

Request for Quotation (RFQ) Digital Media Agency Services



**Bangladesh
Cricket Board**

Ref: BCB/ T&P/ Digital Media Agency/ 2024/811

Date: 25th November 2024

The Bangladesh Cricket Board (BCB) invites qualified Digital Media Agencies to submit their proposals for a comprehensive digital media management service to support its vision of becoming a global leader in sports marketing and fan engagement for a period of three (03) years.

Scope of Work:

01. Website Management:

- Daily content updates, server management, technological integration, and security maintenance.
- Optimization for mobile and desktop experiences to meet global standards.

02. Social Media Management:

- Full management of all social media platforms (Facebook, YouTube, Instagram, X, etc.).
- Creation of engaging and innovative content, including static posts, video, motion graphics, and live streaming assistance.
- Maximizing engagement through cutting-edge strategies and trends.
- Monetization of content, monitoring platform earnings, and providing growth analysis.

03. Content Creation & Video Production :

- Professional video editing for YouTube, shorts, reels, and highlight compilations.
- Design of visually appealing social media cards, motion graphics, and sports-related content writing.
- Consistent delivery of high-quality visual and written content across all platforms.

04. Performance Reporting & Strategic Growth :

- Detailed monthly reports covering engagement, growth, and revenue earned.
- Data-driven content analysis and actionable insights for continuous improvement.
- Strategic content planning to drive fan engagement and maximize brand visibility.

05. General Digital Agency Services:

- Global-standard services including SEO optimization, audience development, and cross-platform campaigns.
- Best practices in digital marketing for audience growth and sponsor engagement.

Eligibility Criteria :

- Proven track record in managing large-scale digital platforms, particularly in sports.
- Experience working with high-profile brands or sports organizations.
- Strong expertise in social media marketing, video production, and content monetization.
- Ability to provide measurable results with real-time performance tracking and optimization.
- Familiarity with global digital trends and compliance with international standards of content creation and management.

Evaluation Criteria :

Proposals will be evaluated based on the following criteria :

- **Experience & Expertise:** Demonstrated success in similar projects.
- **Quality of Services:** Adherence to world-class standards in digital media.
- **Innovation & Creativity:** Ability to deliver fresh, engaging, and on-trend content.
- **Cost-Effectiveness:** Transparent pricing and value for money.
- **Strategic Vision:** Capacity to deliver long-term growth for the Cricket Federation's digital presence.

RFQ Submission Procedure :

- Interested parties need to obtain a copy of the RFQ Document (General Guidelines of RFQ) will be available at the BCB Management Office (Marketing & Commercial Department) and BCB's Official Website: www.tigercricket.com.bd.
- The details of the RFQ process, all details of services and platforms, Performance Guarantee Format etc. are set out in the RFQ Document (General Guideline of RFQ) which will be available for collection from **November 26 to December 05, 2024** (Except Friday & Public Holidays in Bangladesh).

The Quotation along with detail proposal (prepared in accordance with the RFQ Document "General Guidelines of RFQ") must be submitted in a sealed envelope addressed to: The Chief Executive Officer, BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during office hours (between BST 1000 to BST 1700) on or before **Thursday 8th December, 2024**.

The RFQ 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. Business Identification Number (BIN), Trade License and Tax Identification Number (TIN).
06. Certificate or similar documents In case of Consortium, notarized Consortium Agreement.
07. Examples of past work in the sports sector or similar high-demand industries.
08. Comprehensive pricing structure, including detailed breakdowns of services.
09. Proposed timelines for deliverables and project milestones.

The BCB reserves the right to accept or reject any or all quotation & proposal at its sole discretion without assigning any reason. The BCB also reserves the right to cancel the entire RFQ process and / or modify, add or alter the terms of the document and/ or the conditions for RFQ by issuing an addendum(s) at any time prior to the submission of the RFQ.

Chief Executive Officer

Bangladesh Cricket Board

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