

# **THE HYDERABAD CRICKET ASSOCIATION**



## **INVITATION FOR SPONSORSHIP**

Under 14, 16, 19, 25 Inter-District Cricket Tournaments

2018 – 2020

Rajiv Gandhi International Cricket Stadium  
Uppal, Hyderabad

## 1. INTRODUCTION – YOUR PARTNER

The Hyderabad Cricket Association (HCA) is a full member of the Board of Control for Cricket in India (BCCI) and is the governing body for Telangana's most popular sport – Cricket. Being the governing body of cricket in Telangana, we function with the vision to develop every facet of the game and strive to set an example to other State associations around the Country with our high standards and level of commitment towards the sport. Cricket is not just a sport; it is a way of life in smaller towns and cities of Telangana.

## 2. INVITATION FOR SPONSORSHIP

HCA is pleased to invite offers from interested parties to submit their offers / proposals for sponsorship as the “Official Under-14, Under-16, Under-19 and Under-25 Inter-District Cricket Tournament Sponsor”

## 3. SCOPE OF SPONSORSHIP

The scope of this Invitation for Sponsorship is limited to Telangana Under-14, Under-16, Under-19 and Under-25 Inter-District Cricket Tournaments held in 28 districts of Telangana ( excluding Hyderabad, Ranga Reddy and Medchal) during 2018 to 2020, a longer period could be considered. The Offer submitted is subject to fulfillment of basic requirements and HCA shall reserve the right to accept offers in consultation with the interested sponsor.

## 4. PERIOD OF SPONSORSHIP

The duration of sponsorship is for a period of Two (02) years, longer period could be considered.

## 5. SPONSORSHIP PACKAGE EXPECTED

Entire Season : Minimum Price is Rs 60.00 Lakhs per year

Individual Tournaments ( U-14, U-16, U-19 and U-23) : Minimum Price is Rs 20.0 Lakhs per year

## 6. 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 HCA applicable during events.

- The Team Sponsor's corporate / brand logo or trade mark will be displayed on shirt worn by all members of the Team in keeping with HCA regulations, while the team is 'on' the field during matches. Match officials shirts will also carry sponsors logo.
- Sponsor's corporate / brand logo or trade mark can be used in venues during matches in the period of the sponsorship.
- Sponsor's corporate / brand logo or trade mark will be featured on HCA website corporate page. The sponsor will be required to supply at their cost to HCA the design and/or artwork of the logo for the purpose of display on website.
- The Sponsor's corporate / brand logo or trade mark will be embedded in all its communications regarding tournaments during the sponsorship period.
- The sponsor will be eligible to have five/two ( Entire season sponsor/Individual tournament sponsor) Pavilion complimentary tickets for each match for all International Games and IPL matches held in Hyderabad).
- The sponsor will be granted rights to use HCA logo in all its stationery and promotional material during the Period.
- Extensive media coverage giving highlights of matches, scores and statistics will benefit sponsors.

The sponsor may propose additional benefits that they wish to offer HCA.

## 7. SUBMISSION OF OFFERS / PROPOSAL

Bids shall only be submitted by the Organization / Company / Firm. 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 by third parties on behalf of clients would be considered but the contract would be signed directly with the successful sponsor/ partner only.

All offers/ proposals should be submitted in sealed envelopes marked

“OFFER FOR SPONSORSHIP OF “INTER-DISTRICT CRICKET TOURNAMENT” and addressed to CEO, The Hyderabad Cricket Association, Rajiv Gandhi International Cricket Stadium, Uppal, Hyderabad on or before 4 pm, Wednesday, 11<sup>th</sup> June, 2018.

## 8. SPONSORSHIP VALUE

Bidders are requested to indicate clearly the value of their offer for the sponsorship. All sponsorship fees would also be subject to GST being added and payable which is subsequently reclaimable for which a Tax Invoice would be issued by the HCA.

## 9. 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.

## 10. 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. HCA also reserves the right to accept or reject any alternative offers without adducing any reason whatsoever.

## 11. AWARD OF SPONSORSHIP CONTRACT

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

The sponsor shall enter in to a formal legal contract incorporating the various terms and conditions including the sponsor benefits.

**Chief Executive Officer  
The Hyderabad Cricket Association  
Rajiv Gandhi International Cricket Stadium  
Uppal, Hyderabad**