



# EOI DOCUMENT

(A General Guideline for Preparing Expression of Interest)

For

**Appointment of Sports Marketing Consultancy Firm/Agency/Business Entity  
in relation to Bangladesh Premier League (BPL) T20 Tournament**

## 1. INTRODUCTION

The Bangladesh Cricket Board ("BCB") invites Expressions of Interest ("EOI") from experienced and well-reputed Sports Marketing Consultancy Firms/Agencies/Business Entities, including consortiums or joint ventures, for providing strategic marketing, branding, and commercial advisory services for the Bangladesh Premier League ("BPL") T20 Tournament and its commercial properties. This engagement aims to elevate BPL's brand value, enhance revenue generation capabilities, and align its strategic direction with global legal and regulatory standards.

## 2. BACKGROUND

Bangladesh Cricket Board ('BCB') is a National Sports Association as established under sections 5(1) of National Sports Council Act 2018 and scheduled under sections 2(5) & (6) of the said Act and is a world renowned and highly reputed governing body of cricket in Bangladesh, who regulates its activities in compliance with the applicable laws of Bangladesh. Accordingly, BCB is also responsible for organizing cricket tournaments, including a World Class Domestic T-20 cricket league under the brand name 'Bangladesh Premier League T20' ('BPL T20'). The BPL T20, administered by BCB, is one of South Asia's premier franchise-based T20 tournaments. Since inception, it has showcased top-tier domestic and international cricket talent and significantly contributed to the growth of cricket in Bangladesh. In view of rapidly evolving sports marketing dynamics, BCB intends to transform BPL into a globally competitive property through the engagement of a professional sports marketing consultancy.

## 3. OBJECTIVES OF ENGAGEMENT

- To enhance the commercial value and brand value of BPL T20 and its associated properties.
- To optimize revenue generation through sponsorship, media rights, licensing, merchandising, ticket selling and any other legitimate source of income.
- To implement integrated marketing strategies across ATL, BTL, TTL, and digital platforms.
- To develop a sustainable franchise and operational framework while ensuring full compliance with laws, rules and regulations of Bangladesh, Asian Cricket Council and International Cricket Council.

## 4. SCOPE OF WORK

As per instructions from BCB from time to time, the appointed firm/agency/business entity shall undertake, inter alia, the following:

### 1. Strategic Commercial Structuring

- Review and redesign of the BPL T20 business model
- Formulation of commercial rights packaging: media, broadcasting, sponsorship, licensing, digital, etc.
- Access to relevant historical commercial and financial data for strategic structuring

## **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 franchise teams
- Expansion of franchises, if planned, will be shared during the engagement

## **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 in all matters related to the commercial exploitation of the BPL T20 brand
- Supporting resolution of disputes arising between BCB and commercial/media partners

## **5. Sponsorship & Partner Acquisition Support**

- Structuring sponsorship including but limited to title sponsorship, associate sponsorship, and licensing deals
- Advising on contract/ agreement drafting and partner alignment
- Assisting BCB in identifying and negotiating with potential sponsors and partners
- Supporting resolution of disputes with sponsors and commercial partners

## **6. Event Presentation and Fan Engagement Planning**

- Match-day experience design and fan outreach (including digital)
- Integration of 'Cricketainment', branding, and innovation during live events

## **7. Benchmarking and Global Best Practices**

- Providing advisory support aligned with global T20 leagues and ICC guidelines
- Ensuring compliance with international benchmarks

## 5. DELIVERABLES

- BPL Business Model Blueprint
- Commercial Rights Packaging & Valuation Matrix
- Sponsorship Sales Plan with Performance Tracker
- Digital and Fan Engagement Playbook
- Event Presentation & Brand Activation Toolkit
- Post-event Strategic Review and Commercial Audit Report

## 6. ELIGIBILITY CRITERIA

Firms/Agencies must meet the following requirements:

- Proven track record in executing similar projects for major sports leagues (preferably cricket)
- At least one senior expert with a minimum of 7 years of relevant international sports industry experience
- Prior experience with national cricket boards or ICC events (preferred)
- Preference for firms with foreign/international consultants
- Strong legal, financial, and operational capability in media rights, sponsorship, and franchise models
- Capacity to provide year-round services
- The requirement of operating a physical office in Dhaka is not a mandatory precondition at the EOI stage. However, the selected consultancy firm or agency must ensure legal and operational presence in Bangladesh prior to execution of all related contract(s).
- International firms or agencies without an existing registered office in Bangladesh are eligible to participate, provided they:
  - (i) demonstrate sufficient credentials and international experience to the satisfaction of BCB,
  - (ii) upon selection, commit to deploying a senior personnel in Dhaka, Bangladesh to oversee execution of all related Agreements and to perform as per provisions of such Agreements, and
  - (iii) fulfil all legal, regulatory and operational requirements as per laws of Bangladesh and policies of BCB upon being granted with contract.
- Consortiums and Joint Ventures are eligible to apply. Legal documentation outlining partnership/joint structure must be submitted with the EOI.

## 7. SUBMISSION REQUIREMENTS

Interested Firms/Agencies must submit the following:

1. Detailed Company/Firm/Agency Profile
2. Portfolio of similar assignments with client references
3. Proposed approach and methodology
4. List of key personnel and expertise
5. Legal and organizational structure and ownership details
6. Description of the current senior management of the Company/Firm/Agency.
7. Signed and unequivocal acceptance of detailed Scope of Work as described in this EOI Document.
8. Proposed payment terms.
9. Audited financial statements for the last three (3) years.
10. Duly Notarized agreement of consortiums and Joint Ventures.

## 8. EVALUATION CRITERIA

Criteria	Weight (%)
Relevant Experience in Cricket Marketing	25%
Team Expertise & Key Personnel	15%
Strategic Proposal & Methodology	20%
Case Studies with Demonstrated Impact	10%
Innovation & Global Benchmarking	10%
Financial Strength & Capacity	10%
Presentation & Interview	10%

**Note:** A weighted scoring model based on policies of BCB will be applied. Shortlisted firms will be:

- Invited to make a detailed presentation before the Evaluation Panel.
- Required to submit a comprehensive financial proposal prior to final selection

## 9. SUBMISSION INSTRUCTIONS

A detailed document (General Guideline) related to EOI will be available at the BPL Office at BCB Management Office, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh during working hours (10.00 AM to 5.00 PM except Friday) and at Official Websites: [www.tigercricket.com.bd](http://www.tigercricket.com.bd) and [www.bplt20.com.bd](http://www.bplt20.com.bd) from **Saturday 10 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:

**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](mailto:bplt20@bcb-cricket.com) on or before **26 July 2025**.

## 10. TIMELINE & IMPORTANT DATES

SL No	Milestone	Proposed Date(s)
1	EOI Advertisement Published	10-Jul-25
2	Last Date for Queries	24 July 2025
3	Submission Deadline	26 July 2025
4	Evaluation & Shortlisting	28–29 July 2025
5	<b>Presentation &amp; Interviews</b>	30–31 July 2025
6	<b>Confirmation letter to Final Short-listed Participants to Submit Quotation</b>	3 August 2025
7	Evaluation of Quotation and Negotiation	5 August 2025
8	Awarding followed by LOI and Service Agreement	6 August 2025

## 11. DISCLAIMER

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 selection process and / or modify, add or alter the terms of the document and/ or the conditions for EOI selection process by issuing further addendum(s) at any time prior to the commencement of the EOI selection process on or before **July 24, 2025**.

## 12. PROJECT TENURE

This engagement is structured as a multi-year appointment, subject to satisfactory performance and mutual agreement. The precise term and scope will be detailed in the Service Agreement post-selection.

## 13. CONTACT FOR QUERIES

All queries must be submitted in writing to: **bplt20@bcb-cricket.com** no later than **24 July 2025**.

**BPL Governing Council**  
Bangladesh Cricket Board (BCB)  
Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216