

Invitation for Expression of Interest (EOI) from Sports Marketing Consultancy Firm / Agency / Business Entity for Bangladesh Premier League (BPL) T20



Date: 10th July 2025

Ref: BCB/BPL/Marketing Consultancy Service/2025/457

The Bangladesh Cricket Board (BCB) invites Expressions of Interest (EOI) from experienced and well-reputed Sports Marketing Consultancy Firms / Agencies / Business Entities to provide Strategic Marketing and Commercial Advisory Services for the Bangladesh Premier League (BPL T20) Tournament and its commercial properties.

Scope of Work

The selected Sports Marketing Consultancy Firm / Agency / Business Entity will be responsible for, but not limited to:

1. Strategic Commercial Structuring

- Review and redesign of the BPL business model, • Formulation of commercial rights packaging: media, broadcasting, sponsorship, licensing, digital etc.

2. Brand Positioning & Marketing Strategy

- Developing and enhancing the BPL T20's brand value, • Creating marketing campaigns and activation frameworks.

3. Franchise Model & Revenue Distribution Advisory

- Designing franchise tendering frameworks, financial models, and revenue-sharing plans, • Assisting in onboarding and structuring new franchise teams.

4. Media Rights Strategy & Bidding Process Management

- Rights packaging and valuation (TV, OTT, DTH, Radio, etc.). • Drafting bid documents, technical specifications, and evaluating bids.
- Liaising with potential (international/local) commercial and/or media partners of BCB for BPL T20
- Assisting BCB on all kinds of commercial exploitation of the brand 'BPL T20' and related matters.
- Assisting for resolution of disputes that may arise between BCB and the commercial and/or media partners.

5. Sponsorship & Partner Acquisition Support

- Structuring title sponsorship, associate sponsorship, and licensing deals. • Advising on contract drafting and partner alignment.
- Assisting BCB on searching and selecting potential sponsors and other partners for various segments of BPL T20.
- Assisting for resolution of disputes that may arise between BCB and the sponsors and other partners.

6. Event Presentation and Fan Engagement Planning

- Assisting in match-day experience design and digital fan outreach.
- Integrating 'Cricketainment', branding, and innovation in live events.

7. Benchmarking and Global Best Practices

- Advising BCB based on the updated global benchmarks including all major T20 leagues around the world.
- Ensuring compliance with ICC standards.

Eligibility Criteria:

- Proven track record in executing similar projects for major sports leagues (preferably cricket).
- A team comprising highly qualified professionals, including at least one senior expert with a minimum of 7 years of relevant experience in the global sports industry.
- Experience in working with national cricket boards or ICC events is highly preferred.
- Preference will be given to participant entities with international/foreign consultants.
- Strong legal, financial, and operational capability in media rights, sponsorship, and franchise-based tournaments.
- Shall be able to provide full time service throughout the year.
- The entity operates physical office(s) in Dhaka, Bangladesh, possessing all required licenses as per laws of Bangladesh.

Submission Procedure:

A detailed document (General Guideline) related to EOI will be available at the BPL Office at BCB management Office during working hours (10.00 AM to 5.00 PM except Friday) and at **Official Websites: www.tigercricket.com.bd and www.bplt20.com.bd from Saturday 12 July, 2025 to 24 July, 2025**. The EOI (prepared in accordance with the General Guideline for EOI submission) must be submitted in a **sealed envelope** addressed to: The **Chief Executive Officer**, BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during office hours (between BST 1000 to BST 1700) or electronically via email by uploading it to Google Drive to the BCB at email address: bplt20@bcb-cricket.com on or before **26 July, 2025**.

Interested firms are invited to submit their EOI with the following:

- Detailed Company Profile. • Experience in similar assignments (with client references). • Proposed approach and methodology.
- List of key personnel and expertise. • Legal structure and ownership. • Accepted detailed Scope of Work. • Payment terms.
- Audited financial statements for the **last 3 years**.

BCB reserves the unconditional right to accept or reject any or all EOIs at its sole discretion at any time without assigning any reason whatsoever. BCB also reserves the right to amend, postpone or cancel the entire EOI process and / or modify, add or alter the terms of the document and/ or the conditions for EOI process by issuing addendum(s) at any time prior to the commencement of the EOI process on or before July 24, 2025.

Chief Executive Officer

Bangladesh Cricket Board (BCB)

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