

Invitation for Sponsorship

SRI LANKA CRICKET'S NATIONAL WOMEN'S TEAM

2010/2012



Sri Lanka Cricket
#35, Maitland Place,
Colombo

INVITATION FOR SPONSORSHIP

SRI LANKA CRICKET'S NATIONAL WOMEN'S TEAM

OBJECTIVE

Sri Lanka Cricket (SLC) is seeking Sponsorship for its National Women's Cricket Team so that it can be strengthened and the game be fostered at every level in Sri Lanka.

This document identifies opportunities for a mutually beneficial partnership and highlights some of the benefits available to potential sponsors, should they become a major sponsor of SLC.

BACKGROUND

SLC is the governing body of cricket development, growth, operation and administration. SLC is a well established organisation that embodies the sport which thrives, but needs more investment in resources and time in elite player development.

In keeping with its mission to ensure good corporate governance, supported by transparency, accountability and proactive administration, SLC is seeking a reputable corporate sponsor for its National Women's Team. The successful candidate will uphold similar values of corporate social responsibility to that of SLC.

SLC believes that the benefits of a partnership sponsorship for the next two financial years will prove to be valuable for both parties involved. SLC is a national organisation whose mandate comes directly from the Ministry of Sports and Public Recreation. It is focused on upholding the cricketing heritage of Sri Lanka.

Sri Lankans have a passion for cricket. It is the most popular sport on the island and the public supports and celebrates the international success of both the men's and women's national teams.

Sri Lanka Cricket's role is to ensure that the multifaceted goals and objectives to develop the sport from grass root levels to the international stage are achieved. In collaboration with its various sponsors, Sri Lanka Cricket has been able to successfully build its brand equity and is now one of the most well known brand names both nationally and globally.

SLC has always been in the public's eye of interest. Competitions around the island draw in crowds of thousands. The sport itself builds a great sense of national pride and unity and brings a great amount of joy to both those who watch or take part.

SLC seeks a sponsorship through which an organisation the official sponsor of Sri Lanka Cricket's National Women's Team – one of the highest profile yet resource stretched teams at Sri Lanka Cricket.

Women's Cricket Background:

In 2006, as mandated by the International Cricket Council (ICC), women's cricket came under the umbrella of the men's cricketing bodies of all Test playing countries.

This decision was taken to promote the women's game globally and also with the understanding that by integrating with the men's controlling bodies, women's cricket will be able to benefit from the advances made in the men's game in terms of better funding, improved facilities, advanced training methods, etc.

A significant area of focus within the ICC is to ensure that effective women's cricket integration occurs within all ICC's Member countries. With the integration of women's cricket with the men's game, we believe Sri Lanka Cricket can offer leadership and guidance in the following areas:

- **Governance** – refers to the leadership structure of women's cricket i.e. Women's Committees, females on Boards, women's cricket departments at the national Board etc
- **Communication** – how the women's cricket message is communicated
- **Promotion** – the initiatives undertaken to promote women's cricket i.e. through the media, matches broadcast, interviews with players, articles etc
- **Education** – refers to coaches and umpires in the women's game and the education of players
- **Finance** – funding allocated to women's cricket from the national Board, sponsorship, in-kind etc

In view of the above, Sri Lanka Cricket pays much attention and importance to the progress of the Sri Lanka National Women's Team and these players are provided with all facilities required for training and skills development / physical fitness under specialist Coaches and Trainers.



Sponsorship of the National Women’s Team will allow the Sri Lanka Cricket to continue developing players with the guidance and training through coaches and support staff while freeing funds to invest more in developing the game at other levels across the island.

Some of the funds that are freed will be invested in bringing international teams, coaches and trainers to Sri Lanka so that our female players can have the facilities and opportunities to be competitive on the world stage.

INVITATION FOR SPONSORSHIP

Sri Lanka Cricket at 35, Maitland Place, Colombo 7, is pleased to extend an invitation for any interested organisation to submit a proposal for official sponsorship of the National Women’s Cricket Team for a minimum period of 24 months, however longer durations could be negotiated.

SCOPE OF SPONSORSHIP

The scope of this Invitation for Sponsorship is limited to the National Women’s Cricket Team for a period of 24 months or a longer duration to be negotiated.

Details regarding the Sponsorship package on offer and the benefits offered are listed in following sections

The Offer submitted is subject to fulfillment of basic requirements and Sri Lanka Cricket shall reserve the right to accept offers in consultation with the interested sponsor.

SPONSORSHIP PERIOD

The Sponsorship period is 24 months, from a date agreed upon.

SPONSORSHIP PACKAGE

The following sponsorship package is offered:

“OFFICIAL SPONSOR OF THE NATIONAL WOMEN’S CRICKET TEAM ”

- **The Sponsor should offer the best possible Royalty Fee for securing the Team Sponsorship**

SPONSORSHIP BENEFITS.

Sponsorship of Sri Lanka Cricket’s National Women’s Team would indeed add value to any organisation’s operations.

The sponsorship offers the official sponsor with the opportunity to build its profile and brand at the highest levels across the island.

The National Women’s Team is a forum for naturally gifted female cricketers to develop their skills so that they will have every opportunity available to become the best in this glorious game of Cricket. Their official sponsor therefore, has the opportunity of being closely associated with these elite achievers.

There are more tangible benefits for the official sponsor of the National Women’s Team. These include:

1. The SPONSOR will be granted rights to attach the term “Official Sponsor of the Sri Lanka National Women’s Cricket Team” to the SPONSOR’s name in all its stationery and promotional material during the period of Agreement.
2. The Team Sponsor’s corporate / brand logo or trade mark will be displayed on all clothing worn by all members of the Women’s Cricket Team in keeping with ICC regulations, whilst the Team is ‘on’ the field during matches and practice sessions.
3. Team Sponsor’s logo would be sported by the Team on the clothing in addition to country logo and SLC logo.
4. Team Sponsor’s logo will be located as permitted by the ICC on
 1. Team playing kit – on the leading arm sleeves of the shirt and any long sleeved sweaters not exceeding 10 sq. inches.
 2. Practice Kit –on chest and back of all tops (shirts, T-shirts, long sleeved sweaters and track suit/training tops) not exceeding 32 sq. inches each.
 3. Cap –on the sides not exceeding 10 sq. inches each.
5. SLC shall during the continuance of this Agreement make available the members of the Team for the Sponsors promotional activities as permitted under SLC’s rules and regulations governing the players in the following manner.

- 5.1 Procure the attendance of the Women's Cricket Team as may reasonably be requested by the Sponsor and mutually agreed for two promotional activities during the Period.
- 5.2 Procure the attendance of the Team for one photographic session to be held in Sri Lanka, during the Period at a time and place mutually agreed, in sporting apparel.
- 5.3 The Sponsor shall with prior written consent of SLC and the Team members be entitled to use such photographs taken collectively of the Team in any of its promotional activities / advertisements during the Period.

1. The SPONSOR is required to take prior written consent from the players and the SLC if it so wishes to use the photograph of any one individual player(s) in any promotional activities/advertisements after the end of the Period.
2. Such photographs taken of the Team shall only be expressly used for the purpose of promoting the SPONSOR's products or services.
3. Upon SLC granting permission, the SPONSOR shall be entitled to host entirely at their own cost, one goodwill function which shall be attended by the Team members/management on being given reasonable advance notice provided however that the Team is free of other official commitments.
4. The team shall sign one cricket bat for the SPONSOR for its archives and not for sale.
5. SLC shall issue to the Sponsor five (05) reserved complimentary tickets per match in international matches (of the senior national teams) during the Period.
6. SLC shall provide advertising space in the Annual report of 2007
7. grant advertising in the Official Website of Sri Lanka Cricket in the year 2007
8. grant an advertisements in 2 issues of the 'Score' magazine during the Period.

Sri Lanka Cricket would welcome the opportunity to explore other avenues of recognition that would enable the potential sponsor to build its brand on the island and within Cricket.

Sri Lanka Cricket is prepared to work with the successful sponsor at every level to maximise the benefits of the sponsorship.

SUBMISSION OF BIDS / PROPOSAL

(a) Proposal Format

Proposals shall only be submitted by the Organisation / Company on letterheads. The proposal must be signed by two officers of the Organization / Company who have the necessary authority as per the Memorandum and Articles of Association.

Offers submitted via e-mail or by third parties will not be entertained.

(b) Submission of Offers

All offers/ bids / proposals shall be submitted / delivered in sealed envelopes marked **“PROPOSAL FOR SPONSORSHIP OF THE NATIONAL WOMEN’S CRICKET TEAM”** and addressed to the **Additional CEO, Sri Lanka Cricket, No 35 Maitland Place, Colombo 7 to reach not later than 2.00 p.m. on 2nd March 2010.**

(c) Sponsorship Value

The organisation is requested to indicate clearly the value of their offer for the sponsorship. All sponsorship fees would also be subject to VAT being added and payable which is subsequently reclaimable for which a Tax Invoice would be issued by the SLC. Also any other government taxes that are applicable will be required to be paid for.

(d) Currency

All bids shall be made in Sri Lanka Rupees.

(e) Terms of Payment

The payments will have to be made as follows :

- 50% of the Royalty Fee, on the date of signing contract.
- Balance 50% at the commencement of the 2nd year of the sponsorship.

(f) Period of Validity

All offers / bids / proposals shall be valid for a period of four weeks from the final date of acceptance of bids.

(g) Statement of Compliance

The sponsor must comply with all clauses, sub-clauses and specifications adhering to the format of this Invitation of Offers for Sponsorship and include a Statement of Compliance in the proposal clearly indicating that the proposed sponsorship offer comply with all such requirements.

(h) Alternative Offers

The bidder may propose alternative offers / additional benefits to secure the sponsorship. However, any additional benefits would only be considered in the evaluation of bids subject to the bid complying with minimum requirement specified herein. SLC also reserves the right to accept or reject any alternative offers without adducing any reason whatsoever.

AWARD OF SPONSORSHIP CONTRACT

- (a) Upon evaluation of the proposal received, SLC will award sponsorship to an organisation, subject to their fulfillment of all conditions stipulated herein.
- (b) If successful, the organisation will be required to enter into a formal sponsorship contract with the SLC.

Sgd.

Charith Senanayake
Head of Marketing

Sri Lanka Cricket Headquarters,
#35, Maitland Place,
Colombo 7.

12th February 2010.

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