

## **GENERAL GUIDELINE**

### **TEAM SPONSORSHIP RIGHTS**

#### **BANGABANDHU BANGLADESH PREMIER LEAGUE T20 – 2019 (Bangabandhu BPL T20 2019)**

##### **I. INTRODUCTION:**

The BPL Governing Council of Bangladesh Cricket Board (BCB) has been organizing a franchisee based domestic Twenty20 cricket tournament in Bangladesh under the brand name “**BANGLADESH PREMIER LEAGUE T20 (BPL T20)**” since 2012. The goal of the tournament is to assist in development and enhancement of the skills of local players as it provides the players opportunity to play, learn and share experience with the international cricketers.

After successful completion of 06 (Six) editions of the tournament, the BCB has decided to organize the 7<sup>th</sup> Edition of BPL T20 in December, 2019. This 7<sup>th</sup> edition will be a special edition of the BPL T20 Tournament to commemorate the birth Centenary of the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman.

##### **II. BRIEF DESCRIPTION OF BANGABANDHU BPL T20 2019:**

###### **A. CONCEPT:**

All the participating teams will be owned and managed directly by the BCB. For avoidance of doubt, all the expenditure of a team i.e. Players and Team Management staffs remuneration, logistics, accommodation; Team Kits etc. will be borne by the BCB.

The BCB will involve Team Sponsor for each team where the team sponsor will enjoy significant branding opportunity during this special edition of BPL T20 2019.

###### **B. TOURNAMENT NAMING:**

The 7<sup>th</sup> edition has been named as **Bangabandhu Bangladesh Premier League T20 2019** (Bangabandhu BPL T20 2019).

###### **C. TENURE:**

The tenure of the team sponsor shall be **for period of 01 edition/year** only i.e. Bangandhu BPL T20 2019 (7<sup>th</sup> edition of BPL T20).

###### **D. COMMENCEMENT:**

Bangandhu BPL T20 2019 is tentatively scheduled to be held **from 6<sup>th</sup> December 2019 to 11<sup>th</sup> January 2020**. The opening ceremony of the tournament is scheduled to be staged on or around 3<sup>rd</sup> of December 2019 (subject to any changes by BCB).

### E. PARTICIPATING TEAMS:

There will be Seven (07) Participating Teams in BANGABANDHU BANGLADESH PREMIER LEAGUE T20 2019, which are as follows:

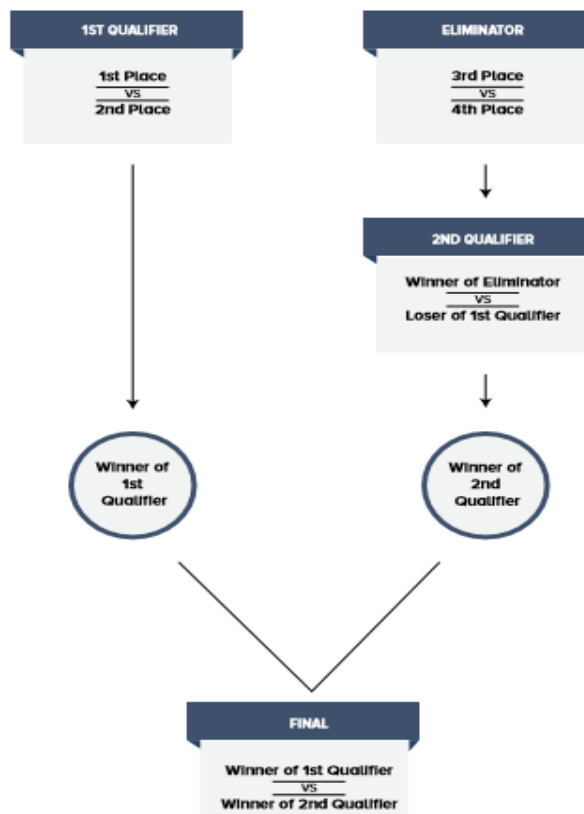
- |               |             |
|---------------|-------------|
| 1. Chattogram | 5. Rajshahi |
| 2. Cumilla    | 6. Rangpur  |
| 3. Dhaka      | 7. Sylhet   |
| 4. Khulna     |             |

### F. TOTAL MATCH:

A total of 46 matches will be played throughout the tournament (if 07 teams are participating)

### G. FORMAT OF THE TOURNAMENT:

After completion of the double league round, top 04 (four) teams will play the Play-off matches. There will be 03 (three) Play-off matches, 1st Qualifier match, The Eliminator match and 2nd Qualifier match. 1st Qualifier match will be played between teams standing number 1 (one) and 2 (two) after completion of double league rounds. The Eliminator match will be played between teams position number 3 (one) and 4 (two). 2nd Qualifier match will be played between the winning Team of The Eliminator match and the losing Team of 1st Qualifier match. The Final will be played between the winners of 1st and 2nd Qualifier match. The team winning the final match will be the Champion .In the case of no result in the final match; the participating teams will be declared Joint Champion.



#### H. SQUAD FORMATION GUIDELINE:

1. All 7 teams to comprise of the best of the national cricketing talent available in Bangladesh, alongside marquee international Twenty20 cricketers
2. Each playing squad must comprise a minimum of 03 overseas players as marquee players at all time.
3. Maximum Squad Size: Each Team shall have a maximum of 22 players (Overseas 09 & Local 13) on its player register. However, BPL Governing Council reserves the rights to change number of squad size at its sole discretion.

#### I. TEAM MANAGEMENT GUIDELINE:

The composition of Team Management shall be as follows:

SL	Designated professional
1.	Team Director
2	Team Manager
3	Head Coach
4	Asst. Coach
5	Asst. Coach
6	Physiotherapist
7	Analyst
8	Media/Security/Logistic
9	Trainer
10	Computer Analyst
11	Masseur
12	Room Attendant/ Baggage Man

\*Its a tentative list of Team Management , BPL GC may change it at its sole discretion.

## J. TOURNAMENTS VENUES (TENTATIVE):

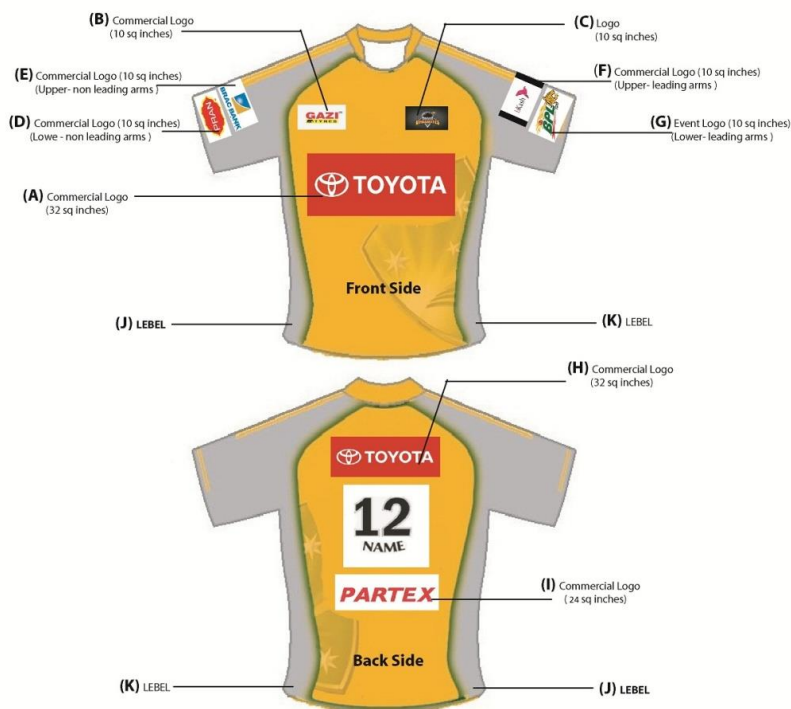
Matches will be played in 02 (Two) International Venues as follows:

1. Sher-e- Bangla National Cricket Stadium (SBNCS) , Dhaka
2. Zohur Ahmed Chowdhury Stadium (ZACS) ,Chittagong

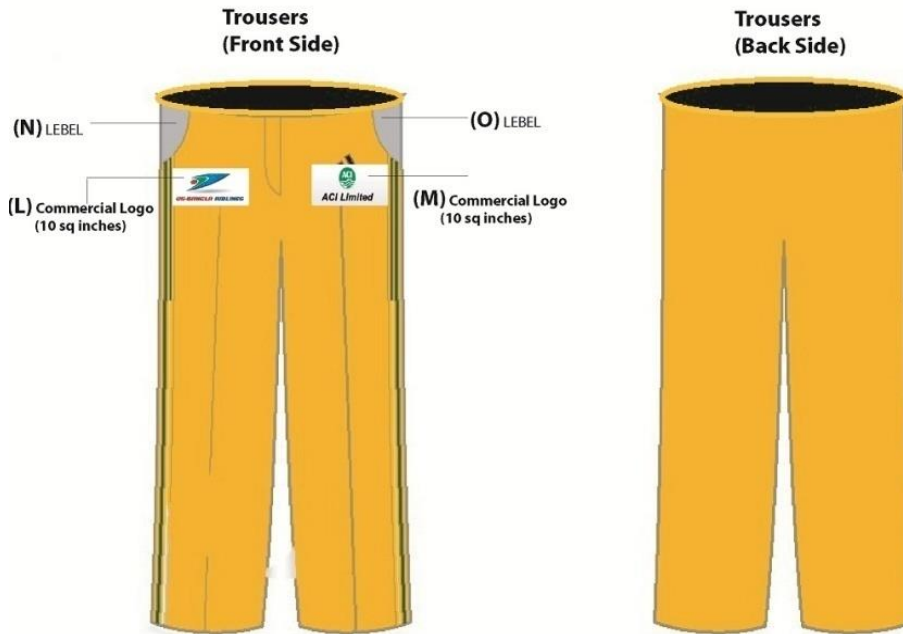
## III. TEAM SPONSORSHIPS RIGHTS BENEFITS:

1. TEAM SPONSOR shall be allowed to use its brand name with the team name. For example - if 'X' is a sponsor of Chottagram , then the Team name can be " X Chottagram".
2. TEAM SPONSOR shall be allowed to do Team's Logo design subject to approval of BCB.
3. TEAM SPONSOR shall be allowed to sell team merchandise and a booth will be allocated for them inside the stadium during their match day.
4. TEAM SPONSOR shall be entitled to get complimentary match ticket during their match.
5. TEAM SPONSOR shall be entitled to get accreditation cards.
6. TEAM SPONSOR with the prior approval of BCB shall be allowed to purchase high valued overseas players outside players' Draft event as per player's recruitment guideline.
7. TEAM SPONSOR shall be allowed to carry out necessary marketing campaign traditionally and digitally by involving its player but must in a group of minimum 4-5 players.
8. TEAM SPONSOR shall be allowed to place its logo or other at the designated spots of the team kits as per **BPL Clothing and Equipment Regulations**.

Please find the below illustration Of probable designated spots for Commercial Logo:



**Note : Position "F" for commercial logo on leading arm is not included for Team Sponsor.**



9. TEAM SPONSOR shall be allowed to get exposé internationally via live interview and being guest in presentation ceremony during their matches.

#### IV. **TEAM SPONSORSHIPS RESPONSIBILITIES:**

1. At all time, the TEAM SPONSOR shall abide by the rules and regulations in accordance with the Laws of the Game of Cricket and Rules & Regulations including BCB Domestic Anti-Corruption Code, BCB Domestic Anti-Doping Code, Anti-Discrimination Policy, Health and Safety Regulations, the Security Regulations / Directives, Media Protocol. Further, the Team Sponsor shall not engage in any activity or practice which may lead to public criticism or hampers the BCB or the League reputation.
2. TEAM SPONSOR shall abide by the rules and regulations implemented by the International Cricket Council (ICC) in relation to staging the domestic T20 League from time to time. TEAM SPONSOR shall forward the proposed Team name remarking the relevant Town / Division/ individuals name and the design of the Team Clothing endorsing the relevant Team Mark .
3. TEAM SPONSOR shall comply with the obligations towards each Player as set out in the Players Contract if they purchase direct overseas player.
4. TEAM SPONSOR shall not breach the obligations relating to the Player, Team management / support staffs fees / salaries.
5. TEAM SPONSOR shall ensure that all Players and Team officials and/or employees and any other person acting for or on behalf of TEAM SPONSOR and/or the Team complies with the Regulations and League Rules during this edition, Rules & Regulations including BCB Domestic Anti-Corruption Code, BCB Domestic Anti-Doping Code, Anti-Discrimination Policy, Health and Safety Regulations, the Security Regulations / Directives, Media Protocol and the Laws of Cricket during any match.
6. TEAM SPONSOR shall not have any right to assign, transfer any right or grant any license, whatsoever without prior written approval of BCB.
7. TEAM SPONSOR shall not participate in any tournament or match or any other form of activities offered to watch by public at large without prior written consent of BCB and subject to paying required fees as determined by BCB.
8. TEAM SPONSOR must abide by the PMOA (Players and Match Officials Area) regulations. Any violation of the PMOA regulations shall be considered as a fundamental breach of this agreement and BCB, amongst other, will be at liberty to terminate the agreement and/or impose fine or both.
9. TEAM SPONSOR must abide by the **Media Protocol of BCB**. Any violation of the media protocol shall be deemed as a fundamental breach of this agreement on the part of the Team Sponsor.
10. TEAM SPONSOR can grant license to any person to advertise its business name or products by way of advertising its official association with the team public at large as being a promoter or encourager of the team (Official Supplier Rights).
11. TEAM SPONSOR can merchandise its goods/articles on any other day not being the day of league matches in any places designated by BCB and on the day of league matches of other TEAM SPONSOR in the places beyond the periphery of the stadium.

12. There shall be no exclusivity in awarding TEAM SPONSORSHIP rights in other category rights under BCB. For avoidance of doubt, the BCB may take any sponsor including but not limited to Title Sponsor, Event Co-Sponsor, In-Stadia Rights Holding Partner, Ticketing Partner, Media Broadcasting Partner, ISP Partner, Hospitality Partner, Telecom Partner, Official Airlines Partner, Beverage Partner etc. that may conflict with the team sponsor, i.e. under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

**V. 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.

**VI. EOI SUBMISSION PROCEDURE:**

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 **Sunday 22<sup>nd</sup> September, 2019** in a sealed envelope addressed to the “Chief Executive Officer, BCB”.

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

1. Company Profile and Individual Directors' / Owners' Profile.
2. Latest 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.

**VIII. FINANCIAL OFFER:**

1. The Floor Price for the **Financial Offer of Team Sponsorship Rights** for Bangabandhu Bangladesh Premier League T20 2019 is **BDT 6,00,00,000 (Six Crore Taka Only)** for a Team only. Conditional offers WILL NOT be accepted and in such cases conditional bidders may be disqualified by BCB at its sole discretion.
2. The financial offer should state the figure of the NET Sponsorship Fee in Bangladeshi Taka and/or US Dollars (in words and numbers) excluding of VAT/Tax/any other deductions depending on local or foreign bidder.

3. Successful participant must submit a **Security Deposit** amounting to **BDT 50,00,000/- (Fifty Lac Taka Only)** to BCB within three (03) days from date of receiving Letter of Intent (LOI). Security Deposit must be paid (For locally incorporated organizations) in the form of Pay Order/Bank Draft/Cash in favour of “**Bangladesh Cricket Board**” and for the overseas participants it must be remitted to BCB (Account No. 01-7537131-01, Account Name: Bangladesh Cricket Board, Bank: Standard Chartered Bank, Dhaka, Bangladesh, SWIFT: SCBLBDDX).

The following payment structure shall apply in respect of the Team Sponsorship Rights and the Sponsorship Fee shall be payable by the successful EOI Participant to BCB as per the following:

The Sponsorship Fee (i.e. the Offered Value) should be paid in 2 equal installments in the following manner:

- 1st Installment - 50% by 28<sup>th</sup> November 2019
- 2<sup>nd</sup> Installment – 50% by 13<sup>th</sup> December 2020.

4. The Mode of Payment:

- For locally incorporated organizations) in the form of Pay Order/Bank Draft/Cash in favour of “**Bangladesh Cricket Board**”.
- For the overseas participants it must be remitted to BCB (Account No. 01-7537131-01, Account Name: Bangladesh Cricket Board, Bank: Standard Chartered Bank, Dhaka, Bangladesh, SWIFT: SCBLBDDX).

5. Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.





6. Prescribed format for the EOI is set out below:

**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 Team Sponsorship Rights of BANGABANDHU BANGLADESH PREMIER LEAGUE T20 2019.**

Dear Sir

Greeting from **(Name of the Company)**!

With reference to the EOI (Expression of Interest) advertisement dated .....September, 2019 published on The ( Name of the News Paper) regarding **Team Sponsorship Rights of BANGABANDHU BANGLADESH PREMIER LEAGUE T20 – 2019**, we ( **Name of the Company**) would like to express our interest to procure the **Team Sponsorship Rights** of the (Name of the team) team in the, **“BANGABANDHU BANGLADESH PREMIER LEAGUE T20 – 2019**.

The **(Name of the Company)** has been formed by the enthusiastic sports organizers with a view to develop and patronize the game of cricket in (Region/area/ district) as well as the cricket in Bangladesh. We hope, in future, our professional activities for the development of sports will bring positive changes for the game of cricket in Bangladesh. We also believe that our inclusion in **“BANGABANDHU BANGLADESH PREMIER LEAGUE T20 – 2019”** as Team Sponsor of BPL team will add significant brand value in this mega event.

In the above circumstance, we would like to request you to open up the door of opportunity to patronize the cricket in Bangladesh by accepting our proposal / expression of interest to procure the **Team Sponsorship Rights of (Name of the Team)** at a value of BDT ..... in relation to **BANGABANDHU BANGLADESH PREMIER LEAGUE T20 2019** for one season only.

Please find the attached prerequisite documents.

Thanking you,

Sincerely,

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Name  
Designation  
.....**LIMITED**

- 1.
- 2.
- 3.
- 4.

**IX. EOI EVALUATION:**

1. After necessary evaluation of EOI documents and the financial offer, BCB will shortlist qualified participants. Eventually, qualified highest offerer will be awarded the **Team Sponsorship Rights** by issuing a **Letter of Intent** (LOI).
2. Successful participant must submit a **Security Deposit** amounting to **BDT 50,00,000/- (Fifty Lac Taka Only)** to BCB within three (03) days from date of receiving **Letter of Intent** (LOI).
3. Successful participant shall have to furnished **Bank Guarantee (BG)** equivalent amount to total price offered in favor of Bangladesh Cricket Board before signing of the **Long Form Agreement (LFA)**.
4. BCB will not allow signing of the Long Form Agreement and reserves the right to cancel Team Sponsorship, if any successful participant fails to furnish Bank Guarantee (BG) before the signing of the Long Form Agreement.
5. Submission of the above mentioned Bank Guarantee (BG) does not accord any right to the participants and BCB reserves the right to accept or reject any EOI submitted by the respective participant at its sole discretion.

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

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