

# Invitation for Sponsorship

## **NATIONAL PREMIER CRICKET TOURNAMENTS 2008/2009**



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

**INVITATION FOR SPONSORSHIP**  
**NATIONAL PREMIER CRICKET TOURNAMENTS**

**1. INTRODUCTION**

The National Premier League and Premier Limited Over Tournaments are the premier domestic cricket tournaments conducted annually for clubs by Sri Lanka Cricket (SLC).

In order to uplift the standard of cricket, Sri Lanka Cricket recently revamped the format of the tournaments by ensuring greater competitiveness. To further popularize the tournaments, and encourage spectator participation at matches, Sri Lanka Cricket is now undertaking several activities which are expected to create a healthy competition among teams and players, thereby contribute towards the objectives of raising the standards of domestic cricket to international levels whilst increasing spectator following of players, teams and tournaments.

These tournaments would see the participation of current and future national Cricketers when not representing the country at International events.

**Participation**  
**By National**  
**Players...**



## 2. MEDIA COVERAGE

In collaboration with the electronic media, Sri Lanka Cricket is planning to telecast action round up of the matches in the Premier League and Premier Limited Over tournaments with live telecast of the Semi Finals and the Finals in the Limited Over tournament.

Sri Lanka Cricket will also arrange regular coverage of matches in the Print Media, and have updates, player / team profiles etc in both radio and press. The TV stations will also be encouraged to have special segments for young cricketers and also interviews with some of the promising players from the competing clubs. Some of the key current and former Sri Lanka National Cricketers would be invited to appear as well in these programs.

In this endeavor, Sri Lanka Cricket is seeking the cooperation of sponsors who would be offered various benefits directly and indirectly through on ground promotional opportunities and wide exposure through the electronic and print media.

## 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 proposals for sponsorship of the undermentioned inter club National Premier Tournaments for year 2008/ 2009 or for a longer -term.

*(i). National Premier Limited Over Championship*

*(i)i.National Premier League Championship*

Tournament Format, 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.

### **National Premier League and Limited Over Championship**

The National Premier League and Limited Over Tournaments will commence in the 1<sup>st</sup> week of October 2008 and conclude in last week December 2008. The structure of these tournaments this year will consist of two (2) Tiers, grouped on the basis of points earned at the end of the 2007 / 2008 season. The 9 Teams having the most number of points and the Winner of the Tier B are in Tier A this year making it a total of 10 Teams. The 10 Teams of the Tier B consist of the 9 Teams with the least number of points and the Winner of the 2007 / 2008 Sara Trophy League.

The matches are played at venues in and around Colombo.

**Tier A : SSC, Moors SC, Tamil Union C & AC, CCC, Chilaw Marians, Colts C.C., Ragama CC, Bloomfield C. & AC, NCC and Army SC**

**Tier B** : Lankan CC, Panadura SC, Police SC, Saracens SC, Sebastianite C &AC, Moratuwa SC, Air Force SC, Singha SC, Badureliya CC and Seeduwa Raddoluwa CC

**National Premier League Tournament**

In both Tiers A and B, the total number of matches is 81.

The 10 Teams will play each other once and all the matches are of 3 days duration.

The team with the most number of points will be declared as the Champions.

**National Premier Limited Over Tournament**

In both Tiers A and B, the total number of matches is 84.

The 10 Teams will play each other once and the 4 top teams will play in the 2 Semi Finals leading in to the Final of which the winner will be the Champions.



#### 4. SCOPE OF SPONSORSHIP

**The scope of this Invitation for Sponsorship is limited to the Premier League & Limited Over Championships for one year or a longer -term.**

Sponsorship packages on offer are listed in Section 6, and the benefits offered for each category of sponsorship is listed in Section 7.

Offers may be submitted for an each or all sponsor categories. Subject to fulfillment of basic requirements, Sri Lanka Cricket shall reserve the right to accept offers in consultation with the interested sponsor for either the individual category or as a package for more than one category.

#### 5. SPONSORSHIP PERIOD

The Sponsorship period for each Championship is twelve (12) months, from 1<sup>st</sup> October 2008 to 30<sup>th</sup> September 2009.

#### 6. SPONSORSHIP PACKAGES

The following sponsorship packages are offered.

- i). **Principal Sponsor**  
The Sponsorship covers both the National Premier League Championship and the National Premier Limited Over Championship and the expected Sponsorship Fee is Rs. 25.0 Million only.
- ii). **Event Sponsor**  
The Sponsorship covers either the National Premier League Championship or the National Premier Limited Over Championship and the expected sponsorship fee is Rs. 12.5 Million (One Championship).
- iii). **Co-Sponsor**  
In the event of a Principal Sponsor or Event sponsor not being available, Co-Sponsorship will be offered / considered, confined to only two (02) per Championship. The expected Sponsorship fee is Rs. 6.25 Million each per Championship. Co-Sponsorship will not be offered to companies having any conflict of interest.
- iv) **Media Partner**  
Proposals are invited from electronic media institutions (TV / Radio ) to provide coverage of the aforesaid Championships and to give a boost / create a hype, with a view to further promoting domestic club cricket in Sri Lanka. This would include highlights of weekly round up of matches on dedicated programmes and live coverage of the Semi-Finals and the Final of the National Premier Limited Over Tournament. All associated production and airtime cost will have be borne by the Media Partner and the expected benefits should be indicated in the proposal.

## 7. SPONSORSHIP BENEFITS

The benefits offered to the sponsorship categories are given below:

Entitlement	Category	
	Principal /Event Sponsor	Co- Sponsor
Tournament Title	Championship will be known as “YYY – Premier League / Limited Over Championship 2008/09	Title rights to be shared between the two sponsors of each Championship with equal prominence.
Reference in Official Communications	“YYY – Premier League / Limited Over Championship 2008/09	Premier League / Limited Over Championship 2008/09, Co-Sponsored by YYY & ZZZ (equal prominence to both sponsors)
Press Advertisements & Articles	Exclusive use of mast head for the sponsor logo along with the tournament title	Use of mast head on 50% share basis for the two sponsor logos with tournament title
Company Media Promotions & Stationery	Rights to use “Sponsor – XXX Championship 2008/09	Rights to use “Co-Sponsor – XXX Championships 2008/09
Media Conference announcing sponsorship	Host one conference with two seats at the Head Table & backdrop banner having Sponsor’s branding.	Jointly host conference with one seat at the Head Table, & a Banner at the event.
Ground Runners*	20 Ground Runners at each match venue in standard size 20’ x 3’	10 Ground Runners at each match venue in standard size 20’ x 3’ per sponsor
Banners*	10 Banners at each venue	5 Banners at each venue
Players Clothing* (Final Round)	Logo on players shirt (Chest & Non-Leading Arm) 10 Sq In to be provided.	One Logo each on players shirt (Chest & Arm) – 10 Sq In – (to be provided by sponsor) – one per sponsor
Drinks Trolley- Final Round*	Exclusive at every venue	Co-branded or shared
Product Promotion***	Rights to conduct product promotions & sale of product at venue	Rights to conduct product promotions & sale of product at venue

Sight Screen (Final Round)**	Sight Screen Branding (both sides) & Two ground mats	One Sight Screen Branding & One Ground Mat each
Stump Branding (Final Round)**	All six Stump Stickers on both sides of the wicket	Six stump stickers per sponsor on one side of the wicket
Special Promotions ** during TV Coverage	Special promotions may be allowed at sponsors cost	Special promotions may be allowed at sponsors cost
TV/ Radio Coverage**	Reference to the Title with Sponsor name	No rights
Award Ceremony Presentation*	<ul style="list-style-type: none"> <li>Podium backdrop with branding</li> <li>Presentation of Winners trophy</li> <li>Commercials through PA System</li> <li>Certificates with Sponsor Logo</li> </ul>	<ul style="list-style-type: none"> <li>Podium backdrop with 50% Branding</li> <li>Presentation of Individual Awards</li> <li>Commercials through PA System (50%Share)</li> </ul> Certificates with Co-Sponsor Logo with equal prominence
Special Awards* <ul style="list-style-type: none"> <li>Man of the Tournament</li> <li>Man of the Final</li> <li>Best Batsman of Tournament</li> <li>Best Bowler of Tournament</li> </ul>	Awards with sponsor branding to be presented by company representative at awards ceremony	Two of the awards per co-sponsor with branding to be presented by each company representative at awards ceremony
Other Publicity / Promotional Opportunities	<ul style="list-style-type: none"> <li>In the SLC Annual Report</li> <li>Advertisement In the SLC quarterly official newsletter / magazine “Score” in two issues.</li> </ul>	<ul style="list-style-type: none"> <li>In the SLC Annual Report</li> <li>Advertisement In the SLC quarterly official newsletter / magazine “Score”- one issue per sponsor.</li> </ul>
Radio / TV Promotions	Sponsor with approval of SLC will be granted rights to conduct additional Radio / TV promotional programs at own cost.	Sponsors with approval of SLC will be granted rights to conduct additional Radio / TV promotional programs at own cost.
Hoardings in Public Places	Sponsor could have hoardings in Prominent locations with messages relating to promotions of cricket, product and services of the Company.	Sponsor could have hoardings in Prominent locations with messages relating to promotions of cricket, product and services of the Company.
Sponsor Status	Usage of SLC logo & the status “Sponsor of National Premier ***** Tournament – 2008/09 in the corporate and product advertisements in the print and electronic Media,	Usage of SLC logo & the status “Co-sponsor of National “Premier *****1 Tournament – 2008/97 in the corporate and product advertisements in the print

	packaging and any other promotional material and literature.	and electronic Media, packaging and any other promotional material and literature.
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Note: \* - Cost of fabrication, management, removal at sponsors expense  
 \*\* - In view of live TV coverage of Final.  
 \*\*\* - Subject to non-infringement of rights of any Club sponsor who has such rights at venue.

## 8. ADDITIONAL BENEFITS TO PRINCIPAL SPONSOR

Ground Runners / A. Boards	Two (01) Ground Runner / A. Boards in size 20' X 3' feet at all the International Cricket matches played during the sponsorship period.
Advertisement in official souvenir	One (01) free full colour full page advertisement in any official souvenir published by SLC for International Matches played in Sri Lanka, during the sponsorship period.
Fascia of SLC Head Quarters	One (01) 40' X 5' feet advertising space on the fascia of SLC Head Quarters facing the SSC grounds during the sponsorship period.
SLC Web Site	Advertising space will be provided free of charge basis.
Match tickets	Five (05) persons nominated by the sponsor will be provided Invitations for International Matches with hospitality.
Hoardings at matches	Two (02) Hoardings of the size of 10' X 12' feet above 15' feet in the finals of Premier One Day Tournament

## 9. SUBMISSION OF BIDS / PROPOSAL

### (a) Bidder

Bids shall only be submitted by the Organization / Company / Firm on letterheads. The bid must be signed by two officers of the Organization / Company / Firm 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 NATIONAL PREMIER CRICKET TOURNAMENTS**" and addressed to the **Chief Executive, Sri Lanka Cricket, No 35 Maitland Place, Colombo 7** by **15<sup>th</sup> September 2008**.



**(c) Sponsorship Value**

Bidders are requested to indicate clearly the value of their offer for each tournament / category of sponsorship. All sponsorship fees would also be subject to VAT being added and payable which is subsequently recoverable 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 half payment of the full value of the sponsorship fee by cheque on date of signing contract or at any official press conference. The balance 50% to be paid as agreed.

**(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 sponsorship of any category. 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.

**10. AWARD OF SPONSORSHIP CONTRACT**

(a) Upon evaluation of bids received, SLC will award the sponsorship to the 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.

**Chief Executive**

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3<sup>rd</sup> September 2008.