



GUIDELINES FOR EOI SUBMISSION

TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS

OF

**(Dhaka Third Division Qualifying, Third Division,
Second Division & First Division)
(2025-26 to 2028-29)**

Bangladesh Cricket Board

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

CONFIDENTIAL

INTRODUCTION

The Bangladesh Cricket Board (BCB) invites Expression of Interest (EOI) along with financial offers from reputed Business Houses/Companies/Parties/Agencies/Consortiums for acquiring the Title Sponsorship and Ground Branding Rights of the specified Dhaka Division Cricket League competitions. These competitions form part of the domestic club-cricket pathway and provide a platform for the development and progression of cricketers through successive levels of competitive cricket.

SCOPE OF THE EOI

- Dhaka Third Division Qualifying Cricket League (T20 only): 2025-2026, 2026-2027 and 2027-2028.
- Dhaka Third Division Cricket League (ODI & T20): 2026-2027, 2027-2028 and 2028-2029.
- Dhaka Second Division Cricket League (ODI & T20): 2026-2027, 2027-2028 and 2028-2029.
- Dhaka First Division Cricket League (ODI & T20): 2026-2027, 2027-2028 and 2028-2029.

Interested entities may submit an EOI for any one, multiple or all of the above competitions, subject to the terms and conditions of this EOI Guideline.

GENERAL CONDITIONS

- The successful Rights Holder shall comply with all BCB rules, regulations, instructions, venue conditions and applicable laws.
- All branding concepts, artwork, production specifications, placement and installation shall be subject to prior approval of BCB.
- Rights are subject to venue availability, operational feasibility, security requirements, broadcast requirements and BCB's final decision.
- Where a particular branding asset is not available at a venue, BCB may determine an alternative placement or implementation method.

SYNOPSIS OF THE COMPETITIONS

1. DHAKA THIRD DIVISION QUALIFYING CRICKET LEAGUE

The Dhaka Third Division Qualifying Cricket League serves as an entry-level competitive platform in the Dhaka club-cricket pathway. The proposed rights package identifies the 2025-26, 2026-27 and 2027-28 editions. The 2025-26 competition is identified as a T20-only competition.

2. DHAKA THIRD DIVISION CRICKET LEAGUE

The Dhaka Third Division Cricket League represents the next stage of the Dhaka club-cricket pathway and includes both ODI and T20 competitions. The proposed rights package covers the 2026-27, 2027-28 and 2028-29 editions.

3. DHAKA SECOND DIVISION CRICKET LEAGUE

The Dhaka Second Division Cricket League provides a higher level of competitive club cricket and includes ODI and T20 competitions. The proposed rights package covers the 2026-27, 2027-28 and 2028-29 editions.

4. DHAKA FIRST DIVISION CRICKET LEAGUE

The Dhaka First Division Cricket League represents a leading level of Dhaka club cricket and includes ODI and T20 competitions. The proposed rights package covers the 2026-27, 2027-28 and 2028-29 editions.

COMPETITION INFORMATION

Competition	Format	Teams	Match / Structure	Period
3rd Division Qualifying	T20	64	16 groups; first round, second round & Super League	2025-26 to 2027-28
3rd Division	ODI & T20	20	First Phase, Super League & Relegation League; 124 ODI matches shown	2026-27 to 2028-29
2nd Division	ODI & T20	24	First Phase, Super League & Relegation League; 168 ODI matches shown	2026-27 to 2028-29
1st Division	ODI & T20	20	First Phase, Super League & Relegation League; 124 ODI matches shown	2026-27 to 2028-29

Note: Dates, match counts and competition structures are subject to BCB's final fixture, regulatory and operational decisions.

TITLE SPONSORSHIP & GROUND BRANDING RIGHTS

- Naming / Title Rights: Association of the approved brand with the relevant competition(s) for the applicable edition(s).
- Official Marks: Right to use BCB-approved official competition/event logos and relevant BCB marks in advertising, subject to prior approval.
- Player Kit Event Logo: Event logo patch on the leading-arm sleeve of the player's Team Kit Shirt, within BCB-approved size and placement limits, where applicable.
- Ground Perimeter Branding: Prominent perimeter board branding at participating venues, with quantity and positioning determined by BCB.
- Bowling End Naming / Branding: Naming rights of the bowling ends at each venue, subject to BCB decision and venue availability.
- Mid-Wicket Branding: Branding opportunities in the mid-wicket area, subject to BCB's placement, size and venue requirements.
- Pitch Branding: Branding on bowling-pitch / bowling-end mats and mid-wicket pitch mats where permitted and approved.
- Stumps Branding: Branding on match stumps, subject to BCB and match-operation requirements.

- Sight Screen / Scoreboard Branding: Prominent logo placement on approved sight screens and scoreboards.
- Press Conference & Post-Match Presentation: Logo placement on approved backdrops and presentation environments.
- Gate Branding: Branding/decorative treatment of approved main gates and VIP entry gate, including BCB branding where required.
- Boundary Rope Branding: Branding around the playing boundary, subject to venue and broadcast requirements.
- Umbrella Branding: Approved branded umbrellas around the boundary / spectator and operational areas.
- Trophy Presentation Branding: Branding presence at approved trophy presentation or unveiling activities.
- Roman Banner / External Venue Branding: Vertical external banners at approved locations outside the stadium.
- Drinks Trolley Branding: Event/brand logo on drinks trolley, where used during drinks breaks.
- Large Screen / Sight Screen Branding: Approved branding on visible in-stadium display surfaces.

PACKAGE / BRANDING ASSETS

The attached commercial proposal illustrates the following branding package and visual applications. Final quantities, sizes and placements shall be determined and approved by BCB for each venue:

Asset / Right	Proposal Reference	BCB Implementation
Integrated / Naming Rights	Competition title association	Subject to BCB-approved naming convention
Ground Perimeter Boards	50 pcs shown	Final placement by BCB
Bowling Pitch Mat Branding	2 pcs shown	Subject to venue and broadcast requirements
Mid-Wicket Pitch Mat Branding	8 pcs shown	Subject to venue, pitch and broadcast requirements
Stumps Branding	2 sets shown	Subject to match-operation requirements
Post-Match Presentation Backdrop	Logo on backdrop	Placement / ratio as approved
Press Conference	Title / sponsor declaration branding	BCB-approved backdrop

Sight Screen Branding	2 pcs shown	Subject to venue availability
Umbrella Branding	20 pcs shown	Subject to venue/operational approval
360° Boundary Rope Branding	As per ratio	Subject to venue and broadcast requirements
Roman Banner Outside Stadium	12 pcs shown	Subject to venue permission
Main Gate Branding	As per requirement	Subject to venue/security approval
Drinks Trolley	Where used	Branding size/space determined by BCB

All costs related to branding production, customization, installation, transportation, maintenance, repair, replacement, movement and removal shall be borne by the successful Rights Holder.

BRANDING CONTROL

- All creative materials must be submitted to BCB for approval before production or installation.
- BCB may require modification, relocation, resizing or removal of any branding for broadcast, operational, security, regulatory or venue reasons.
- Branding must not obstruct or interfere with the playing area, players, officials, spectators, broadcast positions or existing contractual rights.
- All branding must comply with BCB brand guidelines and applicable sponsor-category restrictions.

NON-ELIGIBILITY

- Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting or Online Betting and their surrogate entities shall not be eligible to participate in the EOI process.
- Any person(s) or entity with an existing unresolved dispute, whether financial, disciplinary or otherwise, with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or participate in the EOI process.

EOI SUBMISSION PROCEDURE

A detailed document containing the submission requirements, financial structure, commercial rights and other relevant conditions shall be available from: Date: 10th September 2026 to Bangladesh Cricket Board Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 or Official Website: www.tigercricket.com.bd

Interested parties must submit their EOI applications along with a financial offer in a sealed envelope addressed to the Chief Executive Officer (CEO), Bangladesh Cricket Board (BCB), at the BCB

Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, by the close of business hours on or before:

Submission Deadline: 24th September 2026

DOCUMENTS TO BE SUBMITTED WITH EOI

- Company Profile and profiles of Individual Directors/Owners.
- Latest Auditor's Report or Financial Statements (each consortium member must submit separately).
- Bank Solvency Certificate along with supporting Bank Statement.
- Certified copy of Memorandum & Articles of Association with Certificate of Incorporation or equivalent constitutional documents.
- Updated VAT Registration, Trade Licence and Taxpayer Identification Number (TIN) Certificate.
- In case of Consortium/Joint Venture (JV) – a Notarized Consortium/JV Agreement.
- Any other document/information required under the detailed EOI Guideline.

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 Dhaka Division Cricket Leagues for the applicable competitions and editions.

Dear Sir,

Greeting from (Name of the Company)!

With reference to the EOI advertisement regarding the Title Sponsorship and Ground Branding Rights of the Dhaka Division Cricket Leagues, we, (Name of the Company), would like to express our interest to procure the said rights for the following competition(s):

- Dhaka Third Division Qualifying Cricket League – _____
- Dhaka Third Division Cricket League – _____
- Dhaka Second Division Cricket League – _____
- Dhaka First Division Cricket League – _____

We believe that our association with the selected competition(s) as the Title Sponsorship and Ground Branding Rights Holder will create significant brand visibility while contributing to the development and promotion of domestic cricket in Bangladesh.

Accordingly, we request BCB to consider our Expression of Interest at a financial offer of BDT _____ (in words: _____ only).

Please find attached the prerequisite documents as required under the EOI Guideline.

Thanking you,

Sincerely,

Name: _____

Designation: _____

(Name of Company)

EOI EVALUATION

- After necessary evaluation of the EOI documents and financial offers, BCB will shortlist qualified participants.
- BCB may evaluate offers based on completeness, eligibility, responsiveness to the EOI requirements, financial offer and overall suitability of the participant.
- Subject to BCB's evaluation and approval, the qualified highest offerer may be awarded the relevant Title Sponsorship and Ground Branding Rights through issuance of a Letter of Intent (LOI).
- The successful participant shall be required to execute the definitive agreement/documentation prescribed by BCB within the period specified by BCB.
- Any payment, guarantee or other financial security requirements applicable to the successful Rights Holder shall be as specified in the final EOI/LOI/agreement issued by BCB.

GENERAL TERMS & CONDITIONS

- BCB reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason whatsoever.
- BCB reserves the right to amend, postpone, suspend or cancel the entire EOI process and/or modify, add or alter any term or condition by issuing further addendum(s) prior to completion of the EOI selection process.
- The issue of this EOI Guideline does not constitute a commitment by BCB to award the rights to any participant.
- Submission of an EOI shall not create any right, entitlement or claim against BCB unless and until a formal award/LOI and definitive agreement are issued/executed.
- All information submitted by an EOI participant must be true, complete and accurate. Any misrepresentation or material omission may result in rejection of the EOI.
- All rights are subject to venue availability, security protocols, broadcast requirements, existing contractual obligations, applicable laws, BCB regulations and operational requirements.
- The successful Rights Holder shall bear all costs associated with production, customization, installation, transportation, maintenance, repair, replacement, movement and removal of its branding materials.
- BCB may take other sponsors, partners or commercial rights holders where such appointment does not conflict with the rights expressly granted to the successful Rights Holder, subject to BCB's commercial and contractual obligations.

The Bangladesh Cricket Board reserves the right to issue further clarifications, addenda or amendments to this EOI Guideline where necessary.

Chief Executive Officer (CEO)

Bangladesh Cricket Board

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