



TITLE SPONSORSHIP & GROUND BRANDING RIGHTS

BANGLADESH PREMIER LEAGUE (BPL) T20
For 12th EDITION OF BPL T20 - 2026



EOI DOCUMENT

**TITLE SPONSORSHIP
&
GROUND BRANDING RIGHTS**

BANGLADESH PREMIER LEAGUE (BPL) T20

(For 12th Edition)

EOI ADVERTISEMENT

Bangladesh Premier League T20 (BPL T20) Title Sponsorship & Ground Branding Rights	 Bangladesh Cricket Board
Ref No: BCB/Title Sponsorship & Ground Branding Rights / BPL T20 / 2025/732	Date: 16 th October 2025
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 / Consortiums for acquiring the Title Sponsorship & Ground Branding Rights of the Bangladesh Premier League T20 (BPL T20) only for the 12th edition of BPL T20-2026:	
Eligibility Criteria :	
a) Companies involved in Tobacco, Alcohol (both surrogate and non -surrogate), Betting, or Online betting and its surrogate shall not be eligible to participate in this EOI process. b) Any person or entity having an existing unresolved dispute with the BCB or ICC on a point of law or fact shall be deemed ineligible to acquire the aforementioned rights or to participate in the EOI process. c) Reputed Business Houses/ Companies/ Parties/ Agencies/ Consortius having marketing/ selling experience of BCB's bilateral home series or BPL T20 tournament of the aforesaid rights will get preference in the EOI process. d) Interested applicants (Companies/ Corporate Houses / Firms / Agencies /Consortiums) should have the appropriate experience, infrastructure, staffing, resources, capability, and financial standing to participate in the EOI process.	
EOI Submission Procedure:	
A detailed EOI document has been developed incorporating all necessary EOI details and documents for acquiring the above mentioned Title Sponsorship & Ground Branding Rights will be available from Saturday, 18th October 2025 at: • BPL Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216 • Official Websites: www.tigercricket.com.bd & www.bplt20.com.bd Interested parties must submit their EOI applications in a sealed envelope addressed to the Member Secretary, BPL Governing Council, Bangladesh Cricket Board (BCB) at the BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, by the close of business hours on Thursday, 30th October 2025. Interested participant may submit the Financial Offer electronically via email at bplt20@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 (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. Member Secretary BPL Governing Council Management Office: Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216	

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

1. INTRODUCTION

- 1.1 Bangladesh Premier League (BPL) Governing Council (the “Governing Council”) of Bangladesh Cricket Board (BCB) has been organizing a franchisee based domestic Twenty20 Cricket Tournament since 2012 under the brand name “**BANGLADESH PREMIER LEAGUE (BPL) T20**” (**BPL T20**). The BPL T20 Tournament (“the Tournament”) is a competitive T20 tournament in which international cricket players along with the local players of Bangladesh has been participating. The goal of the Tournament is to assists in development and enhancement of the skills of local players as it provides the players an opportunity to play, learn and share experiences with the international players.
- 1.2 After successful completion of 11 (Eleven) editions/ seasons of BPL T20 the Governing Council is desirous to organize 12th edition of BPL T20 which is tentatively scheduled to be held in Mid of December 2025 to Mid of January 2026.
- 1.3 In this connection, BCB published an EOI (Expression of Interest) advertisement in the national daily newspaper and BCB website on 16th of October 2025 inviting offers from reputed entities (e.g. Companies/Corporate Houses / Firms/ Agencies/ Consortium) for the Title Sponsorship & Ground Branding Rights only for the Bangladesh Premier League (BPL T20) (i.e. 12th Edition of BPL T20-2026).

2. DEFINITION

- 2.1 “**Applicable Law**” means all applicable statutes, laws, ordinances, rules and regulations, including but not limited to, any license, permit or other governmental Authorization, in each case as in effect from time to time;
- 2.2 “**BCB**” means the Bangladesh Cricket Board, the governing body to regulate and promote the game of cricket in Bangladesh with its Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh and its assigns.
- 2.3 “**BCB Network Logo**” means the BCB logo.
- 2.4 “**Title Sponsorship and Ground Branding Rights**” means and includes Title Sponsorship (subject to BCB’s Confirmation), Co-Sponsorship, Associate Sponsorship, Strategic Time-Out Rights, Official Umpires’ Attire Sponsorship Rights, In-Stadia Branding (Ground Boards, Mid wall, Sight Screens, Score Board, Boundary Rope, Pitch Mat, Bowling Ends, Umbrella, Stump Branding etc.).
- 2.5 “**BPL**” shall mean the franchisee based T20 tournament named Bangladesh Premier League organized by the BCB.
- 2.6 “**BPL Governing Council**” means the body formed by the BCB to operate the Bangladesh Premier League (BPL) smoothly, effectively and successfully.
- 2.7 “**BPL Mark**” means the official BPL emblem (including any foreign translation and any permutation and derivation thereof), any trademark owned or controlled by BCB and any BPL Event Marks produced from time to time.
- 2.8 “**BPL Sponsor**” means any third party who has entered into, or enters into during the contract Period, a sponsorship agreement with BCB, including but not limited to the ground sponsors, title sponsors etc.
- 2.9 “**Branding Guidelines**” means those regulations, restrictions and limitations issued from time to time by, or on behalf of BCB relating to the use and reproduction of the official titles of each BPL edition, the BPL Event Marks and third-party marks, logos and devices.

- 2.10 **“Intellectual Property”** means all copyright, trademarks, patents and other intellectual property rights howsoever arising and in whatever media now known or hereafter devised, whether or not registered or capable of registration, including trademarks, service marks, trade names, registered designs, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof throughout the world.
- 2.11 **“Matches”** mean the T20 matches forming part of, and comprising, the BPL Events within the Period; and “Match” shall refer to any one of the Matches.
- 2.12 **“Period”** means a period of 01 edition/season, i.e., 12th edition /season of BPL T20, during which the 12th edition/season of BPL T20 Tournament are scheduled to be held;
- 2.13 **“Rights Fee”** or the **“Sponsorship Fee”** means the fee to be paid by the Title Sponsorship & Ground Branding Rights Holder to BCB for the grant of the Rights.
- 2.14 **“Sub-Licensed Rights”** means those parts of the Rights which are granted to a Sub-Licensee under a Sub-License Agreement.
- 2.15 **“T20”** means a Twenty20 Match.

3. NAME OF THE TOURNAMENT

The 12th edition/season of BPL T20 Tournament has been named as **“BANGLADESH PREMIER LEAGUE (BPL) T20 - 2026”** (alternatively referred to as **“BPL T20-2026”**).

4. COMMENCEMENT

- 4.1 The 12th edition of BPL T20 is tentatively scheduled to be held in the year 2026. It is to be noted that 12th edition of BPL T20 – 2026 is tentatively scheduled between Mid Dec 2025 – Mid Jan 2026 (subject to any changes at the sole discretion of BCB).
- 4.2 PARTICIPATING TEAM: Only 05 (Five) Franchise Teams will participate in 12th, edition of BPL T20. However, the Governing Council / BCB may change the number of participating teams in any edition/season of BPL T20 at its sole discretion.

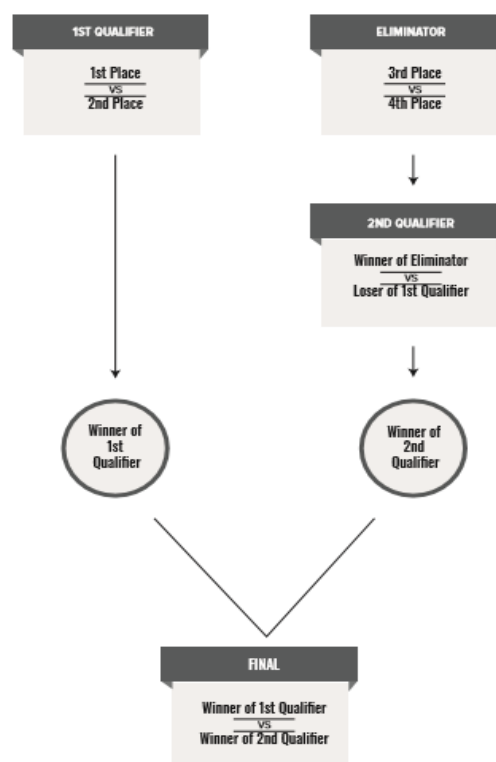
5. TOTAL MATCH

A total of 24 matches will be played throughout the tournament including 03 play-off and the final matches in the 12th edition of BPL T20. However, the Governing Council / BCB may change the number of matches considering the participating team in 12th edition/season of BPL T20 at its sole discretion

6. 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 the teams standing number 1 (one) and 2 (two) of the point table after completion of the double league rounds. The Eliminator match will be played between the team standing number 3 (one) and 4 (two) on the point table. 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 winning team 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.



7. TOURNAMENT VENUE (TENTATIVE)

All matches of 12th edition/season of BPL T20 will be played in three (03) International Venues as follows:

- i. Sher-e- Bangla National Cricket Stadium (SBNCS), Dhaka
- ii. Zohur Ahmed Chowdhury Stadium (ZACS), Chittagong,
- iii. Sylhet International Cricket Stadium (SICS), Sylhet.

Note: BPL Governing Council / BCB may change the venues for the BPL T20 tournament in any edition/season at its sole discretion

8. GRANT

This Document constitutes an invitation to entities to submit the EOI along with financial offer for acquiring the **Title Sponsorship & Ground Branding Rights** of **BANGLADESH PREMIER LEAGUE (BPL) T20 Tournament** for a period of one (01) edition/season i.e. 12th edition of BPL T20 which is tentatively scheduled to start from Mid Dec 2025 – Mid Jan 2026 (subject to any changes at the sole discretion of BCB).

9. ELIGIBILITY

- 9.1. Companies related to/ directly or indirectly involved in Tobacco, Alcohol (surrogated and non-surrogated), Betting, and online betting shall not be eligible to participate in the EOI process.
- 9.2. Any person(s) or entities with an existing unresolved dispute or regarded as non-compliant in its previous involvement (i.e. Financial, Disciplinary 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 EOI Process or to obtain EOI Document from BCB.

- 9.3 Interested applicants (Companies/ Corporate Houses / Firms / Agencies /Consortiums) should have the appropriate experience, infrastructure, staffing, resources, capability, and financial standing to participate in the EOI process.
- 9.4 Reputed Companies/ Corporate Houses / Firms / Agencies /Consortiums having marketing / selling experience of BCB's bilateral home series or BPL T20 tournament of the aforesaid rights will get preference in the EOI process.
- 9.5. 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.

10. FINANCIAL PROPOSAL:

- 10.1 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 local or foreign EOI Participant.
- 10.2 The following payment structure shall apply in respect of the **Title Sponsorship & Ground Branding rights** and the Sponsorship Fee shall be payable by the successful EOI participant to BCB in the following manner:
 - (i) Rights Fee or Sponsorship Fee for this particular edition/season Title Sponsorship & Ground Branding Rights for BPL T20 must be paid in single payment as per the following manner:
 - 1) The 1st installment, amounting (NET) to 50% of the total rights fee, shall be paid by the Sponsor to BCB within three (03) working days from the receipt of this Letter of Intent (LOI).
 - 2) 2nd installment comprising 50% of the total rights fee shall be paid by the Sponsor to BCB during the League Stage.
 - (i) The Mode of Payment: Bank transfer at the BCB designated account/ Account Payee Cheque/ Pay order/ DD made in favour of "**BCB – BANGLADESH PREMIER LEAGUE T20**"
 - (ii) Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.
- 10.3 The successful EOI participant must submit an unconditional and irrevocable Bank Guarantee as per BCB standard format (**ANNEXURE - C**) for the sum of **50%** of the NET offered value for 12th edition of BPL edition/season accepted by BCB in favour of "**Bangladesh Cricket Board**" that is valid for a period of 06 months, within 72 hours from the issuance of LOI.
- 10.4 Penalty for delay 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.
- 10.5 The successful EOI participant will be required to execute Long Form contract/agreement provided by BCB within 07 (Seven) working days of the intimation of the award of the contract at place and time to be notified by BCB later. Failure to execute such contract/agreement and to provide the payment of the first installment of the contract/agreement price will mean that the Sponsorship Rights shall be considered terminated automatically.
- 10.6 The payment referred above will be secured accordingly from the successful EOI participant and failure to comply will result in disqualification.
- 10.7 The payment of sponsorship fees is NET amount and excluding of VAT/Tax & any other deductions.

11. RIGHTS OF THE SUCCESSFUL EOI PARTICIPANT

- 11.1 The successful EOI participant (also referred to as the “Sponsor”) will be required to sponsor the BPL T20 Tournament for one (01) edition i.e., 12th edition tentatively scheduled to start from Mid Dec 2025 – Mid Jan 2026 (subject to any changes at the sole discretion of BCB). and will enjoy the benefits set out in the **TITLE SPONSORSHIP & GROUND BRANDING RIGHTS BENEFITS**:
- 11.2 The successful EOI Participant may sell or assign the right of sponsorship to a third party for once only after obtaining prior written approval from BCB.
- 11.3 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, Official NFT Rights or Digital Rights, ISP Partner, Hospitality Partner, Telecom Partner, Official Drink Partner, Official Beverage Partner, Official Sanitizing Partner, Raffle Draw Partner etc. that may conflict with the Title Sponsorship & Ground Branding Rights Holder. For ease of understanding, under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.
- 11.4 The Sponsorship Rights shall not include any additional branding tools/items as detailed in the EOI Document.
- 11.5 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.

12. CANCELLATION/RESCHEDULING OF MATCHES/SERIES'/TOURNAMENT:

- 12.1 BCB shall not be liable for any cancellation or rescheduling (including but limited to curtailed over match, change of venue, change of format, change of opponent, change of match timing & date etc.) of any T20 Match of the BPL T20 on account of inclement weather, rain, bad light, COVID 19 Pandemic for any other reason whatsoever that is beyond the control of BCB, either without a ball being bowled or after the match has commenced for a specific period of time.
- 12.2 Under any circumstances, the Sponsorship Fees payable to the BCB shall be increased or added or reduced or deducted in pro-rata basis for any increment or cancellation or rescheduling or Abandoned of any match.
- 12.3 In case of increase/decrease in number of matches, the rights fee will be increased/decreased proportionately considering the worth of the match etc.
- 12.4 In case of match cancellation, both parties shall amicably solve the matter.

13. TITLE & GROUND BRANDING RIGHTS BENEFITS:

- i. **Title Sponsorship Rights:** The successful EOI participant shall have the right to use brand name (“X” BPL T20 or BPL T20 presented by “X” and BPL T20 powered by “X”) in the BPL T20’s event logo. The creative artwork of such logo shall require BCB approval at the design phase. The Event logo must be delivered well in advance (BCB will notify you the deadline via email) at least 15 days before of the commencement of the first match of any edition of the BPL T20. If the logo is not delivered by the given timeline, BCB shall not be responsible for not having the logo on its every communication.

- ii. **Event Co-sponsorship Rights:** The Successful Title & Ground Branding Rights Holder may take Event Co-Sponsor of the BPL T20 and they will get exposure in grounds and stadium brandings.

Note:

- a) The Sponsor's logo shall be displayed on the Digital Ground Perimeter Board during the matches.
- b) The Sponsor's logo shall be displayed on the Digital Mid Wall (Mid-Tier) Board during the matches.
- c) Roman Banner will be allocated by the Title & Ground Branding Rights Holder out of its 12 roman banners.
- d) Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding etc. will be decided by the Title & Ground Branding Rights Holder.

- iii. **Event Associate Sponsorship Rights:** The successful bidder shall have the right to monetize the "Powered By" or "In Association With" or "Presented By" or "Brought to You By" naming rights. The event logo shall contain Associate Sponsor's Logo. The creative artwork of such logo shall require BCB approval at the design phase along with the Title Sponsor and they also will get exposure in grounds and stadium brandings.

Note:

- a) The Sponsor's logo shall be displayed on the Digital Ground Perimeter Board during the matches.
- b) The Sponsor's logo shall be displayed on the Digital Mid Wall (Mid-Tier) Board during the matches.
- c) Roman Banner will be allocated by the Title & Ground Branding Rights Holder out of its 12 roman banners.
- d) Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding will be decided by the Title & Ground Branding Rights Holder.

iv. **Ground Branding Rights:**

- a. **LED Ground Perimeter Board Branding:** The Sponsor's logo shall be displayed on the Digital Ground Perimeter Board outside the boundary rope. The distance from the boundary rope to the LED perimeter boards shall be determined by the match referee (i.e. such boards can be placed in front of the sightcreens/ 10 feet behind the boundary rope) around the ground. The sponsor should bear in mind that the placement of the boards shall be determined by the BCB.
- b. **LED Mid-Wall branding:** The sponsor is allowed to put their branding/display advertisements on the Mid-wall section or first tier around the stadium's gallery including hospitality area as per BCB discretion.
- c. **Sight Screen Branding:** Two Digital LED sight screens will be used (one at each end of the ground behind the wickets and the boundary rope).

N.B: Advertising shall not contain flashing or flickering images and particular care should be taken by the operators that the advertising is not changed at a time which is distracting to the batsman.

Important Note: The successful Rights Holder must provide LED Digital Boards for the 12th edition of the BPL T20. The LED Digital Boards must meet international standards for cricket events specification (i.e. ICC and ACC events, bilateral cricket series, IPL, PSL, Big Bash, IL T20, SA T20 tournaments, and similar competitions)

It is further noted that the Title Sponsorship and Ground Branding Rights Holder may display their sponsor partners' logos for 70% of the total match duration. The remaining 30% of the duration will be reserved for BCB to display Franchise Team partners' logos and other sponsor partners' logos.

- d. **Boundary Rope Branding:** The boundary is the edge of the playing field, or the physical object marking the edge of the field, such as a rope.

Branding Opportunity: The Sponsor shall have the right to put their branding on the rope. The standard/quality of such branding tools must meet BCB requirement and should be aligned as per grounds' boundary rope's size. The opportunities are as follows: The distance from the boundary rope to perimeter board should be at least 10 ft (such distance may change time to time as per ICC guideline). The sponsor is allowed to put their branding on the boundary rope (in front of perimeter boards) around the entire ground.

Size: The ideal size of the each of the panels of the entire boundary rope is 40-inch x 15 inch approximately.

Units: The total running length of the boundary rope is 700 ft. approximately.

- e. **Mid-Wicket Pitch-Mat Branding:** The sponsor shall have the right to have its logo or trademark painted on mats on Mid-wicket (each side).

Size: The following dimensions can be followed to plan for production: 30ft x 4ft (Each Mat).

Units: A maximum 4 (Four) Pitch Mats can be used at one side. Total 08 (Eight) Pitch Mats can be used.

Position: Mid-wicket of both sides as per ICC guideline and subject to match referee's approval.

N.B: No advertising to be placed within the 30 yards (27.50 meters) of the circle.

- f. **Umbrella Branding:** Branding umbrellas are permitted outside the boundary rope for photo journalists, grounds men and in front of team dressing rooms for the players as per instruction of the match referee.

Size: The size of the umbrella has to be at least 56 inch from base.

Units: A Maximum of 25 Umbrellas will be permitted during the matches. The positioning & placement of such umbrellas shall be determined by BCB.

- g. **Stumps Branding:** The stumps are three vertical posts that are installed into the ground, and topped with two bails while playing cricket.

Branding Opportunity: The Sponsor shall have the right to put their branding on the Stumps. The opportunity is as follows: Stumps can be fully covered with branded sticker. The both ends' stumps shall hold the sponsor's logo (Sticker).

Size: The Sponsor can use following guidelines: The sponsor must follow ICC's standard guideline for stump branding.

Units: A total number of six (6) stumps to be used at a time during the matches (each of the both ends will have three).

- h. Players' Dug out Branding:** A player dug out is a place where the players sit and relax till their time to enter inside the boundary of the field. The sponsor will have right to advertise their logo/brand name inside/around the designated dugout.

Size: As per BCB discretion.

Units: There are two dugouts in the field (both can be used for advertisement purpose).

- i. Manual Score Board:** A "Manual Score Board" is a large informative scoreboard for publicly displaying the score in a game, which is operated manually by the scorers. It is quick and easy to change score, have excellent visibility. In cricket, a Manual Score Board is used as a minimum display the batting team's score, wickets fallen, the opposition's totals, overs remaining, extras, the bowlers currently on and details of the last wicket etc.

Branding Opportunity: The Sponsor shall have the privilege to advertise on the manual scoreboard. The opportunities are as follows: External branding (4 side: Left, Right, Upper & Lower) on manual scoreboard for SBNCS, Dhaka.

Size: The Sponsor can use following measurement in order to plan their production. Four sides of the Manual Score Board can be used for advertising. Measurements are as follows:

- i. Top of the Manual Score Board should be: 41.5ft X 2ft
- ii. Bottom of the Manual Score Board should be: 41.5ft X 2ft
- iii. Left side of the Manual Score Board has to be: 24.5ft X 2ft
- iv. Right side of the Manual Score Board has to be: 24.5ft X 2ft

- j. 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 Twelve (12) Roman Banner to be used during the matches Position: As per BCB discretion.

- l. Trophy Unveiling:** The captain from each team will be present on the trophy unveiling photo shoot before the series starts. The Sponsor shall have the opportunity to put their branding on the trophy and backdrop. The size & design of such branding tools must meet BCB requirement.

- m. Trophy & Award Branding:** The sponsor shall have the opportunity to have its logo or trademark displayed on Trophy along with Tournament's Event logo. The trophies will be displayed during the Matches and at the prize distribution ceremony.
Size/design/Units/Specific: As per BCB discretion.

- n. **Bowling End Pitch Matt:** The Title Sponsorship & Ground Branding Rights Holder shall have the right to have its logo or trademark painted on mats on both bowling ends (behind the stumps of each side)

Dimension: Size, Design & Specification is subject to approval from BCB.

Units: A maximum of Two (02) pitch mats can be used at one side.

Position: Behind the stumps- in the middle of long off and long on area as per ICC guideline.

- o. **Bowling End Name:** The Sponsor shall have the right to put their brand name on each of the two bowling ends.

Branding Opportunity:

- i) The title of the bowling end to be displayed on Television.
- ii) The title of the bowling end to be mentioned on Radio.

- p. **Giant Screen Branding:** The sponsor shall have the right to put their branding around the Giant Screen subject to approval from BCB.

- q. **Entry Gate:** The sponsor shall have the right to decorate the entire entry gate as per BCB discretion. The sponsor shall have the right to put their branding along with event logo and BCB sponsor partners logo on the decorated gate.

- r. **Backdrop Branding:** Event sponsor's logo will be on the event backdrops at all time along with BPL T20's other sponsor partners on the following occasions:

- 1. Sponsorship Declaration Press Conference and Backdrop branding.
- 2. Pre-Match and Post-Match Interview Backdrop Branding.
- 3. Flash Interview Backdrop Branding.
- 4. Post-Match Presentation Backdrop Branding 5. Post-Match Prize Giving Ceremony & Backdrop Branding.
- 6. Such backdrops to be designed by the sponsor subject to BCB's approval.

Size: The size and placement of the event backdrop logos will be decided and approved solely by BCB.

- s. The Rights holder must provide LED digital boards at strategic locations on the outer side of the stadium to promote the branding of the Title Sponsor, Ground Branding Rights Holder, BPL Franchise Team Sponsor Partners and BCB Sponsor Partners. Quantity and Size of such LED Digital Boards to be determined by the BCB.

14. BRANDING GUIDELINE

The Branding Rights of Title Sponsorship and Ground Branding Rights will be executed as per the Grant of Branding Rights. Such branding must be in line with the ICC/BCB/BPL commercial guideline 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 Title Sponsorship & Ground Branding Rights Holder. Companies related to any person(s) or entities with an existing unresolved dispute with BCB or ICC on a point of law or fact are not eligible to be the Title Sponsorship and Ground Branding Rights Holder or its Co-Sponsor/Associate Sponsor and should not be visible on any of its branding tools (i.e. Mid-Wall, Perimeter Boards, Sight Screen, Boundary Rope, Stumps etc.).

15. BENEFITS FOR THE TITLE & GROUND BRANDING RIGHTS HOLDER

- 15.1 The sponsor shall get one (01) Hospitality box with Sixteen (16) seats along with hospitality, Air Conditioning and Television facility (subject to availability) or best available tickets for each BPL T20 match (in 12th edition of BPL T20) in the designated venue during the contractual period on a complementary basis.
- 15.2 In addition to that, the sponsor shall get Ten (10) Grand Stand Tickets and Twenty (10) Club House Tickets and Twenty (10) Gallery Tickets of each BPL T20 match (in 12th edition of BPL T20).
- 15.3 The sponsor and their nominated representatives will be given accreditation cards and duty passes to execute their operation.
- 15.4 The Sponsor will be provided sufficient Car Stickers for their nominated representatives.
- 15.5 BCB will give the opportunity to all sponsors to buy Match Tickets (subject to availability) upon their request.
- 15.6 The successful Title Sponsorship & Ground Branding Rights Holder shall provide Prize Money to be paid in USD to the awardee which will be determined by the BPL T20's Governing Council for each match of BPL T20 (in 12th edition of BPL T20) to be held during the contractual period. Specimen of the Prize Money are given below:
 - i. Man of the Match
 - ii. Longest Six in the Match
 - iii. Most Run in the Match
 - iv. Man of the Tournament
 - v. Most valuable Player of the Tournament
- 15.7 The successful Title Sponsorship & Ground Branding Rights Holder shall provide equivalent amount of Prize Money to the BCB.
- 15.8 A maximum of Two (02) guest from the sponsor shall be invited (Subject to BCB Approval) to the post-match presentation podium. However, BCB reserves the right to deny the right of the sponsor to such invitation.

16. STRATEGIC TIME-OUT RIGHTS

Official Strategic Time-Out Sponsor shall have the rights to promote via displaying their brand on big/giant LED screen installed. Official Strategic Time-Out Sponsor can display their brand via video production a total of 05 (Five) minutes in any BPL T20 matches (There will be two time-outs of 2 minutes 30 seconds in duration in each innings of any BPL T20 matches (in 12th edition of BPL T20).

17. OFFICIAL UMPIRES' ATTIRE SPONSORSHIP RIGHTS:

- 17.1 Rights to promote sponsor's logo on all types of attires are worn by the Match Umpires, Match Referee, Match Officials, Scorers & BCB officials during the BPL T20 tournament (in 12th edition of BPL T20).
- 17.2 Logo Branding on Umpire's Attires shall be positioned as follows:
 - Front - 32 sq. inches (commercial Logo)
 - Back - 32 sq. inches (commercial logo)
 - Sleeve - 10 sq. inches (commercial logo)
 - Upper Chest right - 10 sq. inches (commercial logo)

18. Official Umpire's Attires Requirement & Supply:

Official Umpire's Attires Sponsor must ensure the manufacture and supply the following attires at least 07 (seven) days before the start of each edition of BPL T20 tournament I.e. 12th edition of BPL T20:

- e) **Blazer with Tie:** Total 50 pieces of Blazer with Tie for Match Referees, Umpires & BCB Officials.
- ii) **Shirt (Long Sleeve):** Total 40 pieces Shirt (Long Sleeve) for Match Referees, Umpires & BCB Officials.
- iii) **Travel T-Shirt:** Total 80 pieces Travel T-Shirt for Match Referees, Umpires & BCB Officials.
- iv) **Match T-Shirt:** Total 80 pieces Match T-Shirt for Umpires (2 color x 2pcs x 20).
- v) **Jacket:** Total 80 pieces of Jacket (2 color x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
- vi) **Cap:** Total 80 pieces of Cap (2 color x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
- vii) **Head Band:** Total 40 pieces of Hand for Match Referees, Umpires & BCB Officials.
- viii) **T-Shirt for Match Scorers:** Total 80 pieces of T-Shirt for Match Scorers.
- ix) **T-Shirt for Manual Score Board Operator:** Total 80 pieces of T-Shirt for Manual Score Board Operator.

19. EOI SUBMISSION PROCEDURE:

The EOI along with financial offer (prepared in accordance with the EOI Document "General Guidelines") must be submitted in a sealed envelope addressed to: **The Member Secretary** of BPL Governing Council, BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during business hours (between BST 1000 to BST 1700) **on or before Thursday 30th October 2025**. Interested participant may submit the Financial Offer electronically via email at bplt20@bcb-cricket.com.

The EOI needs to be accompanied with the following documents:

1. Company Profile and Individual Directors' / Owners' Profile.
2. Updated 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 along with Bank Statement.
4. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
5. Updated Business Identification Number (BIN), Trade License and Tax Identification Number (TIN).
6. Certificate or similar documents In case of Consortium, notarized Consortium Agreement.

Floor Price:

The floor price for the Title Sponsorship & Ground Branding Rights of 12th edition of BPL T20 is **Net BDT 6,00,00,000 (Taka Six Crore only) for local entity or an amount of Net USD 5,00,000 (US Dollar Five Lac only)** for overseas entity.

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 by issuing an addendum(s) at any time prior to the submission of the EOI.

ANNEXURE - A

TENTATIVE TOURNAMENT SCHEDULE

SL No	Edition	Teams	Date (Tentative)	Year (Tentative)	Days (Tentative)
1	12 th Edition	05	Mid Dec 2025– Mid Jan 2026	2026	25

TENTATIVE TOURNAMENT SCHEDULE

Bangladesh Premier League (BPL) T20 (12th Edition)

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.

TO BE CONFIRMED LATER

ANNEXURE – B
DRAFT AGREEMENT
TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS
Of
BANGLADESH PREMIER LEAGUE (BPL) T20
(For 12th Edition)

This TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS AGREEMENT (the “Agreement”) is made on this day of **00th October, 2025** at Dhaka.

BETWEEN

Bangladesh Cricket Board, represented by its Chief Executive Officer **Mr. Nizam Uddin Chowdhury**, having its Office at, Sher-e- Bangla National Cricket Stadium, Mirpur, Dhaka 1216, Bangladesh (hereinafter referred to as the “BCB” which expression unless repugnant to the context shall mean and include its successors-in-office, legal representatives, administrators, successors, assigns etc.) of the **FIRST PART**,

AND

(Name of the Company), a private limited company duly existing under the relevant laws of Bangladesh, represented by its Managing Director **Mr.....** and having its office at Address:....., Bangladesh. (Hereinafter referred to as “**Name of the Company**” which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns) of the **SECOND PART**.

BCB and **(Name of the Company)** are collectively referred to as 'Parties' and individually as 'Party'.

(“Name of the Company” is hereinafter collectively and/or individually referred to as the “**TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS HOLDER**”)

WHEREAS, **BANGLADESH CRICKET BOARD**, an affiliated sports organization under the National Sports Council Act, 2018 having the authority to regulate and promote the game of cricket in Bangladesh published an “**Expression of Interest (EOI)**” Advertisement dated 11th October 2022 to invite full proposal along with financial offer from reputed Companies/Corporate Houses/Firms/Agencies for the Title Sponsorship and Ground Branding Rights of Bangladesh Premier League (BPL) T20 Tournament for three (03) edition/season i.e. 12th edition of BPL T20.

AND WHEREAS, **(Name of the Company)** participated in EOI Process under the aforesaid “**Expression of Interest (EOI)**” and was evaluated as the successful participant and, accordingly, BCB decided to award the Title Sponsorship

and Ground Branding Rights of Bangladesh Premier League (BPL) T20 Tournament for three (03) edition/season i.e. 12th edition of BPL T20 to the (**Name of The Company**) subject to the terms and conditions contained herein.

NOW THEREFORE IN CONSIDERATION OF THE MUTUAL COVENANTS CONTAINED HEREIN THE PARTIES HERETO AGREE AS FOLLOW:

1. DEFINITION

- 1.1 **“Applicable Law”** means all applicable statutes, laws, ordinances, rules and regulations, including but not limited to, any license, permit or other governmental Authorization, in each case as in effect from time to time;
- 1.2 **“BCB”** means the Bangladesh Cricket Board, the governing body to regulate and promote the game of cricket in Bangladesh with its Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh and its assigns.
- 1.3 **“BCB Network Logo”** means the BCB logo.
- 1.4 **“Title Sponsorship and Ground Branding Rights”** means and includes Title Sponsorship (subject to BCB’s Confirmation), Co-Sponsorship, Associate Sponsorship, Strategic Time-Out Rights, Official Umpires’ Attire Sponsorship Rights, In-Stadia Branding (Ground Boards, Mid wall, Sight Screens, Score Board, Boundary Rope, Pitch Mat, Bowling Ends, Umbrella, Stump Branding etc.).
- 1.5 **“BPL”** shall mean the franchisee based T20 tournament named Bangladesh Premier League organized by the BCB.
- 1.6 **“BPL Governing Council”** means the body formed by the BCB to operate the Bangladesh Premier League (BPL) smoothly, effectively and successfully.
- 1.7 **“BPL Mark”** means the official BPL emblem (including any foreign translation and any permutation and derivation thereof), any trademark owned or controlled by BCB and any BPL Event Marks produced from time to time.
- 1.8 **“BPL Sponsor”** means any third party who has entered into, or enters into during the contract Period, a sponsorship agreement with BCB, including but not limited to the ground sponsors, title sponsors etc.
- 1.9 **“Branding Guidelines”** means those regulations, restrictions and limitations issued from time to time by, or on behalf of BCB relating to the use and reproduction of the official titles of each BPL edition, the BPL Event Marks and third-party marks, logos and devices.
- 1.10 **“Intellectual Property”** means all copyright, trademarks, patents and other intellectual property rights howsoever arising and in whatever media now known or hereafter devised, whether or not registered or capable of registration, including trademarks, service marks, trade names, registered designs, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof throughout the world.
- 1.11 **“Matches”** mean the T20 matches forming part of, and comprising, the BPL Events within the Period; and “Match” shall refer to any one of the Matches.
- 1.12 **“Period”** means a period of 01 edition/season, i.e., 12th edition /season of BPL T20, during which the 12th edition /season of BPL T20 Tournament are scheduled to be held;

- 1.13 **“Rights Fee”** or the **“Sponsorship Fee”** means the fee to be paid by the Title Sponsorship & Ground Branding Rights Holder to BCB for the grant of the Rights.
- 1.14 **“Sub-Licensed Rights”** means those parts of the Rights which are granted to a Sub-Licensee under a Sub-License Agreement.
- 1.15 **“T20”** means a Twenty20 Match.

2. EXCLUSION

‘Name of The Company’ acknowledges and accepts that it is not involved in any online betting and/or does not sell/market any alcohol (surrogated and non-surrogated) and Tobacco products in Bangladesh or abroad. For the purpose of this Clause, “Alcohol and Tobacco product” means any product produced from tobacco whether in whole leaf, dust, chewable or cut form and any product edible and drinkable that contains alcohol. “Surrogate” means any product that represents the name of a company or brand that manufactures/markets alcoholic beverage but the product in consideration does not contain any alcohol. For example, “Bagpiper Soda”, “Royal Stag CD” etc.

“Betting” means any arrangement between two individuals for betting on the probable outcome of any sporting event including BCB event or any part thereof including but not limited to scores, highest run, highest six, four, wicket, or any combination thereof involving the game of cricket.

“Online betting” means act of betting carried out through internet which includes company which are directly or indirectly related or are striking similar to a betting/online betting company.

3. NON-EXCLUSIVITY

The BCB shall have the right to take any sponsor or partner (i.e. including but not limited to Team Franchise, ISP Partner, Media Broadcasting Partner, Official NFT Rights or Digital Rights Partner, Beverage Partner, Official Drink, Ticket Selling Partner, Hospitality Partner, Education Partner, Telecom Partner, Official Sanitizing Partner, Raffle Draw Partner etc.) at any stage during the contractual period even if it conflicts with the Title Sponsorship & Ground Branding Rights Holder. The BCB reserves the rights to obtain any sponsor at its sole discretion. There shall be no “Brand Exclusivity” in the 12th edition /season of BPL T20 tournament under any circumstances.

4. BRANDING GUIDELINE

The Branding Rights of Title Sponsorship and Ground Branding Rights Holder will be executed as per the Grant of Branding Rights. Such branding must be in line with the ICC/BCB/BPL commercial guideline 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 “Name of the Company”. Companies related to any person(s) or entities with an existing unresolved dispute with BCB or ICC on a point of law or fact are not eligible to be the Title Sponsorship and Ground Branding Rights and should not be visible on any of its branding tools (i.e. Mid-Wall, Perimeter Boards, Sight Screen, Boundary Rope, Stumps etc.).

5. GRANT OF TITLE SPONSORSHIP AND GROUND BRANDING RIGHTS

In consideration of the Sponsorship Fee and the mutual covenants and valuable consideration specified in this Agreement and the EOI DOCUMENT BCB hereby grants the Title Sponsorship and Ground Branding Rights for one (01) edition/season of BPL T20 tournament i.e. 12th edition of BPL T20 tournament to **(Name of the Company)**. It is accepted by **(Name of the Company)** that such grant of sponsorship is subject to the terms and conditions set forth in the EOI Document.

This grant of Title Sponsorship and Ground Branding Rights is subject to the following terms and conditions:

6. TITLE & GROUND BRANDING RIGHTS BENEFITS:

6.1 Title Sponsorship Rights:

Title Sponsorship Rights: The BPL Governing Council is desirous to organize the 12th edition of BPL T20 which is tentatively scheduled to start from Mid Dec 2025 – Mid Jan 2026. The successful EOI participant shall have the right to use brand name -“X” BPL T20 or BPL T20 presented by “X” and BPL T20 powered by “X” in the BPL T20’s event logo. The creative artwork of such logo shall require BCB approval at the design phase. The Event logo must be delivered well in advance (BCB will notify you the deadline via email) at least 15 days before of the commencement of the first match of any edition of the BPL T20. If the logo is not delivered by the given timeline, BCB shall not be responsible for not having the logo on its every communication.

6.2 Event Co-sponsorship Rights:

The Successful Title & Ground Branding Rights Holder may take Event Co-Sponsor of the BPL T20 and they will get exposer in grounds and stadium brandings.

Note:

- a) The Sponsor’s logo shall be displayed on the Digital Ground Perimeter Board during the matches.
- b) The Sponsor’s logo shall be displayed on the Digital Mid Wall (Mid-Tier) Board during the matches.
- c) Roman Banner will be allocated by the Title & Ground Branding Rights Holder out of its 12 roman banners.
- d) Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding etc. will be decided by the Title & Ground Branding Rights Holder.

6.3 Event Associate Sponsorship Rights:

The successful bidder shall have the right to monetize the “Powered By” or “In Association With” or “Presented By” or “Brought to You By” naming rights. The event logo shall contain Associate Sponsor’s Logo. The creative artwork of such logo shall require BCB approval at the design phase along with the Title Sponsor and they also will get exposer in grounds and stadium brandings.

Note:

- a) The Sponsor’s logo shall be displayed on the Digital Ground Perimeter Board during the matches.
- b) The Sponsor’s logo shall be displayed on the Digital Mid Wall (Mid-Tier) Board during the matches.
- c) Roman Banner will be allocated by the Title & Ground Branding Rights Holder out of its 12 roman banners.
- d) Allocation of Other brandings i.e. Boundary rope, Umbrella, Dugout, Manual score Board, Pitch Mats, Sight Screens, Presentation backdrop & stump branding will be decided by the Title & Ground Branding Rights Holder.

6.4 Ground Branding Rights:

- a) **LED Ground Perimeter Board Branding:** The Sponsor’s logo shall be displayed on the Digital Ground Perimeter Board outside the boundary rope. The distance from the boundary rope to the LED perimeter boards shall be determined by the match referee (i.e. such boards can be

placed in front of the sightcreens/ 10 feet behind the boundary rope) around the ground. The sponsor should bear in mind that the placement of the boards shall be determined by the BCB.

- b) **Mid LED Mid-Wall branding:** The sponsor is allowed to put their branding/display advertisements on the Mid-wall section or first tier around the stadium's gallery including hospitality area as per BCB discretion.
- c) **Sight Screen Branding:** Two Digital LED sight screens will be used (one at each end of the ground behind the wickets and the boundary rope).

N.B: Advertising shall not contain flashing or flickering images and particular care should be taken by the operators that the advertising is not changed at a time which is distracting to the batsman.

Important Note: The successful Rights Holder must provide LED Digital Boards for the 12th edition of the BPL T20. The LED Digital Boards must meet international standards for cricket events specifications (i.e. ICC and ACC events, bilateral cricket series, IPL, PSL, Big Bash, IL T20, SA T20 tournaments, and similar competitions)

It is further noted that the Title Sponsorship and Ground Branding Rights Holder may display their sponsor partners' logos for 70% of the total match duration. The remaining 30% of the duration will be reserved for BCB to display Franchise Team partners' logos and other sponsor partners' logos.

N.B: Advertising shall not contain flashing or flickering images and particular care should be taken by the operators that the advertising is not changed at a time which is distracting to the batsman.

- d) **Boundary Rope Branding:** The boundary is the edge of the playing field, or the physical object marking the edge of the field, such as a rope.

Branding Opportunity: The Sponsor shall have the right to put their branding on the rope. The standard/quality of such branding tools must meet BCB requirement and should be aligned as per grounds' boundary rope's size. The opportunities are as follows:

The distance from the boundary rope to perimeter board should be at least 10 ft (such distance may change time to time as per ICC guideline).

The sponsor is allowed to put their branding on the boundary rope (in front of perimeter boards) around the entire ground.

Size: The ideal size of the each of the panels of the entire boundary rope is 40inch x 15 inch approximately.

Units: The total running length of the boundary rope is 700 ft. approximately.

- e) **Mid-Wicket Pitch-Mat Branding:** The sponsor shall have the right to have its logo or trademark painted on mats on Mid-wicket (each side).

Size: The following dimensions can be followed to plan for production: 30ft x 4ft (Each Mat)

Units: A maximum 4 (Four) Pitch Mats can be used at one side. Total 08 (Eight) Pitch Mats can be used.

Position: Mid-wicket of both sides as per ICC guideline and subject to match referee's approval.

N.B: No advertising to be placed within the 30 yards (27.50 meters) of the circle.

- f) **Umbrella Branding:** Branding umbrellas are permitted outside the boundary rope for photo journalists, grounds men and in front of team dressing rooms for the players as per instruction of the match referee.

Size: The size of the umbrella has to be at least 56 inch from base.

Units: A Maximum of 25 Umbrellas will be permitted during the matches. The positioning & placement of such umbrellas shall be determined by BCB.

- g) **Stumps Branding:** The stumps are three vertical posts that are installed into the ground, and topped with two bails while playing cricket.

Branding Opportunity: The Sponsor shall have the right to put their branding on the Stumps. The opportunity is as follows:

Stumps can be fully covered with branded sticker. The both ends' stumps shall hold the sponsor's logo (Sticker).

Size: The Sponsor can use following guidelines:

The sponsor must follow ICC's standard guideline for stump branding.

Units: A total number of six (6) stumps to be used at a time during the matches (each of the both ends will have three).

- h) **Players' Dug out Branding:** A player dug out is a place where the players sit and relax till their time to enter inside the boundary of the field. The sponsor will have right to advertise their logo/brand name inside/around the designated dugout.

Size: As per BCB discretion.

Units: There are two dugouts in the field (both can be used for advertisement purpose)

- i) **Manual Score Board:** A "Manual Score Board" is a large informative scoreboard for publicly displaying the score in a game, which is operated manually by the scorers. It is quick and easy to change score, have excellent visibility. In cricket, a Manual Score Board is used as a minimum display the batting team's score, wickets fallen, the opposition's totals, overs remaining, extras, the bowlers currently on and details of the last wicket etc.

Branding Opportunity: The Sponsor shall have the privilege to advertise on the manual scoreboard. The opportunities are as follows:

External branding (4 side: Left, Right, Upper & Lower) on manual scoreboard for SBNCS, Dhaka.

Size: The Sponsor can use following measurement in order to plan their production.

Four sides of the Manual Score Board can be used for advertising. Measurements are as follows:

- i. Top of the Manual Score Board should be: 41.5ft X 2ft
- ii. Bottom of the Manual Score Board should be: 41.5ft X 2ft
- iii. Left side of the Manual Score Board has to be: 24.5ft X 2ft
- iv. Right side of the Manual Score Board has to be: 24.5ft X 2ft

- j) **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 Eight (08) Roman Banner to be used during the matches

Position: As per BCB discretion

- k) **Trophy Unveiling:** The captain from each team will be present on the trophy unveiling photo shoot before the series starts. The Sponsor shall have the opportunity to put their branding on the trophy and backdrop. The size & design of such branding tools must meet BCB requirement.
- l) **Trophy & Award Branding:** The sponsor shall have the opportunity to have its logo or trademark displayed on Trophy along with Tournament's Event logo. The trophies will be displayed during the Matches and at the prize distribution ceremony.

Size/design/Units/Specific: As per BCB discretion.

- m) **Bowling End Pitch Matt:** The Title Sponsorship & Ground Branding Rights Holder shall have the right to have its logo or trademark painted on mats on both bowling ends (behind the stumps of each side)

Dimension: Size, Design & Specification is subject to approval from BCB.

Units: A maximum of Two (02) pitch mats can be used at one side.

Position: Behind the stumps- in the middle of long off and long on area as per ICC guideline.

- n) **Bowling End Name:** The Sponsor shall have the right to put their brand name on each of the two bowling ends.

Branding Opportunity:

- i) The title of the bowling end to be displayed on Television.
- ii) The title of the bowling end to be mentioned on Radio.
- o) **Giant Screen Branding:** The sponsor shall have the right to put their branding around the Giant Screen subject to approval from BCB.
- p) **Entry Gate:** The sponsor shall have the right to decorate the entire entry gate as per BCB discretion. The sponsor shall have the right to put their branding along with event logo and BCB sponsor partners logo on the decorated gate.

Backdrop Branding: Event sponsor's logo will be on the event backdrops at all time along with BPL T20 other sponsor partners on the following occasions:

- i. Sponsorship Declaration Press Conference and Backdrop branding
- ii. Pre-Match and Post-Match Interview Backdrop Branding
- iii. Flash Interview Backdrop Branding
- iv. Post-Match Presentation Backdrop Branding
- v. Post-Match Prize Giving Ceremony & Backdrop Branding
- vi. Such backdrops to be designed by the sponsor subject to BCB's approval.

Size: The size and placement of the event backdrop **logos will be decided and approved solely by BCB.**

- q) The Rights holder must provide LED digital boards at strategic locations on the outer side of the stadium to promote the branding of the Title Sponsor, Ground Branding Rights Holder, BPL Franchise Team Sponsor Partners and BCB Sponsor Partners. Quantity and Size of such LED Digital Boards to be determined by the BCB.

7. BENEFITS FOR THE TITLE & GROUND BRANDING RIGHTS HOLDER

- a) The sponsor shall get one (01) Hospitality box with Sixteen (16) seats along with hospitality, Air Conditioning and Television facility (subject to availability) or best available tickets for each BPL T20 match (in 12th edition of BPL T20) in the designated venue during the contractual period on a complementary basis.
- b) In addition to that, the sponsor shall get Ten (10) Grand Stand Tickets, Twenty (10) Club House Tickets and Twenty (10) Gallery Tickets of each BPL T20 match (in 12th edition of BPL T20).
- c) The sponsor and their nominated representatives will be given accreditation cards and duty passes to execute their operation.
- d) The Sponsor will be provided sufficient Car Stickers for their nominated representatives. BCB will give the opportunity to all sponsors to buy Match Tickets (subject to availability) upon their request.
- e) The successful Title Sponsorship & Ground Branding Rights Holder shall provide Prize Money to be paid in USD to the awardee which will be determined by the BPL T20's Governing Council for each match of BPL T20 (in 12th edition of BPL T20) to be held during the contractual period. Specimen of the Prize Money are given below:
- i. Man of the Match
 - ii. Longest Six in the Match
 - iii. Most Run in the Match
 - iv. Man of the Tournament
 - v. Most valuable Player of the Tournament
- f) The successful Title Sponsorship & Ground Branding Rights Holder shall provide equivalent amount of Prize Money to the BCB.
- g) A maximum of One (01) guest from the sponsor shall be invited (Subject to BCB Approval) to the post-match presentation podium. However, BCB reserves the right to approve such invitation.

8. Strategic Time-Out Rights:

Official Strategic Time-Out Sponsor shall have the rights to promote via displaying their brand on big/giant LED screen installed. Official Strategic Time-Out Sponsor can display their brand via video production a total of 05 (Five) minutes in any BPL T20 matches (There will be two time-outs of 2 minutes 30 seconds in duration in each innings of any BPL T20 matches (in 12th edition of BPL T20).

9. Official Umpires' Attire Sponsorship Rights:

- a) Rights to promote sponsor's logo on all types of attires are worn by the Match Umpires, Match Referee, Match Officials, Scorers & BCB officials during the BPL T20 tournament (in 12th edition of BPL T20).
- b) Logo Branding on Umpire's Attires shall be positioned as follows:
- Front - 32 sq. inches (commercial Logo)
 - Back - 32 sq. inches (commercial logo)

- Sleeve - 10 sq. inches (commercial logo)
- Upper Chest right - 10 sq. inches (commercial logo)

c) Official Umpire's Attires Requirement & Supply:

Official Umpire's Attires Sponsor must ensure the manufacture and supply the following attires at least 07 (seven) days before the start of each edition of BPL T20 tournament I.e., 12th edition of BPL T20:

- i. **Blazer with Tie:** Total 50 pieces of Blazer with Tie for Match Referees, Umpires & BCB Officials.
- x) **Shirt (Long Sleeve):** Total 40 pieces Shirt (Long Sleeve) for Match Referees, Umpires & BCB Officials.
- xi) **Travel T-Shirt:** Total 80 pieces Travel T-Shirt for Match Referees, Umpires & BCB Officials.
- xii) **Match T-Shirt:** Total 80 pieces Match T-Shirt for Umpires (2 color x 2pcs x 20).
- xiii) **Jacket:** Total 80 pieces of Jacket (2 color x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
- xiv) **Cap:** Total 80 pieces of Cap (2 color x 2pcs x 20) for Match Referees, Umpires & BCB Officials.
- xv) **Head Band:** Total 40 pieces of Hand for Match Referees, Umpires & BCB Officials.
- xvi) **T-Shirt for Match Scorers:** Total 80 pieces of T-Shirt for Match Scorers.
- xvii) **T-Shirt for Manual Score Board Operator:** Total 80 pieces of T-Shirt for Manual Score Board Operator.

10. PAYMENT SCHEDULE

10.1 The following payment structure shall apply in respect of the **Title Sponsorship & Ground Branding rights** and the Sponsorship Fee shall be payable by the successful EOI participant to BCB in the following manner:

- (i) Rights Fee or Sponsorship Fee for this particular edition/season Title Sponsorship & Ground Branding Rights for BPL T20 must be paid in single payment as per the following manner:
 - a) The 1st installment, amounting (NET) to 50% of the total rights fee, shall be paid by the Sponsor to BCB within three (03) working days from the receipt of the Letter of Intent (LOI).
 - b) 2nd installment comprising 50% of the total rights fee shall be paid by the Sponsor to BCB during the League Stage.
- (ii) The Mode of Payment: Bank transfer at the BCB designated account/ Account Payee Cheque/ Pay order/ DD made in favour of **"BCB – BANGLADESH PREMIER LEAGUE T20"**
- (iii) Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.
- (iv) 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 for 12th edition of BPL edition/season accepted by BCB in favour of **"Bangladesh Cricket Board"** that is valid for a period of 06 months, within 72 hours from the issuance of LOI.

10.2 **Mode of Payment:** Bank transfer at the BCB designated account or in the form of an Account Payee Cheque/Pay Order (PO) / Demand Draft (DD). The Rights fees payable to BCB is NET amount and excluding of Tax, VAT & any other deductions of whatsoever nature.

10.3 **Penalty for delay payment:**

In the event Name of the Company fails to make payments as aforesaid on the stipulated dates, Name of the Company 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. Thereafter BCB will raise an invoice including 5% interest along with delayed rights fees. If **(Name of the Company)** still fails to pay the sponsorship rights fee or any part thereof within the given cure period, **(Name of the Company)** shall be in repudiatory breach which shall convey BCB the right to terminate this agreement and BCB shall get prerogative to en-cash the aforesaid Bank Guarantee (BG) without assigning any reason whatsoever.

10.4 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/ en-cashed by BCB without assigning any notice.

10.5 The successful EOI participant will be required to execute Long Form contract/agreement provided by BCB within 07 (Seven) working days of the intimation of the award of the contract at place and time to be notified by BCB later. Failure to execute such contract/agreement and to provide the payment of the first installment of the contract/agreement price will mean that the Sponsorship Rights shall be considered terminated automatically.

10.6 The payment referred above will be secured accordingly from the successful EOI participant and failure to comply will result in disqualification.

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

11. COVENANT OF SPONSOR

(Name of the Company) hereby covenants and undertakes that it shall:

- a) Comply with all the regulations issued from time to time by the Government, City Corporation and any Government Authority in connection with the transactions contained herein.
- b) Make the payments as contemplated in this Agreement promptly and without any Delay;
- c) Comply fully with the logo policy set out by the BCB at all times during the validity of this Agreement.
- d) Not use any of the rights granted under this agreement and/or make any PR activations/brand exposure (direct or indirect association with the BPL Cricket Teams, BPL T20 Tournament, BCB or its national teams and ICC) during "blackout period" which may be changed from time to time.
- e) Comply with all the regulations issued from time to time by BCB, ICC or ACC from time to time.
- f) be responsible for all and any costs, expenses, taxes, levies and impositions incurred in exploiting the Rights under this Agreement;
- g) shall abide by all relevant rules, regulations, orders, statutory impositions or restrictions whether imposed by national laws or any competent authority responsible directly or indirectly, in exploiting the Rights under this Agreement and shall obtain all relevant approvals, permissions and consents as are required by statute from time to time; and

- h) shall not transfer the rights and obligations under this agreement to any other party without prior written approval of BCB. The Sponsor understands and acknowledges that the decision to grant approval to any transfer of rights and obligation shall be at the sole/absolute discretion of BCB. In the event BCB grants such an approval, the new Media Right Holder would also be required to sign a Short Form Agreement continuing terms and conditions relation to Production Level and broadcasting of brand.
- i) shall be liable to pay compensation to BCB for causing any loss or damage to any property of the stadium during their presence therein.

12. COVENANTS OF BCB

BCB covenants and undertakes that it shall:

- a) Allow **(Name of the Company)** to use the event logo in connection with the promotion and marketing of the event in the media during the tenure of this agreement. All the promotional materials need to be approved by BCB.
- b) BCB accords the exclusive series title rights to (Name of the Company) and will not allow any signage or name association rights to a brand deemed to be in conflict in the same brand sector related to the aforementioned series except for those pre-existing contractual rights vested with Bangladesh Cricket Board;
- c) BCB shall make its best endeavor to prevent ambush marketing inside the venue during the matches. In the event any such activity is detected, BCB shall take necessary measures to stop the said activity.
- d) BCB shall allow (Name of the Company) to arrange for light entertainment during the breaks when a match is being played provided the form of entertainment is acceptable to BCB and it does not interfere with the game or it does not create inconvenience to the spectators.
- e) BCB shall allow (Name of the Company) to repackage the rights available and sell or assign to third parties. But the Title Sponsorship will be accorded to a single entity only.
- f) BCB shall ensure that the TV production of the one (01) edition/ season i.e. 12th edition of BPL T20 tournament will be of international standard and will be telecast LIVE in local & international media.

13. REPRESENTATIONS & WARRANTIES

The parties hereby warrant that:

- a) It has the power and authority and all authorization necessary to enter into this Agreement and to perform all the obligations contained herein.
- b) The execution and performance of this Agreement (Name of the Company) by and the consummation of the transactions contemplated hereby do not and will not conflict with or result in any breach of any of the provisions of:
 - i. The Memorandum and Articles of Association or the relevant statute, as the case may be;

- ii. Any indenture, lease, loan agreement or other agreement or instrument which either of the parties is a party to;
- iii. Any law, statute, rules or regulation or order, judgment or decree to which the either of the parties is subject.

14. TERMINATION

14.1 BCB may terminate this Agreement immediately by a written notice to the Sponsor if:

- (a) the Sponsor is adjudicated insolvent, involuntarily declares bankruptcy, makes a general assignment for the benefit of creditors, or fails to continue its business of broadcasting and /or event management or agency business; or
- (b) the Sponsor fails to make payment to BCB of any sums due; or
- (c) the Sponsor fails to provide/furnish any bank guarantee to Bank Guarantee within the stipulated timeframe specified in the Agreement; or
- (d) the Sponsor breaches any warranty or other term of this Agreement (other than terms on payment of Right Fee and furnishing Bank Guarantee which must be paid as per schedule), which breach the Sponsor fails to cure, if curable, within Fifteen (15) calendar days of BCB's notice to the Sponsor of any such breach; or
- (e) the Sponsor undergoes a change of control, where such change of control has a material impact on the Rights in the reasonable opinion of BCB.
- (f) Notwithstanding the above, this agreement will stand as automatically terminated if the Sponsor fails to make any payments to BCB as per the terms of this Agreement.

14.2 BCB may, without prejudice to its other rights under this Agreement or at law, suspend performance of its obligations under this Agreement or any of them, during any period in which the Sponsor is in breach of any of its obligations under this Agreement including, by way of example only, its obligation to pay any Rights Fee (or any installment thereof) to BCB when due.

14.3 Notwithstanding the above, failure of the Sponsor to comply with any of the provisions of Clause 10 will entitle BCB to immediately, without any prior notice, terminate this Agreement and it will be open to BCB to enter into a private arrangement/negotiation for some or all of the Rights with another 3rd party until a fresh tender is finalized in order to meet its ongoing requirements. All expenses incurred by BCB until the fresh tender is finalized to meet its requirements resulting from a breach by the Sponsor of the provisions of Clause 10 will be at the risk and cost of the Sponsor.

15. CONSEQUENCES OF TERMINATION:

15.1 Upon expiry or termination of this Agreement for any reason whatsoever:

- (a) All of the Rights shall forthwith revert to BCB;
- (b) The Sponsor shall immediately cease to exercise and exploit the Rights, BCB Marks, and BPL marks and shall not thereafter use or exploit its previous connection with BCB or BPL T20, whether directly or indirectly;

- (a) BCB shall immediately thereafter be entitled to grant all or any of the Rights to any third party;
 - (b) BCB and the Sponsor shall promptly return to the other all property of the other within its possession;
 - (c) The Sponsor shall forthwith remit to the Designated Account the balance of the Rights Fee and any other sums that are outstanding and to be accounted for under this Agreement; and
- 15.2 Save where expressly stated otherwise, the expiry or termination of this Agreement shall be without prejudice to any rights already accrued to either of the parties under this Agreement.

16. CANCELLATION/RESCHEDULING OF MATCHES/SERIES'/TOURNAMENT:

- 16.1 BCB shall not be responsible in the event of non-telecast, cancellation or partial cancellation, postponement, relocation or curtailment of match of whatsoever reason or for any other factor which impacts, or may impact, on the rights for whatever reason. (Name of the Company) shall not claim any refund in this regard. Under any circumstances, the rights fees payable to the BCB shall not be reduced or deducted for any cancellation, postponement and curtailment or rescheduling or abandoned of any BPL T20 match.
- 16.2 BCB shall not liable for any cancellation or rescheduling (including but limited to curtailed over match, change of venue, change of format, change of opponent, change of match timing & date etc.) of any match of BPL T20 tournament during the tenure of this Agreement on account of inclement weather, rain, bad light, COVID 19 Pandemic or for any other reason whatsoever that is beyond the control of BCB, either without a ball being bowled or after the match has commenced for a specific period of time.
- 16.3 Under any circumstances, the Sponsorship Fees payable to the BCB shall be increased or added or reduced or deducted in pro-rata basis for any increment or cancellation or rescheduling or Abandoned of any match or series.
- 16.4 In case of tournament cancellation, both parties shall amicably solve the matter.

17. SURVIVAL OF THE RIGHTS AND OBLIGATIONS

Notwithstanding anything contained in the termination of this Agreement, the mutual rights and obligations of the parties hereto shall survive. The termination shall not affect any antecedent claim of either of the parties as of the date of termination.

18. ARBITRATION

- a) Any dispute arising out of or in relation to this Agreement involving the interpretation or implementation of the clauses of this agreement, or the breach, termination or validity thereof which has not been resolved as provided herein above within Seven (7) working days of the good faith negotiation, shall be settled exclusively by arbitration in Dhaka in accordance with the Arbitration Act 2001 of Bangladesh. The arbitration tribunal shall consist of 3 Arbitrators, with each party designating one arbitrator and the said chosen arbitrators designating the third arbitrator as the Chairman. The seat of arbitration shall be Dhaka, Bangladesh and the language of arbitration shall be English. The decision of the arbitral tribunal shall be final and binding.
- b) Each party shall bear its own arbitration costs and expenses provided however that the arbitrators may modify the allocation fees, costs and expenses in the award in the cases where fairness dictates other than an equal allocation between the parties.
- c) Neither party shall be entitled to commence or maintain any action in a court of law upon any matter in dispute emanating out of the interpretation, implementation or otherwise of the tender document or the Agreement until such matter has been submitted and finally decided by arbitration as herein provided.

- d) Notwithstanding the above, any Bank Guarantee furnished by the Sponsor under this Agreement shall not come within the purview/scope of this arbitration clause.

19. RELATIONSHIP OF THE PARTIES

- a) **‘(Name of the Company)’** shall be and remain independent and shall not be deemed, expressly or by implication, to be an agent, employee of BCB for any purpose whatsoever.
- b) Nothing in this Agreement shall constitute or be deemed to constitute a partnership between the parties hereto or constitute or be deemed to constitute **‘(Name of the Company)’** as the agent of BCB for any purpose whatsoever. BCB shall not be responsible for the acts or defaults of **‘(Name of the Company)’** or of its employees or its representatives.

20. TAXES, RISKS & INDEMNITY

- a) **‘(Name of the Company)’** shall be responsible for and shall arrange payment of taxes, rates and any other levies, charges that may be levied or payable by **(Name of the Company)** to the municipality, corporations, the Government in respect of and/or in connection of the rights granted by BCB to **‘(Name of the Company)’**.
- b) Each party shall indemnify the other party and hold the other party harmless from and against any and all losses, liabilities, damages, claims, penalties, actions, judgments, suits, costs, expenses, and disbursements (including, without limitation, the reasonable, fees and disbursement of counsel and incurred in connection with the enforcement of any provisions of this Agreement or the defense of any third party claim) which may be incurred by the other party as a result of, or directly or indirectly arising out of the breach of any of the representations and warranties, terms and conditions or obligations contained in this Agreement.

21. SUCCESSORS AND ASSIGNS

This Agreement shall be binding upon the parties herein and their successors in title and permitted assignees.

22. AMENDMENT & ASSIGNMENT

- a) Both parties shall have right to amend, modify, change this agreement. However, no amendment, modify or change to this Agreement shall be effective unless such amendment is made in writing and duly executed by Parties or by the authorized representatives of the Parties.
- b) **‘(Name of the Company)’** may assign or transfer all or part of its rights or obligations under this Agreement with the prior written consent of BCB. Notwithstanding any such assignment, **‘(Name of the Company)’** shall remain liable for the performance of all obligations in respect of assigned sponsorship rights and the acts and omissions of any assignee with respect to the assigned sponsorship rights shall be deemed to be the acts and omissions of **‘X’**. **‘(Name of the Company)’** shall indemnify BCB against any claims or damages arising out of the acts or omissions of any entity to which the sponsorship rights herein are assigned by **‘X’**.

23. CONFIDENTIALITY

The parties will keep the terms of this Agreement strictly confidential at all times save for any disclosure required to be made by law for instance when information is sought by any relevant government authority etc. and when disclosure is required for the purposes of implementing the provisions hereof provided that a similar obligation of confidentiality is imposed on any person to whom any disclosure is made.

24. NOTICE

All notices, requests, demand and other communications required or permitted to be given pursuant to or in connection with this Agreement shall be in writing in The English language and signed by the Party or by a duly authorized officer of the Party giving such notice, and shall be addressed as follows to the other Parties at the addresses set forth below or at such other address as may from time to time be given to the other Parties in writing for such purposes, and shall be (a) delivered personally or by overnight courier, (b) sent by facsimile transmission, (c) or sent by registered mail or (d) e-mail to the following addresses and persons:”

BANGLADESH CRICKET BOARD

Nizam Uddin Chowdhury

Chief Executive Officer

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

Phone : +880 2 8031001-4

Cell : +880 171 3034333

Email : nchowdhury@bcb-cricket.com

(NAME OF THE COMPANY)

Mr.

Designation:

Address:

Bangladesh

Mobile:

Email:

25. WAIVER

No failure or delay on the part of a Party in exercising any right or power hereunder shall operate as a waiver thereof nor shall any single or partial exercise of such right or power preclude any other or further exercise of any right or power hereunder.

26. SEVERABILITY

In the event that any provision of this Agreement shall be deemed or declared to be unenforceable, invalid or void, the same shall not impair any other provision of this Agreement but the parties hereto shall negotiate a substitute provision or amend the other provisions of this Agreement so as to produce a result which preserves as nearly as possible the economic balance of the Agreement, as the case may be, provided that neither party shall be obligated to accept an amendment which substantially departs from the essential intent or effect of this Agreement.

27. WHOLE AGREEMENT

This agreement shall constitute the complete and only agreement among the Parties on the subject matter of this Agreement and shall replace all previous oral or written agreements, contracts, understandings representations and warranties among the Parties in respect of the subject matter of this Agreement excepting the Tender Document. No party shall be entitled to rely on any document, agreement, understanding or arrangement (excluding Tender Document) which is not expressly set forth in this Agreement. In the event of any conflict between this Agreement and the bid document, provisions of this Agreement shall prevail.

28. LANGUAGE

This Agreement has been negotiated and executed in English Language which shall be the only language for the construction and interpretation of this Agreement and all agreements, notices, documents, correspondence and instruments contemplated hereunder and, as among the Parties, the English version of any document required by any applicable law to be translated into another language for subsequent execution and delivery in such other language shall be the governing document and shall determine all rights and obligations of the parties for all purposes.

29. GOVERNING LAW

The validity, construction and interpretation of this Agreement shall be exclusively governed under the laws of Bangladesh.

30. EFFECTIVENESS

This Agreement shall become effective when it is signed by each of the parties.

IN WITNESS WHEREOF, THE PARTIES HERETO HAVE EXECUTED THIS AGREEMENT ON THE DAY, MONTH AND YEAR WRITTEN ABOVE.

FOR AND ON BEHALF OF:

BANGLADESH CRICKET BOARD

Mr.
Chairman, BPL Governing Council
Constituted by Bangladesh Cricket Board under its
constitution

Witness: _____

Mr.
Member Secretary, BPL Governing Council
Constituted by Bangladesh Cricket Board under its
constitution

Witness: _____

Name:
Designation:

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

FOR AND ON BEHALF OF:

(NAME OF THE COMPANY)

Name: Mr.
Designation:

Witness: _____

Name:
Designation:

Address:

Witness: _____

Name:
Designation:

Address:

(ANNEXURE C)

Bank Guarantee Format

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 nextfrom 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)