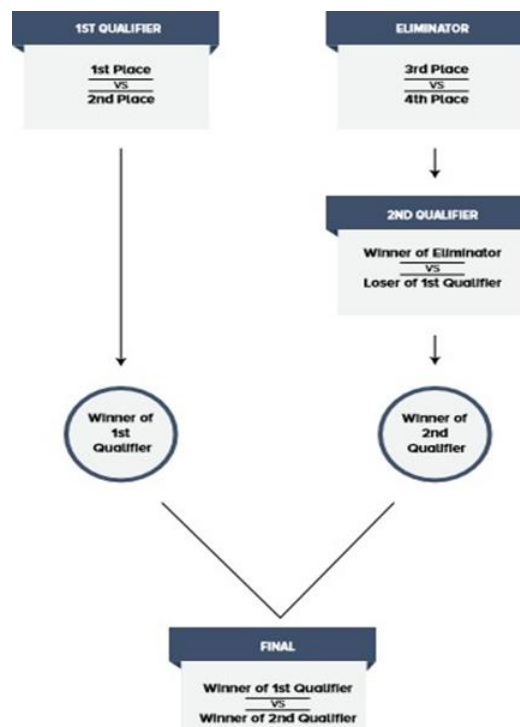
## H. FORMAT OF THE TOURNAMENT:

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 '1st 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 3rd and 4th finishers in the points table. The winner of Eliminator will play with the losing team of the 1st Qualifier in the "2nd Qualifier" match.

The winning side of the "2nd Qualifier" qualifies for the final.



## **I. Area of Rights:**

- I. There shall be no “Exclusivity” in the other Event Sponsorship Rights under any circumstance and the BCB shall have the right to obtain any other sponsor in relation to the aforesaid tournament at its sole discretion. The interested parties may quote financial offers for individual sponsorship rights or all sponsorship rights listed in the EOI.
- II. The Sponsorship Rights shall not include any additional branding tools/items as detailed in the General Branding Guideline.
- III. 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.

## **J. SPONSORSHIP RIGHTS BENEFITS:**

### **MAJOR SPONSORSHIP RIGHTS:**

- i. **Event Sponsorship Rights:** Event sponsor is the main sponsor of the Tournament and entitled to get maximum exposure in ground and stadium branding opportunities. Event sponsor will have the tournament naming rights as follows: “Bangabandhu T20 Cup 2020 – presented by “Event Sponsor name”. Branding package will be designed by the rights holder. For avoidance of doubt. Number of branding tools i.e. perimeter board, Mid-wall, Roman Banner, gate Brandings etc will be decided and allocated by the Major Sponsorship Rights Holder.

#### **Note:**

- a. Perimeter Board will be allocated by the Major Sponsorship Rights Holder out of 45 perimeter boards.
- b. Mid-wall branding will be allocated by the Major Sponsorship Rights Holder out of 2000 running feet.
- c. Roman Banner will be allocated by the Major Sponsorship Rights Holder out of 08 roman banners.
- d. Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding will be decided by Major Sponsorship Rights Holder.

- ii. **Event Co-sponsorship Rights:** Major Sponsorship Rights Holder can take Event Co-Sponsor of **BANGABANDHU T20 CUP 2020** and they will get exposure in grounds and stadium brandings.

#### **Note:**

- e. Perimeter Board will be allocated by the Major Sponsorship Rights Holder out of 45 perimeter boards.
- f. Mid-wall branding will be allocated by the Major Sponsorship Rights Holder out of 2000 running feet.

- g. Roman Banner will be allocated by the Major Sponsorship Rights Holder out of 08 roman banners.
  - h. Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding will be decided by Major Sponsorship Rights Holder.
- iii. **Event Associate Sponsorship Rights:** Major Sponsorship Rights Holder can take Event Associate Sponsor of BANGABANDHU T20 CUP 2020 and they will get exposer in grounds and stadium brandings.

**Note:**

- i. Perimeter Board will be allocated by the Major Sponsorship Rights Holder out of 45 perimeter boards.
  - j. Mid-wall branding will be allocated by the Major Sponsorship Rights Holder out of 2000 running feet.
  - k. Roman Banner will be allocated by the Major Sponsorship Rights Holder out of 08 roman banners.
  - l. Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding will be decided by Major Sponsorship Rights Holder.
  - m.
- iv. **Major Sponsorship Rights Holder's Ground Branding Rights:**

- a. **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 sightcreens/ 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.

- b. **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.

- c. **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.

- d. **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.

- e. **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.

- f. **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.

- g. **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).

- h. **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)

- i. **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:

- i. Top of the Manual Score Board should be: 41.5ft X 2ft
- ii. Bottom of the Manual Score Board should be: 41.5ft X 2ft
- iii. Left side of the Manual Score Board has to be: 24.5ft X 2ft
- iv. Right side of the Manual Score Board has to be: 24.5ft X 2ft

- j. **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

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

1. Sponsorship Declaration Press Conference and Backdrop branding
2. Pre-Match and Post-Match Interview Backdrop Branding
3. Flash Interview Backdrop Branding
4. Post-Match Presentation Backdrop Branding
5. Post-Match Prize Giving Ceremony & Backdrop Branding
6. 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.

**iv. 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 Bangabandhu T20 Cup 2020 matches (There will be two time-outs of 2 minutes 30 seconds in duration in each innings of any T20 matches).

**v. Official Umpires' Attire Sponsorship Rights:**

- a) Rights to promote sponsor's logo on all types of attires are worn by the Match Umpires, Match Referee, Match Officials, Scorers & BCB officials during **Bangabandhu T20 Cup 2020**.
- b) Logo Branding on Umpire's Attires shall be positioned as follows:
  - Front - 32 sq. inches (commercial Logo)
  - Back - 32 sq. inches (commercial logo)
  - Sleeve - 10 sq. inches (commercial logo)
  - Upper Chest right - 10 sq. inches (commercial logo)
- c) Official Umpire's Attires Requirement & Supply: Official Umpire's Attires Sponsor must ensure the manufacture and supply the following attires at least 07 (seven) days before the commence of the **Bangabandhu T20 Cup 2020**:
  - i) **Blazer with Tie:** Total 40 pieces of Blazer with Tie for Match Referees, Umpires & BCB Officials.
  - ii) **Shirt (Long Sleeve):** Total 40 pieces Shirt (Long Sleeve) for Match Referees, Umpires & BCB Officials.
  - iii) **Travel T-Shirt:** Total 80 pieces Travel T-Shirt for Match Referees, Umpires & BCB Officials.
  - iv) **Match T-Shirt:** Total 80 pieces Match T-Shirt for Umpires (2 colour x 2pcs x 20)
  - v) **Jacket: Total 80 pieces of Jacket** (2 colour x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
  - vi) **Cap: Total 80 pieces of Cap** (2 colour x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
  - vii) **Head Band: Total 40 pieces of Hand** for Match Referees, Umpires & BCB Officials.
  - viii) **T-Shirt for Match Scorers:** Total 80 pieces of T-Shirt for Match Scorers
  - ix) **T-Shirt for Manual Score Board Operator:** Total 80 pieces of T-Shirt for Manual Score Board Operator.

**d) Official Carbonated Beverage Partner:**

- 1. Branding opportunity in all matches of "**Bangabandhu T20 Cup 2020**" - Logo exposure on Drinks Trolley. However, an additional drinks trolley of "Official Drink" 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 (if any) 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 **Bangabandhu T20 Cup 2020**.
4. **"Official Beverage Partner"** status.
5. In-Stadia Branding Rights – 01 Perimeter board (Static or Digital) in all matches of **Bangabandhu T20 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 subject to ongoing COVID 19 pandemic situation.
  - 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) 10 refrigerators (placement to be determined by the BCB)

## **8. BEVERAGE REQUIREMENTS & SUPPLY:**

- a. The Official Beverage Partner for Bangabandhu T20 Cup 2020 must ensure smooth supply of 2000 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 500 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.

**e) Official Mineral Water Rights:**

1. Branding opportunity in all matches of **Bangabandhu T20 Cup 2020** - 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 (if any) 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 10 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 **Bangabandhu T20 Cup 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 subject to ongoing COVID 19 pandemic situation.
- ii) Pre-Match and Post-Match Interview Backdrop Branding  
Flash Interview Backdrop Branding
- iii) Post-Match Presentation Backdrop Branding
- iv) Post-Match Prize Giving Ceremony & Backdrop Branding

**9. OFFICIAL MINERAL WATER REQUIREMENTS & SUPPLY:**

- 1) The Official Drink must ensure smooth supply of 4000 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 500 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.

#### **K. 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 OTHER EVENT SPONSORSHIP RIGHTS in other category rights under BCB. For avoidance of doubt the BCB may take any sponsor including but not limited to Team Sponsor, Ticketing Partner, Media Broadcasting Partner, ISP Partner, Hospitality Partner, Telecom Partner, Official Airlines Partner, Beverage Partner, official Drink 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.
5. The Sponsorship Rights Holder must strictly follow the health and safety guidelines imposed by the BCB/ICC during the ongoing COVID19 pandemic situation.

#### **L. 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.

#### **M. EOI SUBMISSION PROCEDURE:**

The EOI along with financial offer must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by the close of business hours on **Thursday 12<sup>th</sup> November 2020** and should be in a sealed envelope to be addressed to: **Chief Executive Officer, Bangladesh Cricket Board.**

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

**N. THE EOI NEEDS TO BE ACCOMPANIED WITH 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.

**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**  
Bangladesh Cricket Board  
Sher-e-Bangla National Cricket Stadium, Mirpur-2  
Dhaka-1216, Bangladesh Tel: +880 2 8031001-4, Fax: 803 1199