



Request for Quotation (RFQ) for Digital Media Services



• Video



• Blog



• E-mail



• SEO

DIGITAL MARKETING



• Website





Request for Quotation (RFQ) of Digital Media Services

For

Maintaining the official website, managing all social media platforms, planning and creating content, ensuring consistent growth, and providing monthly reports on progress and revenue.

SUBMISSION DEADLINE
8th of December, 2024

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RFQ ADVERTISEMENT

Request for Quotation (RFQ) Digital Media Agency Services



Bangladesh
Cricket Board

Ref: BCB/ T&P/ Digital Media Agency/ 2024/811

Date: 25th November 2024

The Bangladesh Cricket Board (BCB) invites qualified Digital Media Agencies to submit their proposals for a comprehensive digital media management service to support its vision of becoming a global leader in sports marketing and fan engagement for a period of three (03) years.

Scope of Work:

01. Website Management:

- Daily content updates, server management, technological integration, and security maintenance.
- Optimization for mobile and desktop experiences to meet global standards.

02. Social Media Management:

- Full management of all social media platforms (Facebook, YouTube, Instagram, X, etc.).
- Creation of engaging and innovative content, including static posts, video, motion graphics, and live streaming assistance.
- Maximizing engagement through cutting-edge strategies and trends.
- Monetization of content, monitoring platform earnings, and providing growth analysis.

03. Content Creation & Video Production :

- Professional video editing for YouTube, shorts, reels, and highlight compilations.
- Design of visually appealing social media cards, motion graphics, and sports-related content writing.
- Consistent delivery of high-quality visual and written content across all platforms.

04. Performance Reporting & Strategic Growth :

- Detailed monthly reports covering engagement, growth, and revenue earned.
- Data-driven content analysis and actionable insights for continuous improvement.
- Strategic content planning to drive fan engagement and maximize brand visibility.

05. General Digital Agency Services:

- Global-standard services including SEO optimization, audience development, and cross-platform campaigns.
- Best practices in digital marketing for audience growth and sponsor engagement.

Eligibility Criteria :

- Proven track record in managing large-scale digital platforms, particularly in sports.
- Experience working with high-profile brands or sports organizations.
- Strong expertise in social media marketing, video production, and content monetization.
- Ability to provide measurable results with real-time performance tracking and optimization.
- Familiarity with global digital trends and compliance with international standards of content creation and management.

Evaluation Criteria :

Proposals will be evaluated based on the following criteria :

- **Experience & Expertise:** Demonstrated success in similar projects.
- **Quality of Services:** Adherence to world-class standards in digital media.
- **Innovation & Creativity:** Ability to deliver fresh, engaging, and on-trend content.
- **Cost-Effectiveness:** Transparent pricing and value for money.
- **Strategic Vision:** Capacity to deliver long-term growth for the Cricket Federation's digital presence.

RFQ Submission Procedure :

- a. Interested parties need to obtain a copy of the RFQ Document (General Guidelines of RFQ) will be available at the BCB Management Office (Marketing & Commercial Department) and BCB's Official Website: www.tigercricket.com.bd.
- b. The details of the RFQ process, all details of services and platforms, Performance Guarantee Format etc. are set out in the RFQ Document (General Guideline of RFQ) which will be available for collection from **November 26 to December 05, 2024** (Except Friday & Public Holidays in Bangladesh).

The Quotation along with detail proposal (prepared in accordance with the RFQ Document "General Guidelines of RFQ") must be submitted in a sealed envelope addressed to: The Chief Executive Officer, BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during office hours (between BST 1000 to BST 1700) on or before **Thursday 8th December, 2024**.

The RFQ needs to be accompanied with the following documents:

01. Company Profile and Individual Directors' / Owners' Profile.
02. Updated auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually).
03. Bank Solvency Certificate along with Bank Statement.
04. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
05. Business Identification Number (BIN), Trade License and Tax Identification Number (TIN).
06. Certificate or similar documents In case of Consortium, notarized Consortium Agreement.
07. Examples of past work in the sports sector or similar high-demand industries.
08. Comprehensive pricing structure, including detailed breakdowns of services.
09. Proposed timelines for deliverables and project milestones.

The BCB reserves the right to accept or reject any or all quotation & proposal at its sole discretion without assigning any reason. The BCB also reserves the right to cancel the entire RFQ process and / or modify, add or alter the terms of the document and/ or the conditions for RFQ by issuing an addendum(s) at any time prior to the submission of the RFQ.

Chief Executive Officer

Bangladesh Cricket Board

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



INTRODUCTION:

The Bangladesh Cricket Board (BCB) is the governing authority for regulating and promoting cricket in Bangladesh. Established as an affiliated sports organization under the National Sports Council Act of 2018, BCB is dedicated to nurturing cricketing talent, organizing competitive tournaments, and upholding international standards within the sport. The Board's headquarters and Management Office are located at the Sher-e-Bangla National Cricket Stadium in Mirpur-2, Dhaka-1216, a globally recognized venue for prestigious international and domestic matches.

In line with its commitment to enhancing fan engagement and operational efficiency, BCB is seeking a qualified digital media agency to maintain its official website and manage all social media platforms. The selected agency will be responsible for content planning and creation, ensuring consistent growth across all channels, and providing monthly reports on progress and revenue.

To initiate this process, BCB has published a Request for Proposal (RFP) inviting submissions for this essential digital media project. This move underscores BCB's dedication to leveraging technology and innovative strategies to elevate the cricketing experience for fans and stakeholders alike.

SCOPE OF WORK:

1. Website Management:

We propose comprehensive website management services for tigercricket.com.bd and bpltt20.com.bd, ensuring optimal user experience, security, and functionality.

Services Offered:

Content Management

- Daily content updates and creation, including news articles and match updates.
- Engaging content strategy aligned with BCB's requirements.

Design and Development

- Responsive web-based and mobile-friendly platform.
- Implementation of design updates based on requirements and best practices.
- Seamless technological integrations to enhance functionality.
- Expert server management and maintenance for optimal performance.

Security and Maintenance

- Proactive troubleshooting to identify and resolve website issues.
- Implementation of robust security measures to protect sensitive data and user privacy.
- Regular website backups and disaster recovery planning.



2. Social Media Platform Management

Services Offered:

Active management of Facebook, YouTube, Instagram, X, WhatsApp and Facebook Channels.

Content Creation and Management

Regular creation and scheduling of engaging content, including:

- Static posts (images, graphics)
- Video content (short-form and long-form)
- Motion graphics
- Live stream support and assistance

Videography Services

- Provision of a dedicated videographer equipped with necessary equipment.
- Coverage of BCB matches and events, including travel and accommodation (as per BCB's guidelines).
- Responsibility for food and other allowances for the videographer.

Real-Time Support

- Immediate response to social media queries and comments.
- Timely content updates and crisis management.
- Ensuring a seamless social media presence, especially during matches and events.

Monetization and Rights Management

- Implementation of effective monetization strategies for social media channels.
- Adherence to BCB's media policy regarding content rights and copyright management.
- Efficient management of Meta Right Manager and YouTube CMS.

Data Analytics and Reporting

- Regular tracking and analysis of social media performance metrics.
- Identification of trends and insights to optimize future strategies.
- Provision of detailed reports on audience engagement, reach, and ROI.

3. Content Creation and Video Production

Services Offered:

Content Creation

- Scriptwriting: Developing compelling scripts for social media posts, YouTube videos, and podcasts.
- Video Production: Creating engaging videos, including short-form content (reels, shorts) and long-form content (YouTube videos).
- Motion Graphics: Designing dynamic motion graphics to enhance video content.
- Social Media Content: Crafting engaging content for various social media platforms, including image, and video formats.



Podcast Production

Providing a dedicated podcast production team comprising:

- Video editor
- Sound engineer
- Cinematographer
- Makeup artist

Content Optimization

- Uploading and optimizing content across all relevant social media and digital platforms.
- Ensuring SEO best practices to maximize visibility and engagement.

Content Rights Management

- Managing content rights and ensuring compliance with copyright laws.
- Archiving and organizing content for future reference.

4. Performance Reporting and Strategic Growth

Services Offered:

Performance Tracking

Monthly Reports: Detailed reports on key performance indicators (KPIs) such as:

- Social media growth (followers, likes, shares)
- Audience engagement (comments, shares, reactions)
- Revenue generated through social media (if applicable)

Data Analysis and Insights

- In-depth analysis of content performance to identify strengths and weaknesses.
- Data-driven recommendations for improving content strategy and audience engagement.

Strategic Planning

- Development of a comprehensive social media strategy aligned with overall business objectives.
- Creation of content calendars and editorial plans to ensure consistent content delivery.
- Setting clear goals and tracking progress to measure success.

Data Analysis and Insights

- In-depth analysis of content performance to identify strengths and weaknesses.
- Data-driven recommendations for improving content strategy and audience engagement.

Strategic Planning

- Development of a comprehensive social media strategy aligned with overall business objectives.



- Creation of content calendars and editorial plans to ensure consistent content delivery.
- Setting clear goals and tracking progress to measure success.

5. General Digital Agency Services:

- Global-standard services including SEO optimization, audience development, and cross-platform campaigns.
- Best practices in digital marketing for audience growth and sponsor engagement.

ELIGIBILITY CRITERIA FOR VENDOR REQUIREMENTS

Services Offered:

The selected vendor should possess the following qualifications:

- Proven Experience: Demonstrated experience in managing digital platforms, especially in sports organizations or related fields.
- Technical Expertise: Strong skills in video editing, content creation, and social media marketing.
- Data-Driven Approach: Ability to analyze data and provide actionable insights.
- Availability and Responsiveness: Commitment to providing timely services and support.
- Understanding of Monetization: Knowledge of revenue generation strategies for social media platforms.

NON-ELIGIBILITY

Any person(s) or entities / companies with an existing unresolved dispute (i.e. Financial, Disciplinary and/or 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 RFQ Process.

EVALUATION CRITERIA:

Quotations will be evaluated based on the following criteria:

- Relevant experience and expertise.
- Quality of the proposed services.
- Pricing structure and affordability.
- References and testimonials.

RFQ SUBMISSION PROCEDURE

To ensure a smooth and transparent process, interested companies are required to follow the outlined submission procedure.

1. Accessing the RFQ Document

a) The RFQ Document, which includes the key functional requirements and details of the RFQ process, will be available for collection from:



BCB Management Office:

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

Dates and Timing:

26th of November 2024 to 5th of December 2024 during working hours
(10.00 AM to 5.00 PM)

Exclusions: Fridays and public holidays in Bangladesh.

b) Alternatively, the RFQ Document can also be downloaded from the official BCB website during this period: www.tigercricket.com.bd.

2. Submission of Proposal

a) The Technical and Financial quotation/proposal (prepared in accordance with the RFQ Document) must be prepared and submitted in two separate envelopes (i.e. one for Technical Proposal and one for Financial quotation).

b) Submissions must be delivered in a sealed envelope to the following address:

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

c) Submission Deadline:

Date: 8th of December 2024

Timing: Between BST 1000 to BST 1700

3. Technical Proposal

The Technical Proposal must include the following documents:

- Letter of submission on company letterhead
- Updated Auditor's Report on financial statements (For a consortium or JV, each party must submit individual auditor's reports)
- Bank Solvency Certificate.
- Performance Guarantee (10% of the total work order value) to be submitted.
- Legal and Tax Documentation:
 - ✓ Updated VAT Registration Certificate.
 - ✓ Valid Trade License.
 - ✓ Tax Identification Number (TIN) Certificate or equivalent documentation.
- Consortium Agreement (if applicable):
- A certified consortium agreement issued through a licensed certifying authority
- Company Information:
 - ✓ Company profile, experience, Team CV with experience & portfolio and relevant qualifications.
 - ✓ Examples of past work, particularly in the sports industry.
 - ✓ Relevant experience and expertise.



4. Financial Proposal: (Quotation - Monthly)

- Detailed pricing breakdown for all services mentioned in the scope of work.
- Hourly or project-based pricing, if applicable.

5. Services:

- Team Plan, Work plan as per SOW
- Any other services that you can offer which may add value to the project.

6. Contact Information:

- Name, phone number, and email of the contact person.

The BCB reserves the right to accept or reject any or all offers/quotations at its sole discretion without assigning any reason. The BCB also reserves the right to cancel the entire RFQ process and / or modify, add or alter the terms of the document and/ or the conditions for RFQ process by issuing an addendum(s) at any time prior to the submission of the RFQ.

**Chief Executive Officer
Bangladesh Cricket Board**

Management Office: Sher-e-Bangla National Cricket Stadium, Mirpur-2 Dhaka-1216,
Bangladesh Tel: +880 2 8031001-4, Fax: 803 1199

