D3

TROPHY

T20 | ONE DAY | FOUR DAYS

EXPRESSION OF INTEREST (EOI)

SUBMISSION GUIDELINES

OFFICIAL TITLE SPONSORSHIP & GROUND BRANDING RIGHTS

D3 TROPHY 1st EDITION

Press Advertisement

Expression of Interest (EOI)
For Three Commercial Rights of D3 Trophy

Bangladesh Cricket Board

Ref No: BCB/ / 2026/D3 Trophy/908

Date: 11th November 2026

Expression of Interest (EOI)

The **Bangladesh Cricket Board (BCB)** invites Expressions of Interest (EOIs), including supporting credentials and category-specific technical/financial offers, from reputed Business Houses, Companies, Parties, Agencies, TV Broadcasters, digital platforms and Marketing Agencies/ Consortiums/ Firms for the following opportunities associated with the **D3 Trophy** comprising three domestic cricket formats: **(i) FOUR-DAY; (ii) ONE DAY; and (iii) T20.** The detailed EOI documents and final agreements shall govern the respective scope, terms and conditions.

Area of Rights :

1. **Title Sponsorship & Ground Branding Rights of D3 Trophy for 1st Edition**
2. **Worldwide Media Rights of D3 Trophy For 3 Editions**
   i. Satelitte TV (Linear) Rights - Worldwide including Bangladesh
   ii. Digital OTT Rights - Worldwide including Bangladesh
3. **Official Ticket Selling Rights of D3 Trophy for 1st Edition; T20 Only**

Eligibility Criteria :

a) Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting or Online Betting and its surrogate shall not be eligible to participate in the EOI process.

b) Any person(s) or entities with an existing unresolved dispute (i.e., financial, disciplinary and any other) 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 Process.

c) The Broadcaster/TV Channel must be in operation for atleast 03 (Three) years. Marketing agents must have the capacity & reasonable experience in international standard cricket events.

d) The Ticket Selling Rights-Holder must have operational experience and proven capacity in sports event ticketing, including BCB-approved online and/or physical ticket sales, issuance, distribution, secure payment processing, customer support, fraud prevention, refund management, sales reporting and financial settlement for designated D3 Trophy T20 format.

EOI Document Collection Procedure:

a) Interested parties need to obtain a copy of the EOI Document (General Guidelines) related to the EOI, which will be available at the BCB's Official Website: www.tigercricket.com.bd

b) The details of the EOI process, the Tentative Tournament Schedule, the Prescribed Format for the Submission of the Financial Proposal and other relevant information shall be set out in the EOI document, which will be available from **12th November 2026.**

EOI Submission Procedure:

The EOI along with the Financial Proposal (prepared in accordance with the requirements set out in the EOI Document) must be submitted in the prescribed format issued by the Bangladesh Cricket Board (BCB). Hard copy submissions must be delivered to the **BCB Management Office** at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh by **17th November 2026**, during office hours (between BST 10:00 to BST 17:00). The Submission must be placed in a sealed envelope to be addressed to: **Chief Executive Officer,** Bangladesh Cricket Board. Interested participant (s) may also submit EOI along with the Financial Proposal electronically via password protected email at **sponsorship.rights@bcb-cricket.com**

The EOI needs to be accompanied with the following documents:

01. Company Profile and Individual Directors' / Owners' Profile.
02. Latest auditor's report on financial statements.
03. Bank Solvency Certificate along with bank Statement (If Applicable).
04. Certified copy of the Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
05. Updated VAT Registration Certificate, Trade License and Taxpayer Identification Number (TIN) Certificate or similar documents.
06. In case of consortium, notarized consortium agreement.

The BCB reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason. The 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 the EOI process by issuing an addendum(s) at any time before the submission of the EOI.

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

EOI NOTICE & KEY INFORMATION

This document provides the submission guidelines for only one of the **three commercial rights** categories referred to in the **D3 Trophy** Expression of Interest advertisement dated **11 November 2026**: the **Title Sponsorship & Ground Branding Rights for the 1st Edition**. All other commercial rights are outside this document.

Item	Requirement
Rights offered	Official Title Sponsorship & Ground Branding Rights – D3 Trophy, 1st Edition
Competition	D3 Trophy: T20, One-Day (50-over) and Four-Day formats
EOI Reference	BCB / 2026 / D3 Trophy / 908
Advertisement date	11 November 2026
EOI documents	Available from 12 November 2026 at BCB official website: www.tigercricket.com.bd
Submission date	On or before 17 November 2026 by 5:00 PM BST (office hours: 10:00 AM – 5:00 PM BST)
Physical submission	Chief Executive Officer, Bangladesh Cricket Board, BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh
Electronic submission	sponsorship.rights@bcb-cricket.com; password-protected EOI submission with financial proposal, as specified in Section 7
Offer currency	For local company in Bangladeshi Taka (BDT); For foreign company in US Dollar
Award status	Subject to evaluation, BCB approval

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1. INTRODUCTION AND PURPOSE

1.1 Bangladesh Cricket Board (BCB) invites Expressions of Interest with financial proposals from eligible companies, corporate houses, marketing agencies, firms and consortia for acquiring the Official Title Sponsorship & Ground Branding Rights of the inaugural D3 Trophy, for the first (01) edition/season.

1.2 D3 Trophy is a domestic cricket platform covering three competitive formats: Twenty20 (T20), One-Day (50-over) and Four-Day cricket. The proposed platform brings participating teams, talent development and nationwide cricket audiences under one integrated competition identity.

1.3 The opportunity is intended for applicants possessing appropriate commercial experience, financial standing and the operational capacity to implement ground branding and sponsor activations across all formats and venues. The rights are offered subject to this guideline, the final approved rights inventory, and a definitive written agreement with BCB.

1.4 This EOI is an invitation to submit proposals only. It does not create an obligation on BCB to award or enter into an agreement with any applicant.

2. DEFINITIONS

2.1 Wherever the following terms are used in this Invitation to EOI Document whether in the singular or plural, or in future or in the past tense, it shall have the meanings ascribed to each of them below, unless otherwise stated explicitly in this document or the context requires otherwise:

2.2 "BCB" means Bangladesh Cricket Board, the governing body of cricket in Bangladesh.

2.3 "D3 Trophy" means the domestic 3 cricket competition organised or authorised by BCB under the official D3 Trophy identity.

2.3 "Season" means individual edition, comprising T20, One-Day and Four-Day competitions, as finally scheduled by BCB.

2.4 "Rights" means the Title Sponsorship & Ground Branding Rights expressly set out in this EOI and its final agreement and rights schedule.

2.5 "Applicant" means an entity submitting an EOI, including a duly authorised consortium.

2.6 "Successful Applicant" or "Sponsor" means an Applicant selected by BCB and awarded Rights through the prescribed process and final agreement.

2.7 "Sponsorship Fee" means the net amount accepted by BCB in exchange for the specified Rights.

2.8 "Branding Guidelines" means BCB-approved identity, design, technical, venue and commercial placement instructions, as amended in writing.

2.9 "Applicable Rules" means applicable law, BCB tournament regulations, match-official directions and any applicable cricket-governing-body playing, safety and commercial standards.

2.10 "Official Fixture Schedule" means the match dates, numbers, locations and formats formally issued or amended by BCB.

2.11 "Content Rights" means only those approved promotional photographs, footage, assets and other materials expressly authorised by BCB and the relevant rightsholders.

3. TOURNAMENT INFORMATION

Particular	Indicative description
Tournament	D3 Trophy – 1st Edition
Formats	T20; One-Day (50 overs); Four-Day
Participating teams	Six (06)
Venues	Multiple BCB-designated venues across Bangladesh, to be identified in the Official Fixture Schedule
Match volume	19 Matches in T20- ; 16 Matches in One-Day (50 overs); 7 Matches in Four-Day

3.1 BCB may revise the format-wise schedule, match count, venues, timing and participating teams due to cricketing, operational, safety or other legitimate reasons. The treatment of material changes in contracted deliverables shall be specified in the definitive agreement.

4. NATURE AND GRANT OF RIGHTS

4.1 Subject to the final written agreement and timely payment, BCB intends to grant the Successful Applicant the exclusive position of Official Title & Grounds Sponsor for the inaugural Season, with rights and inventory specifically described in Annexure B.

4.2 Rights may include integration into the event logo, printed and digital tournament materials, approved venue branding, ceremonies, agreed promotional content, selected fan activations and specified sponsorship category protection.

4.3 BCB may engage other sponsors and service providers in distinct categories. Sponsor category exclusivity, if granted, must be restricted to expressly defined product categories and documented exceptions in the definitive agreement.

4.4 Sale, assignment, sublicensing or transfer of the Rights, or appointment of additional sponsor tiers using tournament naming or branding inventory, shall require BCB's prior written approval and may be subject to separate commercial terms.

5. ELIGIBILITY OF APPLICANTS

5.1 Eligible entities include reputed companies, corporate houses, marketing agencies, firms and consortia possessing the legal authority, financial resources and operational capacity to fulfil the sponsorship obligations.

5.2 Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, Online Betting shall not be eligible to participate in the EOI process.

5.3 An applicant with an existing unresolved financial, disciplinary, legal or other dispute with BCB or the International Cricket Council (ICC) shall be ineligible to participate.

5.4 The EOI participant must have the legal capacity to enter into a contract. The EOI Participant shall not be insolvent, bankrupt or wound up or its business activities shall not be suspended and it shall not be subject to legal proceedings for any of the above.

5.5 The Applicant shall demonstrate relevant cricket event or comparable sporting-event sponsorship, brand activation, fabrication, digital execution and/or commercial rights management experience, either directly or through disclosed and approved specialist partners.

5.6 In the case of a consortium, members must identify the lead party and submit the required constitutional, financial and notarised consortium documents. The responsibility and liability of participating parties shall be determined by BCB.

5.7 BCB may seek originals, clarifications, references, financial evidence or additional details before qualification or award.

6. EOI DOCUMENT COLLECTION & CLARIFICATION

6.1 This EOI submission guideline is scheduled to be available from 12 November 2026 via BCB's official website at www.tigercricket.com.bd , as provided in the EOI advertisement.

6.2 Applicants shall review all sections, annexures and any written addenda before submission. Applicants bear their own preparation and submission expenses.

6.3 All requests for clarification shall be submitted in writing to BCB within the EOI period. Only BCB's written responses or formally issued addenda may amend the EOI conditions; oral statements shall not bind BCB.

6.4 Applicants are advised not to assume that any illustrative image, indicative quantity, proposed schedule or provisional inventory constitutes a final venue allocation guarantee.

7. EOI SUBMISSION PROCEDURE

7.1 The EOI along with financial offer must be submitted to the BCB Management Office at Shere-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, on or before Tuesday, 17 November 2026 at 5:00 PM Bangladesh Standard Time (BST) in a sealed envelope addressed to the 'Chief Executive Officer, BCB'. Hand delivery is accepted during office hours between 10:00 AM and 5:00 PM BST. The following documents must be submitted along with the EOI and financial offer:

I. Company Profile and Individual Directors/ Owners' Profile.
II. Updated auditor' s report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually).
III. Bank Solvency Certificate along with Bank Statement.
IV. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitution al documents.
V. Business Identification Number - (BIN), Trade License and Tax Identification Number (TIN) Certificate or similar documents.
VI. In case of Consortium, notarized Consortium Agreement.

7.2 The sealed envelope should be clearly marked: "EOI for D3 TROPHY (1ST EDITION)-OFFICIAL TITLE SPONSORSHIP & GROUND BRANDING RIGHTS". The Applicant's legal name and contact details should appear on the envelope.

7.2 Applicants may alternatively submit signed EOI documents and the financial offer by password-protected email to sponsorship.rights@bcb-cricket.com . The password should be communicated separately when requested by BCB.

7.3 Every submission should include an EOI letter (Annexure A), supporting company and financial documents, and any relevant commercial capability information.

7.4 Late, incomplete, unsigned, misleading, conditional or non-compliant proposals may be rejected at BCB's discretion. Applicants are responsible for timely delivery, accuracy and the validity of authorisations.

8. EVALUATION, NEGOTIATION AND AWARD

8.1 After necessary evaluation of EOI documents and the financial offer, BCB will shortlist qualified participants. Eventually, based on overall value and commercial suitability, BCB shall award the Rights by issuing a Letter of Intent (LOI).

8.2 BCB reserves the right to evaluate proposals by its approved procedure and to request clarification, presentation, due diligence or commercial negotiation.

8.3 Successful participant shall have to furnish Bank Guarantee (BG) equivalent amount to total fees offered, in favor of Bangladesh Cricket Board before signing of the Long Form Agreement (LFA).

8.4 BCB reserves the right to accept or reject any or all EOIs without assigning reasons, and to amend, postpone or cancel the process by written notice or addendum before the closing date, consistently with the published advertisement.

9. AMENDMENT/ADDENDUM

8.1 BCB may, at any time prior to opening of EOI & Financial Offer /Proposal, on its own initiative or for any supervening factors and/or events or in response to an inquiry for further information (including clarification) in writing by a EOI Participant having purchased the invitation to EOI Document, amend, modify, add or alter the Invitation to EOI Document by issuing an Addendum(s) without having to provide any reason whatsoever.

8.2 Any amendment issued shall become an integral part of this document and shall be communicated to all those who have purchased the document prior to last date of submission.

10. SPONSOR BENEFITS AND INVENTORY

10.1 Annexure B sets out 32 indicative commercial rights and deliverables associated with the Title & Ground Branding position. The agreed final schedule, including any confirmed inventory, shall be incorporated into the definitive agreement.

10.2 The inventory includes naming and logo integration, priority ground placements, presentation/backdrop visibility, content access, two (02) dedicated content production days, an official D3 Trophy theme song platform, Umpire's Clothing, digital content collaboration, approved category protection, activation opportunities and hospitality, each subject to conditions in Annexure B.

10.3 Quantities marked "mutually agreed", "as approved" or dependent on facilities do not create an unlimited entitlement. The final deliverables schedule, design drawings, responsibilities, activation calendar and approval process must be recorded in the definitive agreement.

10.4 Ground branding will be allocated according to venue and match format. BCB retains operational control over dimensions, safe placement, cricket sight lines, venue feasibility, installation, maintenance and removal.

10.5 The Sponsor must not promise third parties any inventory, brand category, players, broadcast minutes or digital results that BCB has not separately approved in writing.

10.6 All the activation, installation, associated cost shall be borne by the Right holder.

11. BRANDING, CONTENT AND ACTIVATION REQUIREMENTS

11.1 All creative artwork, sponsor lock-ups, signage, product activations and event mark usage must be submitted for BCB written approval sufficiently before production.

11.2 Subject to a specific agreement, the Sponsor shall arrange and bear the costs of developing, fabricating, transporting, installing, maintaining and removing its branding materials, and of its own event activations and production suppliers.

11.3 Advertising content and permitted placement shall comply with Applicable Rules and venue security requirements.

11.4 All player-related activities, practice/warm-up access, meet-and-greets and content days require prior coordination and do not include unrestricted image rights or paid individual endorsements.

11.5 The official theme song and any commissioned content shall use properly cleared music, images, performers and third-party rights. Ownership, permitted reuse, archive rights and cost allocation must be agreed in writing.

11.6 The Sponsor shall secure its own permits, product approvals, personnel, insurance (where necessary), hygiene and waste-management arrangements for consumer sampling and on-ground activity.

11.7 Sponsor accreditation, vehicle access, guest passes, VIP seating and ceremony participation will be limited by capacity, BCB protocol and final agreed allocation.

12. GENERAL CONDITIONS AND BCB RESERVED RIGHTS

12.1 No warranty or representation (express or implied) as to the reliability, completeness or accuracy of the information in this document or any other information at any time made available to the successful EOI Participant is given by BCB or any person claiming any right or authority is expressly excluded.

12.2 BCB retains ownership and control of D3 Trophy and BCB intellectual property. The Sponsor receives only a limited, non-transferable licence to use approved Event Marks for approved promotional purposes during the agreed rights period.

12.3 The grant is limited to one Season. No renewal, extension, future-season option or priority claim arises unless expressly included in the definitive agreement.

12.4 Weather, security, force majeure, format, venue or schedule changes may affect actual delivery. Any substitution, make-good, price adjustment or other contractual relief shall be determined under the definitive agreement, not assumed on an automatic pro-rata basis.

12.5 BCB may retain existing commercial commitments and grant sponsorship rights in other approved categories. Any exclusivity applies only to product categories and exceptions expressly listed in the final agreement.

12.6 BCB reserves the unfettered right to cancel the entire EOI process at any stage prior to execution of binding Agreement for reasons without assigning any reason.

12.7 BCB shall in no circumstances, whatever, including but without limitation, be responsible or liable in any manner or mode by whatever name called or describe for any costs or expenses whatsoever incurred or any loss whatsoever suffered in connection with or in consequence of the preparation or delivery of any EOI proposal or compliance with or with a view to compliance with any of the requirements of the invitation by a successful EOI Participant in the subject matter of any departure from any of the provisions/conditions of the invitation.

ANNEXURE A|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 D3 Trophy for the 1st Edition.

Dear Sir

Greeting from (Name of the Company)
With reference to the EOI (Expression of Interest) advertisement dated 11th November, 2026 published on The (Name of the News Paper) regarding 'Title Sponsorship and Ground Branding Rights of D3 Trophy for the 1st Edition'.

We (Name of the Company) hope, our professional activities for the development of sports especially the game of cricket in Bangladesh will bring massive changes. We also believe that our inclusion in 'D3 Trophy' as 'Title Sponsorship and Ground Branding Rights Holder' will add significant brand value.

In the above circumstance, we would like to request you to open up the door of opportunity to be a part of the cricket in Bangladesh by accepting our proposal / expression of interest to procure the 'Title Sponsorship and Ground Branding Rights Holder' at a value of BDT ..... in relation to the 1st Edition of D3 Trophy.

Please find the attached prerequisite documents.

Thanking you,

Sincerely,

Name:

Designation:

(Name of the Company)

1.

2.

3.

4

ANNEXURE B | INDICATIVE RIGHTS & DELIVERABLES

The following 32 items outline the indicative sponsorship package. The Successful Applicant shall receive only the entitlements reflected in the signed agreement. “Sponsor” means the Successful Applicant; “BCB” means Bangladesh Cricket Board.

#	RIGHT / ASSET	ENTITLEMENT (INDICATIVE)	QUANTITY / KEY CONDITION
1	Title naming rights NAMING RIGHTS	Official Title & Grounds Sponsor named for all three formats.	1 title position; 3 formats; match count per official fixture Condition: Final identity artwork subject to BCB approval
2	Logo lock-up NAMING RIGHTS	Approved sponsor mark integrated into a D3 Trophy event-logo lock-up.	1 approved lock-up Condition: Specimen shown is conceptual only; final artwork subject to BCB approval
3	Match graphics NAMING RIGHTS	Approved title identity on eligible match graphics.	All matches where such graphics are produced/controlled
4	Broadcast bug NAMING RIGHTS	Approved title identity on the match broadcast/stream bug, where technically and contractually available.	Broadcast or streamed matches only Condition: Applies where a match is broadcast or streamed
5	Tickets NAMING RIGHTS	Title identity on match tickets, where printed/digital ticketing materials permit, without granting ticket-sales rights.	Issued match tickets
6	Digital publications NAMING RIGHTS	Title identity on BCB-controlled official digital publications for the event.	Applicable event publications
7	Year-round title usage YEAR-ROUND RIGHTS	Right to describe approved Title & Grounds Sponsor status in the Sponsor’s own communications.	During the defined rights period only Condition: Subject to discussion with BCB and confirmation in the definitive agreement
8	BCB digital promotional posts YEAR-ROUND RIGHTS	Dedicated BCB-owned sponsor-led digital posts under a joint calendar.	Volumes and formats to be agreed Condition: Content calendar to cover tournament announcements, key milestones, fan engagement initiatives and sponsor campaigns, subject to BCB approval
9	BCB promotional commitment YEAR-ROUND RIGHTS	BCB best-endeavours support for agreed D3 Trophy promotions.	Throughout rights period; no performance guarantee Condition: Subject to operational, cricketing, broadcast and venue protocols
10	Perimeter boards ON-GROUND BRANDING	Priority perimeter-board branding allocation.	Boards indicated in working inventory; final venue split to be confirmed Condition: Board count/split will be proportionate
11	Mid-wall boards ON-GROUND BRANDING	Mid-wall branding inventory.	Venue-wide mid-wall allocation, subject to approved sponsor hierarchy and venue plan
12	Boundary cushions ON-GROUND BRANDING	Branded boundary cushions.	Ground-wide cushion allocation, subject to final approved design and venue plan
13	Sight screens ON-GROUND BRANDING	Sight-screen branding.	2 per venue, subject to cricket and sight-screen protocol
14	Stumps branding ON-GROUND BRANDING	Approved branded stump sets.	2 sets per match/venue, subject to cricket regulations
15	Roman banners ON-GROUND BRANDING	Roman banners near stadium approach routes.	3 per venue, subject to permissions
16	Media backdrop BROADCAST & MEDIA	Sponsor identification on presentation, awards and player interview backdrops.	Indicative 32% Title Sponsor logo share, subject to BCB-approved template

#	RIGHT / ASSET	ENTITLEMENT (INDICATIVE)	QUANTITY / KEY CONDITION
17	Trophy ceremony presence CEREMONIES	Sponsor acknowledgement at each format's trophy presentation.	Each of 3 format-final/trophy ceremonies
18	Match venue access CONTENT ACCESS	Accredited access for approved venue content and activities.	As reasonably required and approved Condition: Subject to tournament operations, team protocols, accreditation and necessary advance coordination
19	Practice & training access CONTENT ACCESS	Approved practice/training access for sponsor content.	Subject to team/operational approval Condition: Subject to team schedules, player availability and necessary obligations
20	Lounge-related activities CONTENT ACCESS	Facilitation of agreed lounge/hospitality activities.	As mutually agreed Condition: Planning and execution to be coordinated closely between BCB and Sponsor
21	Dedicated content days CONTENT CREATION	Two coordinated content production days with an agreed pool of players/personalities.	2 days, date and player pool to be agreed Condition: Player pool, timing, content plan and production requirements to be mutually coordinated
22	Official D3 Trophy Theme Song CONTENT CREATION	Sponsor-led development of an Official D3 Trophy Theme Song platform.	1 song platform with separate usage/clearance terms Condition: Creative development, approvals, usage and integrations with BCB
23	Branded game segments BRAND INTEGRATION	Co-created branded in-game segments and possible commentary integration.	Segment list, media clearance and scheduling to be agreed Condition: Broadcast rights, production feasibility, and final agreed segment names
24	Category exclusivity BRAND INTEGRATION	Category protection against specified competitors in agreed product segments.	Only product categories and exclusions defined in agreement Condition: Exact category definitions and exclusions to be documented in the definitive agreement
25	D3 Trophy IP & tournament assets BRAND INTEGRATION	Approved promotional use of event marks, trophy design and permissible tournament assets.	BCB prior approval; no wider media rights Condition: Subject to BCB approval, brand guidelines and applicable media/IP rights
26	Meet & greet opportunities FAN ENGAGEMENT	Meet-and-greet access for winners of approved consumer promotions.	Mutually agreed moments; player availability Condition: Subject to player availability, team protocols, security and operational feasibility
27	Umpire & Match Official Clothing NAMING RIGHTS	BCB approved Umpire & Match Official attire throughout D3 Trophy.	BCB prior approval of Brands Condition: Subject to venue, security, operational and hygiene protocols; specific placements to be approved by BCB
28	Activation & sampling zones FAN ENGAGEMENT	Agreed promotional sampling and activation zones at/near venues.	Subject to permissions and approved plan Condition: Subject to venue operations, product/category compliance and advance activation plan approval
29	Big-screen, broadcast & commentary integration BROADCAST & MEDIA	Agreed branded activations on stadium screens, commentary and broadcast elements.	Media-rights and producer clearance required Condition: Subject to production capability, broadcaster approval, media-rights restrictions
30	Joint promotional campaigns FAN ENGAGEMENT	Co-developed D3 Trophy consumer promotional campaigns.	Mutually agreed Calendar & responsibilities Condition: Campaign calendar, mechanics and responsibilities to be mutually agreed
31	Hospitality, guest passes & VIP seating HOSPITALITY	Hospitality, guest accreditation and selected VIP seating access.	Final quantity and dates to be agreed Condition: Final quantities depend on venue capacity, match category and operational requirements
32	Mutually agreed content calendar & sharing DIGITAL & CONTENT	Joint digital calendar for BCB-owned platforms, event updates and fan engagement.	Mutually agreed Formats and quantities Condition: A balanced meaningful sponsor visibility with BCB's requirements, applicable IP and media-rights protocols

Note: Inventory quantities are indicative and remain subject to a BCB-approved venue-wise schedule. Final branding layouts, content quantities, sponsor hierarchy, technical specifications, approvals and implementation responsibilities shall be set out in the definitive agreement.

SUBMISSION REMINDER & RESERVATION OF RIGHTS

Deliver / Send to	BCB Management Office, SBNCS, Mirpur-2, Dhaka-1216, Bangladesh | sponsorship.rights@bcb-cricket.com
Deadline	Tuesday, 17 November 2026 • 5:00 PM BST
Document title	D3 Trophy – Official Title Sponsorship & Ground Branding Rights – 1st Edition
Reference	BCB / 2026 / D3 Trophy / 908

BCB reserves the right to accept or reject any or all proposals at its sole discretion without assigning reasons. BCB may amend, postpone or cancel the EOI process, or amend its terms through formal addenda issued prior to the submission deadline.

CHIEF EXECUTIVE OFFICER

BANGLADESH CRICKET BOARD

BCB Management Office · Sher-e-Bangla National Cricket Stadium

Mirpur-2, Dhaka-1216, Bangladesh