



EOI issued for ICC Events 2024-31 Merchandise Licensing Partner(s)

The International Cricket Council (ICC) would like to invite interested and qualified applicants to express their interest in designing, developing and implementing a merchandise licensing programme for ICC Events 2024-31, which include the Women's T20 and Women's Cricket World Cups, in the style of a 'turnkey' solution.

The merchandise licensing programme is intended to offer fans and/or corporations the opportunity to purchase official ICC Events branded products in the lead up to and during the respective ICC Events. It is anticipated that the solution would feature:

- (a) A wide range of Unbranded Licensed Products that specifically promotes cricket and the ICC Events;
- (b) A far-reaching ICC Events retail presence (off-site and online), and promotion in-venue by exploring opportunities to expand into new markets, both domestically and internationally;
- (c) A programme offering merchandise that resonates with fans and helps foster a sense of belonging and loyalty to ICC Events;
- (d) An enhanced brand awareness for ICC Events merchandise brand to a broader audience; and
- (e) Eco-friendly practices and the incorporation of sustainable materials into the merchandise programme.

Applicants can quote on one event, groups of ICC Events or all the ICC Events.

Interested applicants must be manufacturers and, or retail distributors with online experience.

Expressions of interest are sought only from organizations who have the appropriate logistical and infrastructure competence, resources, and financial capability to deliver the programme to a world-class standard.

Interested applicants should request the tender documentation by submitting the following information by email as soon as possible and no later than **12h00 (GST) on Friday, 18 August 2023** to licensing@icc-cricket.com with the subject line **"REQUEST FOR ITT - APPOINTMENT OF ICC EVENTS MERCHANDISE PROGRAMME PARTNER(S)"** along the following details:

- Full legal name, company number and registered address;

- Full name of primary contact at the interested company and office address of primary contact (if different from the company registered address) including a phone number and an email address;
- Tax Registration Number if the interested company's registered office is in the United Arab Emirates (UAE);
- Any other relevant contact information.

The ICC will issue tender documentation from Thursday, 10 August 2023.

The process timelines are listed below and potential bidders will be given an opportunity to submit clarifications until Friday, 25 August 2023.

The selection procedure timetable is as follows:

	Date *
ITT EOI published on ICC website and sent to potential Applicants	25 July 2023
Deadline for Applicants to note their interest to respond to the ITT	18 August 2023
ITT made available to potential Applicants by IBC	10-20 August 2023
Deadline for receipt of enquiries, request for information or clarification from Applicants	25 August 2023
Deadline for receipt by IBC of Tenders from Applicants	10 September 2023
Schedule of meetings (virtual) - Applicants to present Proposal to IBC	15-20 September 2023

* Applicants are reminded that these dates may be amended by IBC, in its absolute discretion, for whatever reason and at any time.

More information about the ICC can be found on the official website, icc-cricket.com.

FOR MORE DETAILS CONTACT

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