

ADDENDUM-01 to Invitation for EOI from Sports Marketing Consultancy Firm / Agency / Business Entity for the Bangladesh Premier League (BPL) T20



Date: 18th July 2025

Ref: BCB/BPL/Marketing Consultancy Service/2025/502

ADDENDUM-01

With reference to the Advertisement published in the national dailies i.e. Daily Star, Bangladesh Protidin & Daily Amar Desh on the 10th July 2025, titled “Invitation for Expression of Interest (EOI) from Sports Marketing Consultancy Firm / Agency / Business Entity for the Bangladesh Premier League (BPL) T20” (Ref: BCB/B-PL/Marketing Consultancy Service/2025/457), Bangladesh Cricket Board (BCB) hereby issues the following modifications and clarifications which shall be deemed as part of the aforesaid advertisements and are hereby issued as an official Addendum-01:

1. Eligibility of Consortiums / Joint Ventures

EOIs will be accepted from **individual firms as well as consortiums or joint ventures** comprising two or more firms/entities. In such cases, bidders must submit:

- a) A signed Joint Venture / Consortium Agreement.
- b) Authorization Letter identifying the Lead Member.
- c) Individual profiles and credentials of each participating entity.

2. International Firms without Physical Presence in Bangladesh

International firms without a registered office in Bangladesh are eligible to participate, provided they

- a) The requirement of operating a physical office in Dhaka is no longer a mandatory precondition at the EOI stage. However, selected firms must ensure legal and operational presence in Bangladesh prior to execution of contract.
- b) International firms without a registered office in Bangladesh are eligible to participate, provided they: (i) demonstrate sufficient credentials and international experience to the satisfaction of BCB, (ii) commit to deploying a dedicated senior team on-ground in Bangladesh upon selection, and (iii) fulfill all legal, regulatory and operational requirements as per laws of Bangladesh and policies of BCB upon being granted with contract.

3. Project Tenure

This engagement is structured as a **multi-year appointment**, subject to satisfactory performance and mutual agreement. The precise term and scope will be detailed in the Service Agreement post-selection.

4. Evaluation Process Clarification

EOIs will be evaluated using a weighted scoring model based on pre-defined criteria (refer to General Guideline). Shortlisted applicants will be:

- Invited to make a **detailed presentation** before the Evaluation Panel.
- Required to submit a **comprehensive financial proposal** prior to final selection.

5. Scope of Work Template

A **template for the Accepted Detailed Scope of Work** is available upon request and can be collected from BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during office hours (between BST 1000 to BST 1700) or by emailing at bplt20@bcb-cricket.com on or before 24 July, 2025.

6. Coordination with Stakeholders

BCB will actively support the appointed firm in liaising with sponsors, broadcasters, franchisees, and commercial partners during the engagement.

All other terms, submission instructions, eligibility criteria, and timelines as per the original EOI Advertisement remain unchanged.

For further clarification, please write to: bplt20@bcb-cricket.com (No later than 24 July 2025)

BCB reserves the unconditional right to accept or reject any or all EOIs at its sole discretion at any time without assigning any reason whatsoever. BCB also reserves the right to amend, postpone or 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 further addendum(s) at any time prior to the commencement of the EOI selection process on or before July 24, 2025.

BPL Governing Council
Bangladesh Cricket Board (BCB)
Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh