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# THE CRICKET ASSOCIATION OF BENGAL

DR. B.C. ROY CLUB HOUSE, EDEN GARDENS, KOLKATA-700 021

## Request for Proposal for Appointment of League Operations & Commercial Partner Bengal Pro T20 League – Season 3

RFP Ref No: 235-(13)/16/2199/2026

Date: 12.03.2026



## ***Request for Proposal for Appointment of League*** ***Operations & Commercial Partner Bengal Pro T20*** ***League – Season 3***



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## REQUEST FOR PROPOSAL (RFP)

### **Appointment of League Operations & Commercial Partner Bengal Pro T20 League – Season 3**

**Issued by:** Cricket Association of Bengal (CAB)

**Address:** 1, Club House, Eden Gardens, Dr. B. C. Roy Club House, Kolkata, West Bengal, 700021

**RFP Issue Date:** 12<sup>th</sup> March 2026

**Proposal Submission Deadline:** 17<sup>th</sup> March 2026 at 5 PM

#### **1. Introduction**

The Cricket Association of Bengal (CAB) invites proposals from qualified sports management companies, commercial agencies, and event management firms for appointment as the exclusive **League Operations & Commercial Partner** for the Bengal Pro T20 League – Season 3.

The selected partner will support CAB in planning, commercialization, marketing, and operational execution of the League. CAB shall retain full governance, regulatory authority, and ownership of all League rights.

#### **2. Objectives of the League**

- Promote and develop cricket in West Bengal
- Provide a professional platform for emerging cricketers
- Build a sustainable commercial sports property
- Enhance fan engagement and cricket viewership
- Create long-term brand value for the League

#### **3. Scope of Services**

The appointed partner shall deliver the following services with the highest level of professionalism, skill, and expertise, consistent with best industry practices:

##### **a) League Operations**

- Develop and maintain a League Operating Manual (playing conditions, code of conduct, anti-corruption protocols, team management guidelines).
- Manage player draft/auction process under CAB supervision (eligibility pool, base price recommendations, auction execution).



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- Appoint and manage a dedicated team of Project Managers for overall League operations as per standard requirements across franchise leagues.
- Coordinate recruitment of commentators and other talent.
- Manage all vendors appointed by CAB for conducting the league across all departments.
- Implement sustainability initiatives (waste segregation, plastic reduction, green stadium policies).

## b) Commercialization & Sponsorship

- Develop a comprehensive commercial inventory (title sponsorship, associate sponsorships, category branding: signage, broadcast, digital, activations, player branding).
- Manage sponsorship sales cycle (pitch decks, proposals, negotiations, contracts, delivery reports).
- Ensure category exclusivity and resolve conflicts between sponsor portfolios.
- Represent CAB's commercial interests in external negotiations (subject to CAB's written approval).
- Develop Budget for the tournament execution, deliver the same in consultation and approval from CAB.

## c) Broadcast & Media

- Appoint & oversee broadcast production company, briefing with appointed broadcaster/production house.
- Ensure match coverage meets broadcast quality standards.

## d) Marketing & Fan Engagement

- Develop and execute annual marketing plan (brand identity, campaign themes, digital strategy, PR).
- Design and deliver fan engagement activations (fan zones, contests, meet-and-greets, digital campaigns).
- Recommend and implement a ticketing platform.
- Develop the Bengal Pro T20 website and regular updates on the website to be posted.

Without prejudice to the duties and obligations expressly specified herein, the League Operator shall be responsible for undertaking and performing all such acts, deeds, matters, and things as may be necessary, incidental, or ancillary to the effective planning, organization, management, administration, promotion, and conduct of the League, including any responsibilities that may reasonably be required to ensure the smooth, efficient, and successful implementation of the League, whether or not expressly set out in this Agreement.



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## 4. Eligibility Criteria

- Minimum 5 years' experience in sports or large-scale event management.
- Proven track record in sports league commercialization or sponsorship sales.
- Annual turnover of at least INR 10 Crores in each of the last three financial years.
- Ability to deploy a dedicated professional operations team.

Submission by a **Consortium / Joint Venture (JV)** is permitted. A maximum of **two (2) entities** may form a Consortium. The Consortium Partner may bring specialized expertise in areas of sports facility planning, which will be considered favorably during technical evaluation.

## 5. Mandatory Financial Safeguards

Project	Bid Security Deposit (EMD)	Cost of RFP Document
Appointment of League Operations & Commercial Partner for Bengal Pro T20 League – Season 3	INR 50,00,000 (Demand Draft)	INR 25,000 (Non-refundable)

### CAB Bank Details:

- Account Name: The Cricket Association of Bengal
- Bank Name: IDFC Bank
- Account no: 10143864816
- IFSC Code: IDFB0060103
- Bank Branch: Dalhousie

Failure to comply may result in termination of the agreement and forfeiture of the bank guarantee.

## 6. Proposal Submission

### Technical Proposal (Envelope 1)

- Company profile
- Experience in sports leagues
- Operational strategy
- Team structure
- Commercialization plan



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## Financial Proposal (Envelope 2)

- Commission percentage proposal
- Operational fee structure

Proposals must be submitted in **two separate sealed envelopes** (Technical & Financial). All proposals must be delivered in hard copy via registered post, speed post, courier, or hand-delivery to:

**Cricket Association of Bengal (CAB) 1**, Club House, Eden Gardens, Kolkata – 700021

Submission Details are summarised as follows:

Particulars	Details
Last date & time for submission	17.03.2026 2026, 5.00 PM IST
Mode of submission	Hard copy (two sealed inner envelopes within one outer envelope)
Address for submission	1, Club House, Eden Gardens, Kolkata – 700021
Email for queries	
Date & Time for queries	Till 15.03.2026, 5.00 PM IST
Date and time of opening of Technical Proposals	18.03.2026, 5.00 PM IST
Date and time of opening of Financial Proposals	To be notified separately to qualifying Proposers only

## 7. Evaluation Process

The evaluation shall be conducted in two stages:

Stage	Component	Weightage
Stage I	Technical Evaluation	70%
Stage II	Financial Evaluation	30%



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## Stage 1 – Technical Evaluation

- Experience in sports leagues
- Commercial strategy
- Operational capability
- Team expertise
- Innovation & fan engagement

## Stage 2 – Financial Evaluation

- CAB will adopt a **Quality and Cost Based Selection (QCBS)** method.
- CAB reserves the right to negotiate commercial terms with the preferred bidder.

## 8. Term of Engagement

The engagement shall be for a fixed term determined by CAB, with possible extension subject to performance review and compliance with contractual obligations.

## 9. Termination

CAB may terminate the agreement in cases of breach of obligations, financial misconduct, failure to perform operational responsibilities, or non-payment of vendor dues. Termination may also occur with prior written notice.

## 10. Confidentiality

All bidders must maintain strict confidentiality regarding information provided by CAB. Disclosure of RFP details without prior written consent is prohibited.

## 11. Governing Law

This RFP and any resulting agreement shall be governed by the laws of India. Courts in Kolkata shall have exclusive jurisdiction.



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## 12. Rights of CAB

CAB reserves the right to:

- Accept or reject any proposal without assigning any reasons.
- Cancel or modify the RFP process at any stage without assigning any reason and without any liability
- Modify the selection process or evaluation criteria prior to submission deadline at any stage.
- Relax or waive any conditions at its sole discretion
- Negotiate with the highest-ranked Proposer prior to award
- Request additional information from bidders
- Appoint multiple service providers if deemed necessary

**END OF DOCUMENT**

**THE CRICKET ASSOCIATION OF BENGAL**

*Bablu Kolay*

**BABLU KOLAY**

**HONY. SECRETARY**