

# Invitation for Sponsorship

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**SRI LANKA UNDER – 19 TEAM**

2010/2012



**Sri Lanka Cricket**  
#35, Maitland Place,  
Colombo 07

## **INVITATION FOR SPONSORSHIP**

### **SRI LANKA UNDER – 19 CRICKET TEAM**

#### **1. INTRODUCTION**

Sri Lanka Under – 19 Cricket Team consists of outstanding schools 1<sup>st</sup> XI Cricketers selected based on their performances in the tournaments conducted by the Sri Lanka Schools Cricket Association. This age group of cricketers are very important as they are in the threshold of playing at first class or national level.

Therefore, Sri Lanka Cricket pays much attention and importance to the Sri Lanka Under 19 Pool as these players are the future of Sri Lanka Cricket and therefore, they are provided with all facilities required for training and skills development / physical fitness under specialist Coaches and Trainers

Sri Lanka Cricket provides the training facilities and finances for the Under – 19 Development Squad activities, Inbound / Outbound Tours etc.

Normally, every year there is at least one inbound and one outbound Under - 19 tour to / from an ICC member country .

Presently, the Sri Lanka Under – 19 Team is touring England.

#### **2. MEDIA COVERAGE**

Sri Lanka Under – 19 Cricket Team tours receive wide media exposure as it is a National Team.

On arrival of a visiting Under - 19 Teams for a tour, a Media Conference is arranged by Sri Lanka Cricket where the Captains, Coaches, Managers, Representatives of Sri Lanka Cricket and Sponsors will participate and be seated at the Head Table.

Both the Electronic and Print Media provide wide publicity of the Media Conference followed by Practices, Matches etc.

In collaboration with the electronic media, Sri Lanka Cricket would arrange to telecast action round up of the matches

#### **3. INVITATION FOR SPONSORSHIP**

Sri Lanka Cricket at 35, Maitland Place, Colombo 7, Sri Lanka are pleased to invite offers from interested parties to submit their offers / proposals for sponsorship of the under mentioned team for a minimum period of 2 years or for a longer term could be negotiated.

## ***Sri Lanka Under – 19 Cricket Team and Clothing Sponsor***

Scope of Sponsorship and various benefits being offered are outlined in the following sections. Those interested in submitting their offers for sponsorship are requested to follow the general guidelines given herein.

### **4. SCOPE OF SPONSORSHIP**

The scope of this Invitation for Sponsorship is limited to Sri Lanka Under – 19 Cricket Team for a minimum period of 2 years, a longer period could be considered.

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.

- **During ICC conducted events / tournaments, their sponsors / partners categories of products / services are protected. Accordingly, in the event the Sri Lanka Under – 19 Team Sponsor’s product / service category is of the same category, no team sponsor branding will be permitted on the playing clothing during the ICC tournaments only.**

### **5. SPONSORSHIP PERIOD**

The Sponsorship period is minimum two years from a date agreed upon.

### **6. SPONSORSHIP PACKAGE**

The following sponsorship package is offered.

#### **THE SRI LANKA UNDER – 19 CRICKET TEAM SPONSOR**

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

### **7. SPONSORSHIP BENEFITS**

The SPONSOR shall enjoy all benefits of sponsorship subject to the terms and conditions as herein set out and such rights and benefits as shall be in accordance with the guidelines of the International Cricket Council (ICC) applicable during events conducted by them.

The SPONSOR will be granted rights to attach the term “Official Sponsor of the Sri Lanka Under 19 Cricket Team” to the SPONSOR’s name in all its stationery and promotional material during the Period.

## **7.1 Display of SPONSOR's logo**

The SPONSOR will be required to supply at their cost to SLC the design and/or artwork of the logo for the purpose of display and print on cricket clothing to be worn by the Team.

- 7.1.1 The Team Sponsor's corporate / brand logo or trade mark will be displayed on all clothing worn by all members of the Team in keeping with ICC regulations, whilst the Team is 'on' the field during matches and practice sessions.
- 7.1.2 Team Sponsor's logo would be sported by the Team on the clothing in addition to Event sponsor, country and SLC logo.
- 7.1.3 Team Sponsor's logo will be located as permitted by the ICC for all participating nations as follows:
  - 7.1.3.1 Team playing kit – Team Sponsor's logo is permitted on the leading arm sleeves of the shirt and any long sleeved sweaters not exceeding 10 sq. inches.
  - 7.1.3.2 Practice Kit – Team Sponsors logo is permitted on chest and back of all tops) shirts, T- shirts, long sleeved sweaters and track suit/training tops) not exceeding 32 sq. inches each.
  - 7.1.3.3 Practice cap – Team Sponsor's logo is permitted on the sides not exceeding 10 sq. inches each.

### **7.1.4 Promotional Activities**

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.

- 7.1.4.1 Procure the attendance of the Team as may reasonably be requested by the Sponsor and mutually agreed for one promotional activity each year within the city of Colombo provided the transport shall be organized and paid for by the SPONSOR.
- 7.1.4.2 Procure the attendance of the Team for one photographic session each year, to be held in Sri Lanka, during the term of Agreement at a time and place mutually agreed, in sporting apparel.

- 7.1.4.3 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 Agreement period.
- 7.1.4.4 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.
- 7.1.4.5 Such photographs taken of the Team shall only be expressly used for the purpose of promoting the SPONSOR's products or services.
- 7.1.4.6 Upon SLC granting permission, the SPONSOR shall be entitled to host entirely at their own cost, one goodwill function each year 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.
- 7.1.4.7 The team shall sign one cricket bat each year for the SPONSOR for its archives and not for sale.
- 7.1.4.8 SLC shall provide the sponsor recognition in the Annual Report.
- 7.1.4.9 SLC shall grant advertising space in the Official Website of Sri Lanka Cricket during the period of sponsorship.
- 7.1.4.10 SLC shall grant an advertisements in the 'Score' magazine in two (02) quarterly issues each year during the period of the Agreement.
- 7.1.4.11 SLC shall permit the distribution of a large poster of the Sri Lanka Under – 19 Team through newspapers.
- 7.1.4.12 SLC shall permit the SPONSOR during the Period of the Agreement to purchase from SLC's clothing sponsor Teams' playing shirts, practicing shirts, caps and hats.
- 7.1.4.13 SLC shall grant rights to display one 'A' board in 20"x30" ft. size at all international cricket matches conducted by SLC played by the senior national teams during the period of the Agreement.

## **8. SUBMISSION OF BIDS / PROPOSAL**

### **(a) Bidder**

Bids shall only be submitted by the Organization / Company on letterheads. The bid 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 “**BID FOR SPONSORSHIP OF THE SRI LANKA UNDER – 19 TEAM**” and addressed to Additional CEO, Sri Lanka Cricket, No 35 Maitland Place, Colombo 7 to reach not later than 2.00 p.m. on 12<sup>th</sup> August 2010.

### **(c) Sponsorship Value**

Bidders are 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.

### **(d) Currency**

All bids shall be made in Sri Lanka Rupees.

### **(e) Terms of Payment**

The successful bidder will be required to make payment of the full value of the sponsorship fee by cheque on date of signing contract or at any official press conference.

### **(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 bidder 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.

**9. AWARD OF SPONSORSHIP CONTRACT**

(a) Upon evaluation of bids received, SLC will award the sponsorship to the duly evaluated highest bidder, subject to their fulfilling all conditions stipulated herein.

(b) The successful bidder is required to enter into a formal sponsorship contract with the SLC.

**Sgd**  
**Charith Senanayake**  
*Head of Marketing*

Sri Lanka Cricket  
35, Maitland Place,  
Colombo 7.

29<sup>th</sup> July 2010.