



# EOI DOCUMENT

## For

# OFFICIAL BEVERAGE PARTNER

(Starting from 17th March 2026 to 16th March 2028)





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Starting from 17<sup>th</sup> March 2026 to 16th March 2028

# EOI Advertisement

## Expression of Interest (EOI) Sponsorship Rights



Bangladesh  
Cricket Board

Ref No: BCB/Official Drinks and Official Beverage Partner /2026/167

Date: 04<sup>th</sup> March 2026

### Expression of Interest (EOI)

The Bangladesh Cricket Board (BCB) hereby invites Expression of Interest (EOI) along with financial offers from the reputed Business Houses/ Companies/ Parties/ Agencies for acquiring the following Sponsorship Rights for a period of Two (02) years starting from 17<sup>th</sup> March 2026 to 16<sup>th</sup> March 2028.

1. Official Drinking Partner Rights
2. Official Beverage Partner Rights

#### 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) Reputed business houses, companies, agencies or parties with proven experience in the marketing, sales, or management of organized cricket tournaments, series, or sports events shall be given preference during the evaluation of EOI submissions.

#### Document Collection Procedure:

Interested parties need to obtain a copy of the EOI Document (General Guidelines) related to EOI will be available at the BCB's Official Website: [www.tigercricket.com.bd](http://www.tigercricket.com.bd)  
The details of the EOI process, Series Itinerary, etc. set out in the EOI document. EOI document will be available from 05<sup>th</sup> of March 2026 to 15<sup>th</sup> of March 2026.

#### EOI Submission Procedure:

The EOI along with financial offer (prepared in accordance with the EOI Document) must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by 16<sup>th</sup> of March 2026 during office hours (between BST 1000 to BST 1700) and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board.

#### 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 (each consortium's member must submit separately).
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. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
06. In case of consortium/ Joint Venture (JV) - a Notarized Consortium/ JV Agreement.

The BCB reserves the unconditional right to accept or reject any or all offers at its sole discretion without assigning any reason whatsoever during the EOI process. The 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 submission of the EOI.

Chief Executive Officer  
Bangladesh Cricket Board

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

Note: You can visit BCB's official website [www.tigercricket.com.bd](http://www.tigercricket.com.bd) for better graphics/version of this press advertisement.

## **1. INTRODUCTION**

**1.1 BANGLADESH CRICKET BOARD**, an affiliated sports organization having the authority to regulate and promote cricket in Bangladesh and having its Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 (hereinafter referred to as “BCB”), hereby invites EOI along with financial offers from reputed Business Houses/ Companies/ Parties/ Agencies /Consortiums for acquiring the **Official Beverage Partner Rights** of Home Series Involving Bangladesh National Cricket Team (Men & Women), “A” Team (Men & Women) and Bangladesh Under- 19 Team (Men & Women), High Performance Team, Academy Team, National Cricket League (NCL), or any other events are organized by the BCB from **17th March 2026 to 16th March 2028**.

**1.2** Interested parties need to obtain a copy of the EOI document from the BCB Management Office (Marketing & Commercial Department), or via email from **17th March 2026 to 16th March 2028** during working hours **10:00 am to 5:00 pm** Bangladesh Time on all working days (Saturday -Thursday except Fridays and Public Holidays). Also, interested parties may find the EOI document on BCB’s Website and download it.

## **2. DEFINITION**

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

**2.2.**“EOI” includes the proposal and the Financial offer, i.e. written confirmation of the proposal and financial offer duly signed by the authorized representative of the EOI Participant to acquire the acquiring the **Beverage Partner Rights** of Home Series Involving Bangladesh National Cricket Team (Men & Women), “A” Team (Men & Women) and Bangladesh Under- 19 Team (Men & Women), High Performance Team, Academy Team, National Cricket League (NCL), or any other events are organized by the BCB from **17th March 2026 to 16th March 2028** which is submitted to BCB for its confirmation/acceptance, subject to, and in accordance with, the terms and conditions of this document.

**2.3.**“Match” shall mean any Test Match, One Day International (ODI) and Twenty20 (T20i) International Match of bilateral/tri series (Home only) from **17th March 2026 to 16th March 2028** or any other series/tournaments that are organised by the BCB during this contractual period.

**2.4.**“National Team” shall mean the Test, ODI and T20 Team of the Bangladesh National Cricket Team (Men).

- 2.5. “Sponsorship” shall mean rights licensed to Successful EOI participant under to sponsor any matches Home Series Involving Bangladesh National Cricket Team (Men & Women), “A” Team (Men & Women) and Bangladesh Under- 19 Team (Men & Women), High Performance Team, Academy Team, National Cricket League (NCL), or any other events are organized by the BCB starting from **17th March 2026 to 16th March 2028**.
- 2.6. “Tobacco product” means any product produced from tobacco whether in whole leaf, dust or cut form.
- 2.7. “Alcohol” means any product related to alcohol (Surrogated & Non-Surrogated).
- 2.8. “Betting” means any kind of betting including but not limited to online betting.

### 3. GRANT

- 3.1 BCB as the governing body for the game of Cricket within the territory of Bangladesh and being a full member of the International Cricket Council (“ICC”) has the sole and exclusive authority to select the Bangladesh National Cricket Team (Men) team for playing in all cricketing events duly recognised by ICC. This Document constitutes an invitation to entities to submit proposal and financial offer for acquiring the **Official Beverage Partner Rights** of Home Series Involving Bangladesh National Cricket Team (Men & Women), “A” Team (Men & Women) and Bangladesh Under- 19 Team (Men & Women), High Performance Team, Academy Team, National Cricket League (NCL), or any other events are organized by the BCB starting from **17th March 2026 to 16th March 2028**.
- 3.2 EOI participants may take **Official Beverage Partner Rights** individually or combinedly.

### 4. ELIGIBILITY

- 4.1. An EOI participant may be a person, partnership firm, registered association or a company that shall be eligible to participate for this EOI process. Any persons or entities with an existing unresolved dispute with BCB or ICC shall be ineligible to acquire the above-mentioned rights and accordingly shall be ineligible to participate in this EOI process.
- 4.2. The EOI participant shall 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.
- 4.3. The EOI participant must certify that neither the EOI participant nor its owner nor any of their affiliates or subsidiaries is engaged in any business related to Tobacco, Alcohol (Surrogated & Non-Surrogated products), betting, online betting and betting surrogate or any defense or national security related business. The EOI participant shall also undertake that it is in no way involved in any activities that may be regarded as illegal or unlawful. Any offer of a company which does not fulfill the above specific qualification shall stand automatically rejected.
- 4.4. General description of the type of business in which the EOI participant is currently engaged must be mentioned in the proposal;

## 5. FINANCIAL PROPOSAL:

- 5.1. The financial proposal 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 the local or foreign EOI Participant. If any successful foreign sponsor wants to pay the rights fee by USD, then the prevailing bank rate will be considered at the time of making payment.
- 5.2. The financial offer must mention in the EOI individually to avoid any confusion the EOI participant should state the rights fee for the Official Drinks Partner's rights fee separately and the Official Beverage Partner's rights fee separately.
- 5.3. The following payment structure shall apply in respect of the Official Beverage Partner and the Sponsorship Fee shall be payable by the successful EOI participant to BCB in the following manner:
- (i) The Official Beverage Partner Rights Fee (i.e. individual offered value) must be paid in Two (02) equal instalments as per following manner:
    - 1<sup>st</sup> Instalment - 50% by March 20, 2026;
    - 2<sup>nd</sup> Instalment - 50% by March 20, 2027;
- The Mode of Payment: Bank transfer at the BCB designated account/ Account Payee Cheque/Pay order/ DD.
- (ii) Currency: For a local company in Bangladeshi Taka; for a foreign company in US Dollar.
- 5.4. Penalty for delayed payment: In the event the successful EOI participant fails to make payments as aforesaid on the stipulated dates, the successful EOI participant shall be liable to pay interest @ 5 % from the due date of payment till the completion of the 15 days cure period given by BCB by serving a notice.
- 5.5. The successful EOI participant must submit an unconditional and irrevocable Bank Guarantee as per BCB standard format (**ANNEXURE - A**) for the sum of 50% of the NET offered value accepted by BCB in favour of "Bangladesh Cricket Board" that is valid for a period of 01 year, within 72 hours of confirmation from BCB. In case of any breach/default on the part of the company/party/agency to comply with the terms and conditions of the EOI documents, the rights awarded to the successful participant shall be considered terminated automatically.
- 5.6. In case of any breach/ default on the part of successful bidders/ the company/ party/ agency in the payment process, Bank Guarantee (BG) provided by the successful bidders shall be drawn/encashed by BCB without assigning any notice.
- 5.7. The successful EOI participant will be required to execute the Long Form contract/agreement provided by BCB within 07 (Seven) working days of the intimation of the award of the contract at the place and time to be notified by BCB later. Failure to execute such contract/agreement and to provide the payment of the first instalment of the contract/agreement price will mean that the Sponsorship Rights shall be considered terminated automatically.
- 5.8. The payment referred to above will be secured accordingly from the successful EOI participant and failure to comply will result in disqualification.

5.9. The payment of sponsorship fees is NET amount and excluding VAT/Tax & any other deductions.

## 6. RIGHTS OF THE SUCCESSFUL EOI PARTICIPANT

6.1 The successful EOI participant (also referred to as the “Sponsor”) will be required to sponsor in the Home Series Involving Bangladesh National Cricket Team (Men & Women), “A” Team (Men & Women) and Bangladesh Under- 19 Team (Men & Women), High Performance Team, Academy Team, National Cricket League (NCL), or any other events are organised by the BCB starting from **17th March 2026 to 16th March 2028** and will enjoy the benefits set out in the **OFFICIAL BEVERAGE PARTNER RIGHTS BENEFITS:**

6.2 The successful EOI Participant may sell or assign the right of sponsorship to a third party for once only after obtaining prior written consent/approval from BCB.

6.3 There shall be no exclusivity in awarding sponsorship rights in other category rights under BCB. For avoidance of doubt the BCB may take any sponsor including but not limited to Ticketing Partner, Media Broadcasting Partner, ISP Partner, Hospitality Partner, Telecom Partner, Team Sponsor, NFT Rights Partner, Team Kits Partner, Title Sponsorship & Ground Branding Rights, Official Merchandising Partner etc. that may conflict with the Official Beverage Partner Rights Holder. For ease of understanding, under any circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.

6.4 The Sponsorship Rights shall not include any additional branding tools/items as detailed in the General Branding Guideline.

6.5 BCB reserves the right to cancel, change, modify or add any clause, terms and conditions at any time and at any stage at its sole discretion.

6.6 The Official Beverage Partner shall not include any of the domestic tournaments (i.e. BCL, DPDCL, BPL etc.).

## 7 GENERAL BRANDING GUIDELINES FOR OFFICIAL BEVERAGE PARTNER:

### BRANDING GUIDELINES FOR OFFICIAL BEVERAGE PARTNER:

- i) Branding opportunity in all International Home Series - Logo exposure on Drinks Trolley. However, there will be an additional drinks trolley of “Official Drinks Partner” that shall enter inside the ground during the drinks break, along with the Beverage Partner’s drink trolley. **(must be provided)**
- ii) Displaying the Beverage partner’s branded bottle on the head table of all media conferences organised by the BCB along with the Official Drink’s bottle.

- iii) Logo exposure on match day on the following items:
  - a) Drinking bottles
  - b) 20 Umbrellas (Size, Design and placement to be determined by the BCB)
  - c) 15 branded refrigerators (placement to be determined by the BCB). **One (01) refrigerator (with branding) to be placed next to the player's dugout on the ground for better visibility)**
  
- iv) **This right excludes ICC, ACC, BCB Domestic Competitions (i.e. BCL, DPDCL, BPL T20 etc.) during the contractual period.**
  
- v) In-Stadia Branding Rights - 01 Perimeter board in all International Home Series' excluding ICC & ACC events. Position of such board to be determined by the BCB. The size of the board is:  
  
Height 1 m X Length 6 m (2 pieces of 1 m X 3 m can be displayed on the ground)  
  
Note: In case of digital LED boards 1.43% of the advertisement will display Beverage Partners' products/services/brands during each match.
  
- vi) BCB Standard Branding Practice - Website, Letterheads, Event Backdrops, Stationery, & Magazines.
  
- vii) **"Beverage Partner" status.**
  
- viii) **Roman Banner:** Long Roman Banners to be installed in front of the external structure of stadium by the sponsor as per BCB discretion.  
  
Size: The Sponsor can use following measurement to make their branded Roman Banner: 40ft. X 10ft.  
  
Units: A total number of One (01) Roman Banner to be used during the matches  
  
Position: As per BCB discretion
  
- ix) Branding opportunity is press conferences:
  - a) Beverage Partner Declaration Press Conference and Backdrop branding
  - b) Pre-Match and Post-Match Interview Backdrop Branding
  - c) Flash Interview Backdrop Branding
  - d) Post-Match Presentation Backdrop Branding
  - e) Post-Match Prize Giving Ceremony & Backdrop Branding

#### **A) BEVERAGE REQUIREMENTS & SUPPLY:**

- i) The beverage partner must ensure smooth supply of **50,000 cases** during their contractual period (i. e 1 case must contain at least 24 pieces of 250 ML size bottles) of carbonated beverages (beverage brand, required amount, delivery time, bottle size etc. to be determined by the BCB) at the designated venue as per BCB requirement before 72 hours of the starting of the event. **(must be provided)**
- ii) The beverage partner also must ensure a smooth supply of 10,000 litres of sports energy drink (i.e. Gatorade, Lucozade, Powerade etc.). Brand, required amount, delivery time, bottle or sachet size etc. to be determined by the BCB at the designated venue as per BCB requirement before 72 hours of the start of the event. Such a sports energy drink must contain sufficient (or as per BCB requirement) electrolytes. **(must be provided)**

#### **B) COMPLEMENTARY BENEFITS**

BCB shall provide the following facilities to the sponsors as listed below:

- i) The sponsor shall get five (05) tickets in the corporate box along with hospitality, Air Conditioning and Television facility (subject to availability) or best available tickets for each international match in the designated venue during the contractual period on a complementary basis.
- ii) In addition to that, the sponsor shall have option to buy five (05) Gallery Tickets for each international match of the home series in the designated venue during the contractual period at its face value. Such requirements (for full series), must reach BCB (via official email or official letterhead) at least seven (07) working days prior to the first match of the series.

#### **C) REGULATIONS**

The sponsor shall be liable at all times to ensure:

- i) Installation, maintenance, transport, movement, repair, rebuild, replace, execute, customise and removal of all the brandings mentioned above.
- ii) All the costs related to installation, maintenance, transportation, movement, repair, rebuild, replacement, execution, customisation, and removal of all the brandings mentioned above.
- iii) Smooth supply of Carbonated Beverages, Drinks Trolley etc.
- iv) Beverage Partner's logo must be confirmed well in advance prior to starting the series and such logo must be delivered in AI & JPEG format.

## **8 BRANDING GUIDELINE**

The Branding Rights of Official Beverage Partner Rights will be executed as per the Grant of Branding Rights. Such branding must be in line with the ICC commercial guidelines as well. All costs related to branding (i.e. framing, printing, glue, support stand, hook, screw, maintenance, shifting, removal etc.) shall be borne by the Official Beverage Partner Rights Holder.

## **9 EOI SUBMISSION PROCEDURE:**

The EOI along with the financial offer must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by close of business hours (**before 5 PM**) on **Monday 16<sup>th</sup> March, 2026** and should be in a sealed envelope to be addressed to: **Chief Executive Officer**, Bangladesh Cricket Board.

Interested participants may also submit the EOI along with the financial offer electronically via email at [sponsorship.rights@bcb-cricket.com](mailto:sponsorship.rights@bcb-cricket.com)

### **The following documents must be submitted along with the EOI (Financial Offer):**

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. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
06. In case of consortium, a notarised 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 EOI process by issuing an addendum(s) at any time prior to the submission of the EOI.**

**Chief Executive Officer**  
Bangladesh Cricket Board  
Sher-e-Bangla National Cricket Stadium, Mirpur-2  
Dhaka-1216, Bangladesh Tel: +880 2 8031001-4, Fax: 803 1199

**ANNEXURE - A**

**Bank Guarantee Format**

SPECIMAN

**Name of the Bank**

To	Bank Guarantee No.
-----	For Taka ..... [BDT ..... only]
-----	Date of Issue:
-----	Date of Expiry:

Bank Guarantee No----- Date: ----- for Tk ..... ( BDT ) only.

**Name of the Bank**, a banking company having its Head Office at -----  
----- (herein referred to as the “Guarantor”)

**IN FAVOR OF**

-----, having its Head Office at -----  
-----

Now, we, Name of the Bank, ----- Branch “GUARANTOR” hereby issue the irrevocable and unconditional Guarantee and hereby agree & undertake.

1. To pay forthwith up to a sum of Tk. ....../= (Taka.....) only to name of Beneficiary on your written demand unconditionally and without cavil or reference to the Client.
2. Our liability under this Guarantee is limited to Tk. ....../= (Taka ..... ) only.
3. This Guarantee will remain valid for next .....from the date of issue. This Guarantee however shall be renewed for further one year/en-cashed upon receiving request from the Beneficiary in writing within the validity.

**Date:**

(Authorized Signatory)

(Authorized Signatory)

## ANNEXURE - C

### FUTURE TOUR PROGRAM

17th March 2026 to 16th March 2028

#### Bangladesh National Cricket Team (Men) Home Series Only

Please note that, schedules are indicative and are subject to change. The BCB shall not be responsible for any cancellation, modification, change of match venue, time or format.

Year	Month	Home	Opponent	Tests	ODIs	T20i
2026	9 <sup>th</sup> March to 16 <sup>th</sup> March, 4 <sup>th</sup> to 21 <sup>th</sup> May	Home	Pakistan	2	3	
2026	13 <sup>th</sup> April to 3 <sup>rd</sup> May	Home	New Zealand		3	3
2026	2 <sup>nd</sup> to 19 <sup>th</sup> June	Home	Australia		3	3
2026	27 <sup>th</sup> August to 14 <sup>th</sup> September	Home	India		3	3
2026	18 <sup>th</sup> October to 10 <sup>th</sup> November	Home	West Indies	2		
2027	February	Home	England	2		
2027	May	Home	Pakistan		5	
<b>Total Number of Series</b>		<b>7</b>	<b>Total Matches</b>	<b>6</b>	<b>17</b>	<b>12</b>

**Note:** This is a tentative FTP schedule. Number of matches may increase or decrease. Type of Matches, Match timing, dates, venues and opponents are subject to change. Match schedule shall be finalized by BCB at its sole discretion.

**Tentative Tour Itinerary for Bangladesh National Cricket Team (Women)  
From 17th March 2026 to 16th March 2028 (Home Series Only)**

Year	Month	Home	Opponent	Tests	ODIs	T20i
2026	April, 2026	Home	Sri Lanka		3	3
2027	March, 2027	Home	West Indies		3	3
2027	June, 2027	Home	New Zealand			3
2027	November, 2027	Home	Zimbabwe		3	3
2028	April, 2028	Home	South Africa		3	3
<b>Total Number of Series</b>		<b>5</b>	<b>Total Matches</b>	<b>0</b>	<b>12</b>	<b>15</b>

***Note:** This is a tentative FTP schedule. Number of matches and series are indicative and may increase or decrease. Type of Matches, Match timing, dates, venues and opponents are subject to change. Match schedule shall be finalized by BCB at its sole discretion*