

Invitation for Sponsorship

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**NATIONAL WOMEN'S CRICKET TEAM'S
CLOTHING
2011 / 2013**

AND

**WOMEN'S DOMESTIC TOURNAMENTS
2011/2012**



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

INVITATION FOR SPONSORSHIP
SRI LANKA NATIONAL WOMEN'S TEAM CLOTHING
AND
WOMEN'S CRICKET DOMESTIC TOURNAMENTS

1.OBJECTIVE

Sri Lanka Cricket (SLC) is seeking Sponsorship for its National Women's Cricket Team's Clothing and Women's Domestic Cricket Tournaments so that Women's Cricket 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.

2.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's Clothing and Women's Domestic Cricket Tournaments 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.

Tours during the Sponsorship Period

There will be at least one inbound and one outbound tour to / from an ICC member country during a year.

Following are the planned series during 2011 / 2013.

- Women's World Cup qualifier in Bangladesh - November 2011.
- Sri Lanka Tour of West Indies – March / April 2012.
- South Africa Tour of Sri Lanka – July 2012 (To be confirmed).
- Women's ICC T20 World Cup in Sri Lanka in September 2012
- West Indies to Sri Lanka in February 2013
- Women's ICC Cricket World Cup (50 over) in India in March 2013.

3. INVITATION FOR SPONSORSHIP

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

4. SCOPE OF SPONSORSHIP

The scope of this Invitation for Sponsorship is limited to the National Women's Cricket Team's Clothing requirements and Women's Domestic Cricket Tournaments 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.

During ICC conducted events / tournaments, their sponsors / partners categories of products / services are protected. Accordingly, in the event the Women's National Team's Clothing 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 24 months (2011 / 2013), from a date agreed upon.

6.SPONSORSHIP PACKAGE – NO. 1

The following sponsorship package is offered:

6.1 THE NATIONAL WOMEN'S CRICKET TEAM'S CLOTHING SPONSOR

- The Sponsor should provide / bear the cost of the Clothing requirements of the National Women's Team - Approx. cost Rs. 500,000 for each inbound / outbound tour.
- Offer the best possible Royalty Fee which is payable to Sri Lanka Cricket annually for securing the Official Clothing Sponsorship.

6.2 SPONSORSHIP BENEFITS.

6.2.1 Sponsor's Stationery & Promotional Literature

The sponsor will be granted rights to attach the status "**Official Clothing Sponsor of the Sri Lanka National Women's Cricket Teams**" to sponsors name in all its stationery and promotional material during the period of sponsorship.

6.2.2 Display of Sponsor's Logo on Cricket Clothing

- (a) Clothing Sponsor's Logo will be sported by the team on their clothing worn by all Team Members while Team is 'on' the field during matches in Sri Lanka or Overseas.
- (b) Clothing Sponsors logo will be sported by the team on their clothing, in addition to those of Team Sponsor, series sponsor and the country / SLC logos.

- (c) Irrespective of tile sponsors of tournament / series, the clothing sponsor's logo would be permitted in clothing during internationals matches.
- (d) The team members would wear only clothing with sponsor's logo during practices / warm up, play, press conferences and award ceremonies.

6.2.3 Advertising on clothing

The current ICC policy applicable for Senior National Teams for matches / series between countries is as outlined below. These regulations are subject to revision and would not be applicable for ICC/ ACC conducted events.

(a) One Day Internationals - Shirts

The clothing sponsor's logo shall be displayed on the upper right breast or on the non-leading arm in maximum size of 6 sq. inches with no single dimension smaller than 1½ ins.

(b) ODI's - Sweaters

One clothing sponsor's logo is permitted exactly in the same size and location as on the ODI shirts.

(d) ODI's - Trousers

One clothing sponsor's logo on the front of the trouser between the waist and the knee not exceeding 2 sq. inches.

(e) ODI – Caps

One logo only in maximum size of 2 sq. ins. on back of training & ODI playing cap.

(f) Formal Clothing

No branding with sponsors logo is permitted anywhere.

6.2.4 Promotional Activities

SLC will make available the National Women's Team in the under-mentioned manner with adequate notice at convenient time/ location in Sri Lanka without disrupting practices/ matches.

- (a) Attendance of the team reasonably requested by the sponsor at one goodwill function per year.
- (b) Attendance of the Team for not more than one photographic session per year in official Playing Clothing.
- (c) The sponsor is entitled to use such photographs taken of entire team together in any of its promotional activities / advertisements for one campaign per year with prior presentation to and the consent of SLC.

6.2.5 Other Benefits

SLC will also provide the following additional benefits to the clothing sponsor.

- (a) Two (02) VIP Invitations with hospitality and five (05) Complimentary tickets for international matches conducted by the SLC in Sri Lanka.
- (b) One "A"- Board (20ft x 3ft size) to be displayed at international matches conducted by SLC.
- (c) A free advertisement in any official souvenir, published for international matches conducted by the SLC in Sri Lanka.
- (d) Recognition of sponsorship as official partners in the SLC corporate website and newsletter.
- (e) Any other benefits requested would be considered depending on the value of the sponsorship offered.

7.0 SPONSORSHIP PACKAGE – NO. 2

The following sponsorship package is offered:

7.1 SPONSORSHIP OF THE WOMEN'S DOMESTIC TOURNAMENTS 2011/2012

The under mentioned tournaments are available for sponsorship. Sri Lanka Cricket invite best offers for securing the Title Sponsorship rights of each of these tournaments.

(a) Inter District Under 23 Tape Ball Tournament- June / July 2011

<i>No. of Teams</i>	<i>No. of Matches</i>	<i>Cost of conducting matches (Rs.)</i>
24 Districts	18	616,350.00

(b) Women's Div. II 30 Over Tournament- July / August 2011

<i>No. of Teams</i>	<i>No. of Matches</i>	<i>Cost of conducting matches (Rs.)</i>
18 Clubs	47	3,219,000.00

(c) Women's Div. I Limited Over Tournament - August 2011

<i>No. of Teams</i>	<i>No. of Matches</i>	<i>Cost of conducting matches (Rs.)</i>
7 Clubs	31	4,300,000.00

(d) Women's Inter-Provincial Tournament - September 2011

<i>No. of Teams</i>	<i>No. of Matches</i>	<i>Cost of conducting matches (Rs.)</i>
6 Teams	09	1,722,500.00

(a) Women's Div. I 30 T20 Tournament- Dec / Jan. 2011 / 2012

<i>No. of Teams</i>	<i>No. of Matches</i>	<i>Cost of conducting matches (Rs.)</i>
08 Clubs	15	3,219,000.00

7.2 SPONSORSHIP BENEFITS.

The Title Sponsor/s of the above tournaments will be provided the following benefits.

- Naming Rights (Title)of the tournaments.
- Media Conference to announce sponsorships
- Masthead to have sponsor logo for articles and reporting scores
- Right to use sponsor's title in company stationery and media promotions etc.
- Banners and Flag Posts at match venues
- "A"-Boards at match venues
- Players Clothing to have sponsor's logo
- Drinks Trolley branding
- Right to conduct product promotions and sales at match venues and having branded stalls
- Sight Screen branding
- Stump branding
- Boundary Rope branding
- Ground Mats branding
- 3rd Umpire Decision Lights branding
- Awards Ceremony Presentation backdrop branding
- Presentations to be made by company representatives
- Commercials to be aired through PA system
- Certificates to be presented with Sponsor's logo
- Presentation of special awards having sponsor's branding
- Recognition in the SLC Annual Report
- Advertisements in SLC Newsletters
- Advertisement in official tour souvenir.
- Photo shoot opportunities with teams
- Advertising in SLC website
- Complementary Tickets for international matches conducted by SLC
- Use of players images in promotional campaigns subject to approval by SLC
- Hosting of Official Dinner with players participation
- "A"-Board/s at international match venue depending on the value of sponsorship

8. SUBMISSION OF OFFERS / PROPOSAL

(a) Submission of Offers

All offers/ proposals shall be submitted / delivered in sealed envelopes marked **"OFFER FOR SPONSORSHIP OF THE SRI LANKA WOMEN'S TEAM CLOTHING AND DOMESTIC TOURNAMENTS"** and addressed to Actg. CEO, Sri Lanka Cricket, No 35 Maitland Place, Colombo 7.

(b) 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.

(c) Currency

All bids shall be made in Sri Lanka Rupees.

(d) Terms of Payment

Negotiable with SLC Management.

(e) Period of Validity

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

(f) Statement of Compliance

The offer 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.

(g) Alternative Offers

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 Offer received, SLC will award the sponsorship provided it meets the expected financial consideration, subject to fulfilling all conditions stipulated herein.

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

Sgd

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