

Invitation to Bid for Worldwide Media Rights



Bangladesh Cricket Board

Date: 12th June 2025

(Of All Bilateral International Home Series(s) involving the Bangladesh National Cricket Team (Men) from 12th July 2025 to 15th June 2027)

Ref: BCB/ World Media Rights / 2025/365

The Bangladesh Cricket Board (BCB) hereby invites Bid from the reputable TV Broadcasters, Digital Platforms, and Marketing Agencies/Consortiums/Firms for acquiring the following Worldwide Media Rights of all Bilateral International Home Series(s) involving the Bangladesh National Cricket Team (Men) from 12th July 2025 to 15th June 2027:

Categories of Media Rights:

1. Satellite TV (Linear) Rights - Worldwide including Bangladesh
2. Digital OTT Right - Worldwide including Bangladesh
3. Direct-To-Home (DTH) Rights - Bangladesh only

Area of Rights :

A detailed Bid document has been developed incorporating all necessary Bid details and documents for acquiring the above-mentioned Media Rights of all Bilateral International Home Series(s) involving Bangladesh National Cricket Team (Men).

Eligibility Criteria:

- a) Television broadcasters, digital platforms, and marketing agencies, consortiums, or firms with a minimum of **three (03) years** of operational experience in the broadcasting or sports marketing industry, and demonstrable expertise in marketing or broadcasting international-standard cricket events, shall be given preference in the bidding process.
- b) The requisite qualifications of bidders for acquiring the aforesaid Worldwide Media Rights from BCB through **Open Tendering Method (OTM)** shall be determined as per relevant Rules, Policies and Guidelines of BCB.

Document Purchasing Procedure:

- a) Interested parties need to obtain a copy of the Bid Document from BCB Management Office (Marketing & Commercial Department) on payment of the **Non-Refundable** fees of **USD 3,000 (Dollar Three Thousand Only)** or **BDT 3,68,000 (Taka Three Lakh Sixty-Eight Thousand Only)** in the form of Pay-Order/ Bank Draft shall be issued in favour of 'Bangladesh Cricket Board' (Account No. 02-7537131-01, Account Name : Bangladesh Cricket Board, Bank : Standard Chartered Bank, Dhaka, Bangladesh for transaction in Bangladeshi Taka or to be remitted to BCB (Account No. 01-7537131-01, Account Name : Bangladesh Cricket Board, Bank : Standard Chartered Bank, Dhaka, Bangladesh, SWIFT : SCBLDDX) for transaction in US Dollar. Please send your request for the Bid 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 Bidding process, Tentative tour Itinerary, Bank Guarantee Format etc. are set out in the Bid Document. Bid documents will be available from **June 15, 2025 to July 6, 2025** during working hours (10.00 AM to 5.00 PM except Friday and Government Holiday).

Technical Offer Submission:

- a) The Technical Document/Offer along with Security Deposit (prepared in accordance with the Bid Document) must be submitted by the TV Broadcaster, Digital Platform, or Marketing Agency/Consortium/Firm on its own accord to the BCB Management Office situated at Sher-E-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh, during office hours (between BST 1000 to BST 1700) in a sealed envelope on or before **Monday, July 7, 2025**.
- b) The technical offer must include the following:
 - 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 submit 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) Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
 - 6) In case of Consortium, notarized consortium Agreement.
- c) The qualified bidders shall be invited to participate in an **"Open Bidding Process"** scheduled on **Thursday, July 10, 2025**.

Participation in the Bidding Process:

- a) The **"Open Bidding Process"** will be held on **Thursday, July 10, 2025** & Bid submission process will start at BST 1200 hrs onwards in the BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216.
- b) A multiple rounds of close envelope Bidding process will take place. The detail bidding process shall be determined by the BCB at its sole discretion.
- c) Only authorized representative of the participating TV Broadcaster or Marketing agent is allowed to submit financial bid i.e. Representative must carry official authorization letter from the participating TV Broadcaster or Marketing agents.

Security Deposit:

The technical offers must include a security deposit of an amount of **USD 1,000,000 (One Million US Dollars)**, or its equivalent in Bangladeshi Taka calculated at the prevailing exchange rate on the date of payment, shall be required for qualified bidders. The security deposit shall be submitted in the form of Bank draft or pay order or unconditional and irrevocable bank guarantee or bank transfer. Any bank guarantee originated from an overseas country has to be confirmed by a local scheduled bank.

It is mandatory to submit a security deposit prior to the start of the bidding process i.e. before BST 1200 hrs on **Tuesday, July 8, 2025**.

Floor Price:

The floor price for bidding of the Worldwide Media Rights of all Bilateral International Home Series(s) involving the Bangladesh National Cricket Team (Men) from **12th July 2025 to 15th June 2027** will be available in the Bid Document.

Financial Offer Specifications:

All bidders are required to submit their financial proposals in the following two formats:

Option A: Worldwide Media Rights Fee (Inclusive of TV Production Expenses, VAT, and Tax)

• Bidders shall quote the gross fee for Worldwide Media Rights, inclusive of all TV production expenses and applicable Value Added Tax (VAT) and Tax totaling 35%.

• Under this option, the Bangladesh Cricket Board (BCB) shall be solely responsible for the execution of TV production, including but not limited to the deployment of DRS (Decision Review System), Spider Cameras, and other advanced broadcast technologies, in accordance with the Minimum TV Production Standards prescribed by BCB.

Option B: Worldwide Media Rights Net Fee (Exclusive of TV Production Expenses, VAT, and Tax)

• Bidders shall quote the net fee for Worldwide Media Rights only, exclusive of TV production costs.

• Under this option, the bidder shall assume full responsibility for the execution of TV production, including the incorporation of DRS, Spider Cameras, and other advanced broadcast technologies, all applicable VAT and Tax totaling 35%, in compliance with BCB's prescribed Minimum TV Production Standards.

(Detailed production requirements, Bidding process, Tentative tour Itinerary, Bank Guarantee Format etc. are set out in the Bid Document)

Note:

- a) The successful bidder shall be responsible for ensuring the live broadcast of all matches in the territory of all the visiting team for any bilateral home series conducted during the contractual period.
- b) The successful TV Broadcaster / Marketing Agency must provide free LIVE feed to the National Broadcaster, i.e. Bangladesh Television (BTV) as per the National Broadcast Policy set out by the Government of Bangladesh.
- c) All subsequent Agreements/Memorandum of Understanding made in pursuance to this 'Invitation for Bid' shall be enforceable upon approval of the same by the Board of Directors of BCB.

The BCB reserves the right to accept or reject any or all bids at its sole discretion at any time without assigning any reason whatsoever. The BCB also reserves the right to amend, postpone or cancel the entire bidding process and / or modify, add or alter the terms of the document and/ or the conditions for bidding process by issuing an addendum(s) at any time prior to the commencement of the bidding process on **July 10, 2025**.

Authority

Bangladesh Cricket Board

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