

# Invitation for Sponsorship

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**Official Mobile Phones Partner**

2010/2012



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

## INVITATION FOR SPONSORSHIP

### SECURING RIGHTS AS THE OFFICIAL MOBILE PHONES PARTNER

#### OBJECTIVE

Sri Lanka Cricket is seeking a Sponsorship / Partnership from a reputable manufacturer of Mobile Phones to provide phones for all requirements of the institution.

Sri Lanka Cricket officials will use the particular brand of mobile phone on a non-exclusive basis.

#### INTRODUCTION – YOUR PARTNER

Sri Lanka Cricket (SLC), successor to the Board of Control for Cricket in Sri Lanka (BCCSL) at No.35, Maitland Place, Colombo 07, Sri Lanka, is the governing body for Sri Lanka's most popular sport – Cricket.

Being the governing body of cricket in Sri Lanka, we function with the vision to develop every facet of the game and strive to set an example to other Cricket Boards around the world with our high standards and level of commitment towards the sport and our country. We are located adjacent to the prestigious Singhalese Sports Club (SSC) overlooking its picturesque international cricket venue.

Today in Sri Lanka, cricket appreciation at its best is hailed as a force of national unity, a testament to the plural, multi-ethnic, multi-linguistic, and multi-religious country that we are. Cricket is not just a sport; it is a way of life.

A banner under which we, as a nation, can unite – ***“One Country, One Passion, One Team”***.



## **INVITATION FOR SPONSORSHIP**

Sri Lanka Cricket (SLC) invite offers for sponsorship from reputable manufacturers to secure the Rights as the **“Official Mobile Phones Partner of Sri Lanka Cricket”**.

## **SPONSORSHIP PERIOD**

The duration of sponsorship is for a minimum period of two (2) years, however a longer duration could be considered.

## **SCOPE OF SPONSORSHIP**

The successful sponsor will be required to provide their range of Mobile Phones to SLC to satisfy the requirements. The Bidder may propose additional benefits if any, that they wish to offer to SLC.

SLC's annual requirements of Mobile Phones will be as follows :

- 60 Nos. of Top end 3G High Tech Model phones, for the Management / Key Officials.
- 20 Nos. of Top end 3G High Tech Model phones, for SLC's Sub-committee members. (Same model as above ).
- 40 Nos. of 3G next level model phones, for Executive level staff.
- 80 Nos. of Normal basic phones for clerical / lower level staff members.

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



## **SPONSORSHIP PACKAGE AND TERMS**

The following sponsorship package is offered:

- **OFFICIAL MOBILE PHONES PARTNER OF SRI LANKA CRICKET**

1. The Sponsor should make payment of a annual Royalty Fee to Sri Lanka Cricket, to secure the sponsorship. The total value of the sponsorship commitment and the proposed payment schedule should be indicated in the Offer / Proposal. The initial payment should be made at the time of signing the relevant Agreement.
2. SLC's aforesaid annual requirements of Mobile Phones, should be provided by the sponsor on a Free of Charge basis. Any additional requirements should be provided at special concessionary rates, for which payment will be made as per agreed terms.
3. SLC will use sponsor's brand of mobile phones on a non-exclusive basis.



## **SPONSORSHIP BENEFITS**

Sponsorship Benefits which will be provided during the period of sponsorship are listed below,

### **(1) Use of the Official Title:**

- (a) The sponsor will be granted rights to use the term **“Official Mobile Phones Partner of Sri Lanka Cricket”**.
- (b) The sponsor is entitled to state the official title in all its stationery and promotional literature during the tournament.

### **(2) Promotional Activities:**

- (a) The sponsor will be permitted to have stalls in the venues of international matches played in Sri Lanka conducted by Sri Lanka Cricket and conduct sales operation / promotional activities, provided there is no conflict of interest with the Title Sponsor's product/servicecategory.

### **(3) Other Benefits:**

The sponsor will also be eligible for the following additional benefits during the sponsorship period.

- (a) Holding of a Press Conference for announcing the Sponsorship with some national cricketers in attendance. (expense to be borne by the sponsor).
- (b) Use of national players images as per SLC guidelines, only for promotional purposes of the sponsor. Prior approval to be obtained from SLC.
- (c) Ground runner/s ('A' Board) in size 20ft x 3ft display area, during all international matches in Sri Lanka conducted by Sri Lanka Cricket. The number of boards will depend on the value of sponsorship.
- (d) Complimentary tickets for International matches conducted by Sri Lanka Cricket and some would be at the VIP enclosure with hospitality. The number will depend on the value of sponsorship.
- (e) A free full-page advertisement in any official souvenir published for inbound tours.
- (f) The placement of 'web banner' on Sri Lanka Cricket website and linkage of own website.
- (g) Recognition in the Annual Report of Sri Lanka Cricket as a sponsor.
- (h) Strip advertisement in two issues of SLC's quarterly newsletter "Score" per year.

Any others could be considered, however will depend on the value of the sponsorship.

### **SUBMISSION OF BIDS / PROPOSAL**

#### **(a) Proposal Format**

Proposals shall only be submitted by the Organization / 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.

#### **(b) Submission of Offers**

Offers / bids / proposals shall be submitted / delivered in sealed envelopes marked **"PROPOSAL FOR SPONSORSHIP OF MOBILE PHONES REQUIREMENTS OF SRI LANKA CRICKET"** and addressed to the **Acting CEO, Sri Lanka Cricket, No 35 Maitland Place, Colombo 7, to reach not later than 3.00 p.m. on 3<sup>rd</sup> December 2010.**

**(c) Sponsorship Value**

Bidders are requested to indicate clearly the value of their best offer for securing the sponsorship. All sponsorship fees will be subject to Taxes being added and payable. Tax Invoices will be issued by the SLC.

**(d) Currency**

All bids shall be made in Sri Lanka Rupees.

**(e) Terms of Payment**

All payments will have to be made by cheque as per an agreed payment schedule. The initial payment will be required on the date of signing the relevant 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**

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 complies 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 requirements 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 the sponsorship to Bidder who has made the most favorable offer to SLC, subject to their fulfilling all conditions stipulated herein.

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

Sgd.

**Lakith Peiris**

**Actg. Head of Marketing**

Sri Lanka Cricket Headquarters,

#35, Maitland Place,

Colombo 7.

26<sup>th</sup> November 2010.