

West Indies Team's Tour of Bangladesh 2021 Sponsorship Rights



Bangladesh
Cricket Board

Ref No:BCB/Sponsorship Rights/WI Team's Tour of BD 2021/395

Date: 26th December 2020

Expression of Interest (EOI)

The Bangladesh Cricket Board (BCB) hereby invites Expression of Interest (EOI) along with financial offers from the reputed Business Houses/ Companies/ Parties/ Agencies / Consortiums for acquiring the following Sponsorship Rights of **WEST INDIES TEAM'S TOUR OF BANGLADESH 2021** comprising of 02 Test Match and 03 ODIs to be held from 10 January - 16 February 2021:

Major Sponsorship Rights

01. Title Sponsorship Rights.
02. Co-Sponsorship Rights.
03. Associate Sponsorship.
04. Ground Branding Rights.

Official Partnership Rights

01. Official Beverage Partner (Carbonated Beverage & Sports Energy Drinks)
02. Official Drinks Partner (Mineral Water & Isotonic water only).

Area of Rights :

A detailed of EOI document has been developed incorporating all the necessary EOI details and documents for acquiring the above-mentioned Sponsorship Rights of **West Indies Team's Tour of Bangladesh 2021**.

Eligibility Criteria :

- a) Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, Online Betting shall not be eligible to participate in the EOI process.
- b) Any person(s) or entities 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 Bidding Process.
- c) Reputed Business Houses/ Companies/ Parties/ Agencies / Consortiums must have **atleast 02 years** of experience in marketing / selling international standard cricket events for the aforesaid rights will get preference in the EOI process.

Document Purchasing Procedure :

- a) Interested parties need to obtain a copy of the EOI Document from BCB Management Office (Marketing & Commercial Department) on payment of the **Non-Refundable** fees of **BDT 2,00,000** (Two Lacs Taka Only) in the form of Pay-Order/ Bank Draft/ Cash or for the Overseas participants **USD 2500** (Two thousand and Five hundred US Dollar only) to be remitted to BCB (Account No. 01-7537131-01, Account Name : Bangladesh Cricket Board, Bank : Standard Chartered Bank, Dhaka, Bangladesh, SWIFT : SCBLBDDX). Please send your request for the EOI Document (Soft copy or printed version) along with the evidence of Bank Transfer /Payment receipt referred to above at the following email address:sponsorship.rights@bcb-cricket.com.
- b) The details of the EOI process, Tentative Tour Itinerary, Branding Guideline, Bank Guarantee Format etc. are set out in the EOI Document. EOI document will be available from **December 27, 2020 to January 07, 2021** during working hours (10.00 AM to 5.00 PM except Friday).

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 **close of business hours (before 5 PM) on Saturday 9th January, 2021** and should be in a sealed envelope to be addressed to: **Chief Executive Officer**, Bangladesh Cricket Board.

Interested overseas participant may submit the EOI along with the financial offer electronically via email at sponsorship.rights@bcb-cricket.com

The EOI needs to be accompanied with the following documents:

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.

Floor Price:

The floor price of Sponsorship Rights of West Indies Team's Tour of Bangladesh 2021 as follows:

Major Sponsorship Rights:

BDT 3,00,00,000 (Taka Three Crore only) for local entity or an amount of **USD 3,60,000** (US Dollar Three Lac Sixty Thousand only) for overseas participant.

Official Partnership Rights:

BDT 40,00,000 (Taka Forty Lac only) for local entity or an amount of **USD 48,000** (US Dollar Forty Eight Thousand only) for overseas participant.

The EOI can be submitted individually for a separate SPONSORSHIP 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 process 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