



ICC

REQUEST FOR PROPOSALS

ICC EVENTS 2024-27

BRAND EXPOSURE VALUATION RESEARCH SERVICES

REQUEST FOR PROPOSALS

1. INTRODUCTION

- 1.1 ICC Business Corporation FZ LLC ("**IBC**"), a wholly owned subsidiary company of the International Cricket Council (the "**ICC**"), is incorporated under the regulations of the Dubai Development Authority in the United Arab Emirates, and is sanctioned by the ICC to organise ICC Events and to exploit all commercial rights pertaining to ICC Events throughout the world.
- 1.2 IBC wishes to appoint a company to provide brand exposure valuation research services including, without limitation, the services set out in Appendix B (the "**Services**") in connection with the ICC Event(s).
- 1.3 Unless otherwise defined elsewhere, capitalised terms used in this RFP have the meanings set out in Appendix A.

2. OBJECTIVES

- 2.1 The purpose of this RFP is to invite interested and qualified Applicants to submit Proposals for the award of contract for the provision of Services to IBC, as described in the overview of Services set out in Appendix B and on the terms and subject to the conditions set out in this RFP.
- 2.2 This RFP invites Proposals for the right to provide the Services in respect of the ICC Event(s) from Applicants with:
- (a) extensive proven experience in providing services similar to the Services (best industry standards in data collection, data management, analysis and reporting);
 - (b) a strong financial background;
 - (c) sufficient resources (in particular trained personnel) to provide the Services (including in particular, but without limitation, experienced management personnel); and
 - (d) a state-of-the-art information technology (IT) infrastructure to provide the Services.
- 2.3 In submitting a Proposal for the right to provide the Services in respect of the ICC Event(s) each Applicant must:
- (a) complete, sign and return the form as set out in Appendix E, together with its detailed Proposal, by the applicable date specified in the Timetable;
 - (b) provide adequate and detailed answers and information to meet the requirements of the Criteria (as set out in Appendix C); and
 - (c) provide a full, detailed breakdown of costs in relation to creating the full list of deliverables required as part of the Services within the Price Quotation (as detailed in Appendix F).
- 2.4 In submitting its Proposal, each Applicant will have to establish that it satisfies (or will satisfy in a timely fashion) the Criteria and the Requirements. IBC will evaluate the Proposals based on the extent to which they satisfy such conditions and requirements.

- 2.5 Each Applicant should provide satisfactory evidence to IBC in its Proposal of its financial standing and of its ability to meet the commitments it makes in its Proposal. IBC reserves its right to require appropriate bank guarantees and/or parent company performance guarantees.
- 2.6 IBC may, in its absolute discretion, waive any of the conditions and/or requirements set out in this RFP in respect of any or all of the Applicants. Each Applicant will be evaluated on the overall merits of its Proposal and the Successful Applicant(s) may not have satisfied all conditions and requirements and may not necessarily be the one which offers the most competitive financial terms.

3. ENQUIRIES

- 3.1 IBC shall, where possible, answer questions or provide additional information reasonably requested by Applicants at any time during the Selection Procedure with respect to the contents of this RFP or the means by which the Successful Applicant(s) shall be appointed.
- 3.2 Queries should be addressed in an e-mail with the subject line "**Brand Exposure Valuation Services RFP - Query**" to the following addresses:

sybil.fernandes@icc-cricket.com

- 3.3 IBC shall attempt to respond to all queries in as expeditious a manner as possible and in such a form as IBC considers appropriate. IBC reserves the right to make its response to any query from any Applicant available to all relevant Applicants without revealing the identity of the initial enquiring party.
- 3.4 IBC may not be able to provide responses and/or additional information to all queries and it shall definitely not be able to do so if such requests are sent less than 5 (five) business days before the due date for receipt of Proposals as set out in the Timetable.

4. SELECTION PROCEDURE OVERVIEW

- 4.1 Each Applicant must submit to IBC its Proposal documents, in English, by email by no later than the due date prescribed in the Timetable to the following addresses:

sybil.fernandes@icc-cricket.com

- 4.2 Each Applicant must attach all applicable documents in support of its Proposal in accordance with the requirements set out in paragraph 2.3 of this RFP as well as any other relevant materials, weblinks, photographs and/or attachments. IBC may issue supplementary requests for information which, once issued, will form part of this RFP. IBC may also ask any Applicant for such further information, guarantees and/or documents as IBC deems necessary in connection with any Proposal at any time and any such further information, guarantee and/or document may be used at any point in the Selection Procedure by IBC to evaluate a Proposal.
- 4.3 Each Proposal, once submitted, constitutes a binding and irrevocable offer to provide the Services on the terms set out in the Proposal, which offer cannot be amended or withdrawn after its date of submission (in either case unless requested by IBC).
- 4.4 IBC is not obliged to accept or consider any Proposal in full or in part or any responses or submissions in relation thereto and IBC may reject any Proposal, responses or submissions (or any part thereof) and, in its sole discretion, may refuse to award any business in connection with this RFP. Without prejudice to the foregoing, IBC reserves the right to appoint the Applicant(s) whose Proposal (in the absolute discretion of IBC) most successfully conforms to the Criteria and the Requirements in accordance with the terms and conditions described in this RFP or to make

alternative arrangements for the provision of the Services, including (without limitation) issuing a revised or different RFP or providing the Services itself.

- 4.5 IBC shall conduct the Selection Procedure in accordance with the Timetable set out in Appendix D. Each Applicant is and shall be required to comply fully with the applicable deadlines in the Timetable as well as such other deadlines as are imposed by IBC throughout the Selection Procedure (unless otherwise approved by IBC on a case-by-case basis).
- 4.6 The Selection Procedure shall consist of:
- (a) a technical evaluation of each Proposal examining each Applicant's ability to meet the Brand Identity Development Brief and provide the Services in accordance with the Requirements, including evaluation of the examples provided;
 - (b) a financial evaluation of each Proposal examining each Applicant's ability to secure or offer the best possible prices in connection with the Services;
 - (c) an evaluation of each Applicant's suitability, experience and qualifications, including (without limitation) its compliance with the Criteria as well as the organisational structure and infrastructure proposed by the Applicant to provide the Services; and
 - (d) the designation of one or more Applicants as the Preferred Supplier for the Services.
- 4.7 IBC may, for any reason and at any time during the Selection Procedure, request any Applicant to supply further information and/or documentation. Each Applicant shall supply such further information and/or documentation requested within 7 (seven) calendar days (or such other period of time as may be required by IBC) following receipt of the written request for that information and/or documentation. Any and all costs and/or expenses associated with the provision of the additional information and/or documentation shall be borne by the Applicant.
- 4.8 IBC reserves the right (in its absolute discretion) to determine how to progress any discussions and/or negotiations with Applicants following submission of the Proposals.
- 4.9 After careful consideration and thorough examination of the Proposals and, if applicable, the presentations, IBC shall, in its absolute discretion, confirm which Applicant(s) (if any) it proposes to appoint as the Successful Applicant(s). The relative competitiveness of the financial terms offered may not necessarily be a decisive factor in choosing between Proposals. IBC reserves the right to make the appointment of the Successful Applicant(s) subject to such further terms and conditions as it considers appropriate in relation to this RFP process and/or the provision of the Services. Applicants who have not been selected shall be informed accordingly in writing. IBC shall not be obliged to give any reason(s) for the selection and/or rejection of any Proposal or any part thereof.
- 4.10 The appointment of the Successful Applicant(s) is subject to the conclusion of Agreement(s) between IBC and the Successful Applicant(s) governing all rights and obligations related to the Services. The Agreement(s) shall be prepared by IBC to include such terms and conditions commonly included in agreements of such nature, together with any other terms and conditions which are required by IBC (whether arising from the specifications of the Proposal of the Successful Applicant(s) or otherwise). Each Applicant agrees and acknowledges that IBC shall have the absolute right to determine at its absolute discretion whether or not negotiations shall be conducted on an exclusive basis.
- 4.11 Notwithstanding any other provision of this RFP, IBC reserves the right, at any time and in its absolute discretion, to accept or reject Proposals (or to permit any Applicant to resubmit its

Proposal in the event that such Proposal fails to meet any or all of the Criteria and/or the Requirements), to pursue negotiations with any number of Applicants, to withdraw from negotiations with any Applicant at any time, to pursue negotiations in respect of some or all of the Services, to modify the scope and scale of the Services, and to suspend, discontinue, modify and/or terminate this RFP process (or any part thereof) at any time.

5. LEGAL PROVISIONS

In participating in this RFP process, responding to this RFP and/or submitting a Proposal, each Applicant accepts and agrees to be bound by and to comply with the terms of this RFP generally, including (without limitation) the following terms and conditions (which apply in each case equally to all Applicants):

- 5.1 Nothing in this RFP, or in any communication made by IBC or its officers, employees, representatives, agents and/or advisers shall constitute an offer of a contract or a binding contract between IBC and any Applicant, nor shall it be taken as constituting any representation that rights or licences will be granted in accordance with this RFP and/or the Selection Procedure.
- 5.2 IBC reserves the right, at any time during the Selection Procedure, to change any aspect of this RFP, to issue any separate amendment or addendum to this RFP (which will become part of this RFP upon issue) or to issue an amended RFP in place of this RFP, to refuse to consider any Applicants or to withdraw this RFP. Applicants acknowledge that IBC may decide to organise the Services on its own or without appointing any third party and that IBC may increase, decrease, suspend, discontinue and/or modify its requirement for the Services or any part thereof.
- 5.3 Following consideration of the desirable contractual structure for the Services and/or in light of the location and identity of the Successful Applicant, IBC may at any time elect for: i) the contracting party to be another ICC entity, the host of an ICC Event, the LOC or other appropriate third-party entity rather than IBC; and/or ii) the Services to be contracted via more than one Agreement at any time prior to the respective ICC Event.
- 5.4 Whilst IBC has taken all reasonable care to ensure that this RFP is accurate in all material respects at the date of its issue, neither IBC, nor any of its officers, employees, representatives, agents and/or advisers make any representation or warranty or accept any responsibility for the accuracy or completeness of the information contained in this RFP or in any subsequent correspondence by IBC in relation to this RFP, nor shall they be liable for any loss or damage suffered by any Applicant or any other third party in reliance on this RFP or any subsequent communication with IBC.
- 5.5 Without prejudice to paragraph 5.4 above, this RFP does not contain any representation upon which any Applicant or other recipient may be entitled to rely at any point in time in order to bring any claim, action or proceedings against IBC and/or its associated entities and/or any of their respective officers, employees, representatives, agents and/or advisers (whether for misrepresentation or otherwise). This RFP is incapable of creating any liability for IBC and/or its associated entities and each Applicant hereby irrevocably and unconditionally waives any and all rights it may have, now or at any time in the future, to bring any claim in any court of competent jurisdiction in relation to the appointment or manner of appointment of any Applicant, the Selection Procedure or otherwise in relation to the RFP process.
- 5.6 Each Applicant represents, warrants and undertakes to IBC that any and all information contained in its Proposal and/or submitted in connection with its Proposal, and any and all representations made by or on its behalf to IBC, during the course of the Selection Procedure shall not be false, inaccurate or misleading in any respect (including, without limitation, by the omission of any material, information or facts) and that if, after submitting its Proposal there is any change in the Applicant's circumstances or any other event occurs which may adversely affect and/or impact

such information and/or representations and/or the manner in which they may be interpreted by IBC, the Applicant shall promptly notify IBC in writing setting out the relevant details in full. IBC is and shall be fully able to rely on the accuracy and authenticity of any and all information contained in any Proposal and/or submitted in connection with any Proposal in assessing any Applicant's ability to perform and deliver the Services.

- 5.7 Each Applicant agrees to keep confidential at all times, whether during or after the Selection Procedure, all Confidential Information and to take all necessary steps to preserve the strict confidentiality of such Confidential Information, including (without limitation) by disclosing relevant material to its officers, employees, representative, agents and/or advisers only on a strictly "need to know" basis and only for the purpose of this Selection Procedure.
- 5.8 Each Applicant agrees that it will not discuss any part of this RFP, any Proposal it is considering or which it has submitted and/or any other aspect of the Selection Procedure with any other Applicant at any time for any reason. Any breach of this obligation by an Applicant may result in its immediate elimination from the Selection Procedure.
- 5.9 No Applicant is entitled to make any announcement relating directly or indirectly to this RFP, the Selection Procedure and/or its Proposal. Each Applicant acknowledges and agrees that IBC shall have the absolute right to make any announcement in connection with this RFP and/or the whole or any aspect of the Selection Procedure.
- 5.10 Each Applicant is responsible for any and all costs, expenses and liabilities incurred (directly or indirectly) by the Applicant or on its behalf in the preparation and submission of its Proposal and/or otherwise in relation to the Selection Procedure and/or any negotiations following receipt by IBC of its Proposal (whether or not an Agreement(s) is entered into with such Applicant). Under no circumstances will IBC and/or its associated entities and/or any of its respective officers, employees, representatives, agents or advisers be responsible for any costs of any Applicant associated in any way (whether directly or indirectly) with the Selection Procedure.
- 5.11 Each Applicant acknowledges that any and all intellectual property rights of IBC and the ICC in relation to the ICC Events (including but not limited to the name, logo and trophy of the ICC events) shall remain the exclusive property of IBC or the ICC (as appropriate). Furthermore, any materials provided by IBC to any Applicant shall belong and/or accrue exclusively to IBC. No Applicant shall claim ownership over any rights including (without limitation) intellectual property rights, in relation to the ideas, concepts, material or any other rights contained in this RFP, including the examples provided as part of this RFP which shall be owned by IBC.
- 5.12 In consideration of IBC receiving and reviewing its Proposal, each Applicant confirms and warrants that it has read, understood and accepted the terms and conditions set out in this RFP, which take precedence over any provisions contained in any other communications between the Applicant and IBC. Each Applicant further acknowledges that, except as set out in the Proposal and in the Agreement(s), there is no existing agreement, arrangement or understanding in place (whether in writing or oral) between IBC and the Applicant in relation to this RFP, its subject matter and/or the provision of the Services.
- 5.13 Each Applicant acknowledges that, save as set out in the Agreement(s), all rights and opportunities in and in relation to ICC Events or the Services shall be exclusively reserved by IBC, the LOC and/or the ICC (as appropriate).
- 5.14 IBC shall be able to rely on any and all representations made by each Applicant in its Proposal and/or in connection therewith.
- 5.15 No terms seeking to restrict in any way the discretion of IBC in the Selection Procedure will be accepted.

- 5.16 This RFP, the Selection Procedure and any and all related documentation, correspondence (including, without limitation any Proposal), any non-contractual obligations and any Agreement(s) (or other agreements) entered into between IBC or any of its affiliates and any Applicant or prospective Applicant shall be governed by and interpreted in accordance with English law and any dispute arising from or in relation to the same shall be subject to the exclusive jurisdiction of the English courts.

6. CONFLICTS AND COLLUSIVE BEHAVIOUR

- 6.1 A conflict of interest arises when an Applicant's integrity, objectivity or fairness in performing the Services is at risk due to a personal interest or conflicting business arrangement of the Applicant, or a person or organisation associated with the Applicant.
- 6.2 An Applicant must accordingly disclose in their Proposal any potential or actual conflicts of interest that they may have or may be perceived to have in respect of their responsibilities to IBC and other parties in the course of delivering the Services, should they be selected as the Successful Applicant. Applicants with such conflict or perception of conflicts must specify within their Proposal how they will manage the conflict or perception of conflict to provide assurance that it will not adversely impact the performance of any Services.
- 6.3 The Applicant and any person or organisation associated with the Applicant must not directly or indirectly provide any form of inducement or reward to any employee, member or shareholder of IBC, the ICC or any affiliates or associated concerns or any of their respective representatives in relation to the Selection Procedure under this RFP.
- 6.4 Without prejudice to any criminal liability an Applicant may attract and any other remedies available to IBC or the ICC, each Applicant hereby undertakes that it shall not:
- (a) fix or adjust the costs of its Proposal by or in accordance with any agreement or arrangement with any other party;
 - (b) communicate to any party the costs or approximate costs of its Proposal or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the Proposal or insurance or any necessary security);
 - (c) enter into any agreement or arrangement with any other party that such other party shall refrain from submitting a Proposal;
 - (d) enter into any agreement or arrangement with any other party as to the costs of any Proposal submitted; and/or
 - (e) collaborate or collude with any third party with a view to unfairly influencing the outcome of the Selection Procedure under this RFP or otherwise misleading or concealing information from IBC.

7. OTHER OBLIGATIONS

- 7.1 The engagement of the Successful Applicant(s) pursuant to this RFP is subject to the conclusion of the Agreement(s) between IBC (which shall for the purposes of this paragraph 7 be deemed to include such other ICC entities as IBC nominates) and the Successful Applicant(s), governing all rights and obligations related to the Services to be provided by the Successful Applicant(s). The Agreement(s) shall be prepared by IBC to include such terms and conditions commonly included in agreements of such nature, together with any other terms and conditions which are required by IBC (whether arising from the specifications of the accepted Proposal or otherwise). Some key principles in relation to the Agreement(s) are set out below:

Subject	Principle
<i>Payment Schedule</i>	All monetary consideration to be payable in United States dollars by IBC which will be inclusive of all taxes, deductions, withholdings etc. IBC shall make payments accordingly (subject only to any deduction for withholding tax that IBC may be obliged at law to make, if applicable).
<i>Assignment and sub-contracting</i>	The Successful Applicant(s) will only be able to assign/ sub-contract any or all of its rights and obligations under the Agreement(s) with the express written permission of IBC. However, the Successful Applicant(s) shall at all times remain primarily liable for the performance of all of its obligations under the Agreement(s) notwithstanding any such sub-contract.
<i>Insurance</i>	The Successful Applicant shall obtain and maintain, at its own expense, comprehensive public liability and product liability insurance (with a reputable insurer acceptable to IBC with a minimum "A" grade S&P, Moody's or similar rating) to protect the Successful Applicant and IBC against any and all claims, actions, losses and damages arising out of the provision of the Services (including, without limitation, coverage for financial loss, efficacy and failure to fulfil function) up to a minimum amount of US\$10,000,000 (ten million United States dollars) for any one claim (or in aggregate in respect of product liability). The Successful Applicant shall promptly provide evidence of such insurance to IBC upon request, and shall immediately notify IBC should any occurrence serve to void such insurance. Additionally, the Successful Applicant shall obtain and maintain, at its own expense professional indemnity insurance with a reputable insurer, in an amount not less than US\$5,000,000 (five million United States dollars) for any one claim, to cover any claim that may arise under or in connection with the Services, including but not limited to cover against defamation, negligence, malpractice, breach of duty or any other act or omissions in the performance of the Services. IBC shall be named as an additional insured under this policy and provided with a copy of the policy if requested. The terms of the policy shall not operate to relieve the Successful Applicant of any of its liabilities under the Agreement
<i>Intellectual Property Rights</i>	IBC shall own and retain ownership of all of intellectual property rights which it provides to the Successful Applicant or which arise as a result of the Services from creation. The Agreement(s) will require assignment by the Successful Applicant(s) for any intellectual property rights that may be created or become vested in the Successful Applicant(s) (or any sub-contractor) in the course of the performance of Service(s) from creation and a full uncapped indemnity for any intellectual property rights infringement.
<i>No Partnership</i>	Nothing in the Agreement(s) and no action taken by the parties pursuant to it shall constitute, or be deemed to constitute, the parties as a partnership, association, joint venture or other co-operative entity.
<i>Liability</i>	IBC shall not be liable to the Successful Applicant(s) under the Agreement(s) for any indirect or consequential loss

	arising out of or in connection with the performance of its obligations under the same or any breach thereof even if it was advised in advance of the possibility of such loss or damage.
<i>Governing Law</i>	The Agreement(s) will be governed by and interpreted in accordance with the laws of England and Wales.
<i>Termination</i>	The Agreement(s) will detail termination events which will entitle the parties to terminate the Agreement(s).
<i>Committed Costs</i>	In the event of cancellation, relocation, postponement or change of format of the ICC Event(s) for any reason (including Force Majeure), IBC shall not be required to make any further payment of the fee for the relevant ICC Event(s) and the Successful Applicant shall promptly refund any fee (or part thereof) paid by IBC prior to the relevant date, except that the Successful Applicant shall be entitled to retain or be reimbursed by IBC for its Committed Costs in respect of the relevant ICC Event(s). Committed Costs means the actual costs directly incurred by the Company in providing the Services (in accordance with the Expenditure Template in the Agreement) prior to the date on which it is notified of the cancellation, abandonment, postponement, relocation or change of format of a Match or an ICC event (as applicable), which: (i) it cannot avoid, cancel or mitigate (having used its best endeavours to do so); and (ii) are evidenced by the submission of audited accounts.

APPENDIX A

DEFINITIONS

"Agreement(s)"	means each long-form written agreement to be entered into between IBC and the Successful Applicant(s) governing the provision by the Successful Applicant(s) of the Services (or any part of them).
"Applicant"	means any party which is considering whether or not to submit or which submits from time to time a Proposal in response to this RFP.
"Confidential Information"	means any and all aspects of this RFP, the Selection Procedure, and/or the business and/or affairs of the ICC and/or IBC which is or which comes into an Applicant's possession (except where such information is generally available to the public).
"Criteria"	means the list of criteria to be addressed by each Applicant in its Proposal as set out in Appendix C.
"IBC"	means ICC Business Corporation FZ LLC, which has its registered address at DMC-BLD05-VD-G00-075, Ground Floor, Dubai Media City, United Arab Emirates, and its administrative office at Street 69, Dubai Sports City, Sheikh Mohammad Bin Zayed Road, P.O. Box 500070, Dubai, United Arab Emirates.
"ICC"	means the International Cricket Council Limited, the international governing body for the sport of cricket.
"ICC Event(s)"	Means the Events set out in Appendix B.
"LOC"	means the local organising committee established by the Member Board appointed to host the relevant ICC Event(s).
"Match"	means any official cricket played as part of the relevant ICC Event(s), including warm-up matches.
"Proposal"	means all documents and information submitted by an Applicant supporting its bid to provide the Services to IBC, as required under this RFP, including the Price Quotation as set out at Appendix F.
"Preferred Supplier"	means the Applicant(s) designated as such by IBC following the initial stage of the Selection Procedure.
"Requirements"	means the guidelines, directions, requirements, instructions and requests of IBC issued to any Applicant with respect to the Selection Procedure and/or the Services from time to time.
"RFP"	means this Request for Proposals, including all of its appendices and as amended, supplemented or replaced from time to time.
"Selection Procedure"	means the entire procedure conducted by IBC to select and appoint the Successful Applicant(s) for the provision of the Services pursuant to the RFP process and the subsequent negotiation, finalisation and execution of the Agreement(s).
"Services"	means the services set out in Appendix B.

"Successful Applicant(s)" means the Applicant(s) selected by IBC to provide the Services pursuant to the Selection Procedure.

"Timetable" means the timetable for the Selection Procedure as set out in Appendix D.

"Venue" means the premises of any stadium, ground or place at which any Match is scheduled to be played and/or any other stadium, ground or place that may be selected by IBC for any training, practice or preparatory purposes during the relevant ICC Event(s).

APPENDIX B

SERVICES

The Successful Applicant shall be required to provide a consistent supply of accurate, timely and insightful media and sponsorship data in order to:

- measure the impact and performance of ICC partners at ICC Events;
- provide support in ascertaining the value of existing inventory and delivery of partner rights; and
- benchmark market-based competitive and alternative value propositions.

The Successful Applicant shall be required to provide the Services listed below in connection with the ICC Events and Bilateral Cricket, such services to be delivered by the Successful Applicant always in accordance with any instructions issued by or on behalf of IBC from time to time.

Please note: All event dates, venues and schedule may be subject to change.

A) ICC Events Calendar

Event	Year*	Date*	Host country(s)*	Number of matches*	Number of Venues*
Men's U19 Cricket World Cup	2024	January	Sri Lanka	41	5
Men's T20 World Cup	2024	June	West Indies, USA	55	9
Women's T20 World Cup	2024	September-October	Bangladesh	23	2
Women's U19 T20 World Cup	2025	January	Malaysia, Thailand	41	4
Men's Champions Trophy	2025	February	Pakistan	15	3
Men's World Test Championship Final	2025	June-July	England	5 days	1
Women's Cricket World Cup	2025	October / November	India	31	8
Men's U19 Cricket World Cup	2026	January	Zimbabwe, Namibia	41	5
WomensT20 World Cup	2026	June	England	55	5
Men's T20 World Cup	2026	October-November	India, Sri Lanka	33	12
Women's U19 T20 World Cup	2027	January	Bangladesh, Nepal	41	4
Women's Champions Trophy	2027	February	Sri Lanka	16	2
Men's Cricket World Cup	2027	October-November	South Africa, Namibia, Zimbabwe	54	10
Men's World Test Championship Final	2027	TBD	TBD	5 days	1

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

B) Bilateral Cricket Calendar

Details available at:

<https://www.icc-cricket.com/mens-schedule/list> and
<https://www.icc-cricket.com/womens-schedule/list>

ICC Events Services

The ICC partner brand exposure valuations are expected to provide a transparent, coherent model that considers a range of factors and inputs with the objective of measuring the levels of brand exposure delivered to ICC's commercial partners and ICC through Event branding touchpoints.

As such, IBC is seeking to appoint a suitably experienced organization to provide the following research Services to IBC in respect to each of the ICC Events:

- 1) Independently collate match broadcast data from the relevant agencies by territory/channel, along with an evaluation of the information (unique and cumulative audiences);
- 2) Perform television broadcast media brand content and exposure analysis and valuation;
- 3) Perform digital media services brand content and exposure analysis (reference to streaming, highlights and third-party channel valuation);
- 4) Perform brand consumer research in association with ICC Events to the specifications agreed with IBC;
- 5) Perform analysis and valuation of brand exposure across other pre-determined or intangible assets;
- 6) Present research findings in comprehensive reports, tailored specifically to each ICC partner and submitted to IBC for review, amends and approval
- 7) In consideration of the delivery of the above, each ICC partner post Event report will include the following in respect to each of the ICC Events;
 - a. television and digital broadcast data;
 - b. brand exposure analysis and media valuations by asset across television broadcast channels;
 - c. brand exposure analysis and media valuations by asset across digital channels;
 - d. brand exposure analysis and media valuations by asset across other pre-determined or intangible assets; and
 - e. consumer research based brand analysis.
- 8) Provide a report for ICC on ICC and ICC event brand assets.

To deliver the above Services, the Successful Applicant must detail the following in their Proposal:

- Resourcing in the lead up to and post ICC Events, including a project plan or timelines for an Event;
- Evidence of how the Services will be delivered (including the various elements for the relevant Services) and the list of external dependencies;
- The data collection and analysis process (the efficiency, effective and accuracy of the data);
- A sample or template of the proposed reporting including access and frequency across all deliverables (defined timelines for delivery of reports);
- Recommend, where possible, real-time reporting or dashboards;
- Other insights or suggestions of best practices related to measuring partnership benefits that could enhance conversations with ICC partners; and
- To assist with the provision of the above Services, please list the dependencies required from IBC, for example a comprehensive list of TV broadcast inventory by ICC partners, list of broadcasters/territories etc.

The broadcast data/evaluation digital media analysis section will include, but is not limited to:

- Global television and digital audience data, including audited and non-audited territories, for all broadcast territories licensed for the Event;
- Audience data listed by territory, where available the channels on which broadcast occurred, and the time of such broadcasts;
- The audience data will include all mediums of output, including digital clips or and, or other services;
- Media valuations based on industry-recognised valuation methods;
- Benchmarking against previous ICC Events (where relevant);
- Benchmarking against other sports or global tournaments (where relevant);
- Benchmarking against other sponsors (where relevant);

- Identifying new opportunities/assets to drive exposure and value; Key learnings & insights into the data to share with ICC partners.

The analysis and valuation of brand exposure across tangible or intangible assets will include, but is not limited to:

- ICC partner brand exposure, broken down by source/inventory;
- Media valuations based on industry-recognised valuation methods;
- Benchmarking against previous ICC events (where relevant);
- Benchmarking against other sports or global tournaments (where relevant);
- Benchmarking against other sponsors (where relevant); and
- Key learnings & insights into the data to share with ICC partners; and
- Identifying new opportunities/assets to drive exposure and value.

The consumer research will include, but is not limited to:

- ICC partner brand-based questionnaires tailored specifically for each Event;
- Questionnaires answered by a representative sample of the population (ideally for four markets an Event);
- The collection and presentation of consumer research handled solely by the Successful Applicant; and
- Key learnings & insights into the data to share with ICC partners; and
- Identifying new opportunities/assets to drive exposure and value.

Applicants are requested to note that a full list of ICC partners along with details of the broadcast territories and commercial monitoring inventory will be confirmed by the ICC two weeks prior to the start of the relevant ICC Event.

Bilateral Cricket Services

The ICC Panel of Match Officials is an annual ICC partner branded property – this includes but is not limited to, branding of the Match Officials kit at the respective cricket matches in the bilateral cricket calendar (headwear, shirt branding) across broadcast and digital channels.

IBC is seeking to appoint a suitably experienced organization to provide the following valuation research Services to IBC in respect to branding of the Match Officials at Bilateral Cricket:

- Independently collate match broadcast data from the relevant agencies by territory/channel, along with an evaluation of the information (unique and cumulative audiences);
- Perform television broadcast media brand exposure analysis and valuation;
- Perform digital media brand content and exposure analysis;
- Perform analysis and valuation of brand exposure across other pre-determined or intangible assets;
- Present quarterly research findings in comprehensive reports, tailored specifically for the ICC partner and submitted to IBC for review, amends and approval;
- The ICC partner report will include the following:
 - television and digital broadcast data;
 - brand exposure analysis and media valuations by asset;
 - brand digital exposure analysis and media valuations by asset (reference to streaming, highlights, third-party channel valuation and ICC channels);
 - brand exposure analysis and media valuations by asset; key learnings & insights; and
 - identifying new opportunities to drive exposure and value.

APPENDIX C

CRITERIA

Each Proposal must include information to allow IBC to evaluate the Relevant Experience, Organisational Criteria, Operational Criteria and Financial Criteria in relation to the Applicant (together the "**Criteria**") set out below. Proposals may, where appropriate, include the provision of documentary evidence in support of the relevant Criteria and Applicants are requested to address as fully as possible the questions set out below in respect of each of the Criteria. IBC reserves the right to evaluate Proposals by reference to the below evaluation criteria and any other criteria in its absolute discretion.

Relevant Experience

1. What relevant experience does the Applicant have in relation to the international sport market and brand exposure valuation? Please highlight any specific cricket experience that the Applicant has.
2. How will your experience and expertise in providing services of a similar nature to the Services in relation to previous global sporting events enable the Applicant to deliver the scope of the Services required?
3. What innovations, concepts, products or processes has the Applicant previously introduced for a major sporting or cricket event? How will the Applicant apply any of the foregoing to the Services?

Organisational Criteria

4. Please include a detailed staffing plan of how the Applicant intends to deliver the Services in line with the required timescales (including an organisation chart, the size and composition of the proposed team, respective responsibilities and escalation paths) and how the Applicant believes each team member's experience makes them suitable for these roles.
5. Within the staffing plan indicate whom the Applicant proposes to act as its Account Director/Manager for the Services and how the Applicant believes their experience makes them suitable for this or these role(s).
6. How will the structure, composition and experience of the Applicant's project team ensure delivery of the Services in line with the required timescales?
7. Will the Applicant have the capability to change staffing rapidly as required? Does the Applicant propose to sub-contract any aspect of the Services? If so, please provide full details about proposed sub-contractors and any other material information.

Operational Criteria

8. Please provide an in depth "reverse brief" in which the Applicant fully details its understanding of the Services delivery requirements and strategies, highlighting cost effective solutions.
9. In addition to the staffing plan, please provide an overall project summary which sets out a proposed detailed project timeline, highlighting the key dates and milestones in the planning and implementation process.
10. Please provide a full list of all exclusions or dependencies expected to be provided by or on behalf of IBC for the delivery of the Services.

11. Please identify any material risks in the provision of the Services and how the Applicant will manage any risks associated with the delivery of the Services.
12. What are the Applicant's current levels of insurance in relation to Professional Indemnity, Public Liability and Directors' and Officers' E&O insurance (Note to Applicants: IBC has the right to request the Successful Applicant to take out and maintain throughout the Term appropriate professional indemnity insurance with a reputable insurer, in an amount not less than US\$5,000,000 (five million United States dollars) for any one claim, to cover any claim that may arise under or in connection with the Services, including but not limited to cover against defamation, negligence, malpractice, breach of duty or any other act or omissions in the performance of the Services. IBC shall be named as an additional insured under this policy and provided with a copy of the policy if requested. The terms of the policy shall not operate to relieve the Successful Applicant of any of its liabilities under the Agreement. In addition, the Successful Applicant would be expected to maintain comprehensive public liability and product liability insurance)

Additional Requirements

13. Please provide a detailed description of the methodology used to deliver the research data.
14. Please provide a detailed breakdown of the analysis and insights that will be provided within each report.
15. Please detail the method and format for delivery of the post-Event reports (inclusion of a sample report would be helpful).
16. Please state the timelines for delivery of post-Event reports.
17. Please outline the role of IBC in the delivery of these services with timelines (e.g. providing list of broadcast territories).

Sustainability and Ethical Business Practices

18. Please provide details of how the Applicant will ensure that: (i) the Services will be delivered safely and in compliance with established government and industry environmental protection policies; and (ii) that the delivery of the Services does not present unnecessary risks to the environment or public. The Applicant may make reference to policies and procedures that it has in place, and which can be made available to IBC upon request.
19. Please provide details of how the Applicant shall ensure that it maintains a safe, sanitary and healthy work environment for all their employees and contractors engaged in the delivery of the Services. The Applicant may make reference to policies and procedures that it has in place, and which can be made available to IBC upon request.
20. Please provide any information that the Applicant considers relevant in relation to the provision of the Services from a sustainability perspective, with reference where relevant to appropriate provisions in the Applicant's ESG (Environmental, Social and Governance) policies and practices.
21. Please provide details of how the Applicant ensures that it conducts its business generally and in relation to the provision of the Services in an ethical manner including without limitation in relation to the Applicant's fair-trade practices and ethical sourcing. If applicable, this will include the provision of details of the systems and controls in place in order to ensure compliance with the Modern Slavery Act 2015. The Applicant may make

reference to policies and procedures that it has in place, and which can be made available to IBC upon request.

Financial Criteria

22. Please detail the total cost of the Proposal as detailed in Appendix F. The budget shall be provided in United States dollars (inclusive of all applicable taxes (e.g. service tax or VAT), clearly identifying inclusions and exclusions and pricing separately each part of the scope of Services set out in Appendix B. The Applicant's detailed budget should include a line-by-line breakdown of expenses. Full assumptions and specific costs should be provided to support how the pricing has been structured.
23. Please provide the Applicant's audited financial statements from the last three (3) years.

APPENDIX D

TIMETABLE

The current timetable for the Selection Procedure is as follows:

Activity	Date*
RFP document made available	20 November 2023
Deadline for receipt of enquiries, request for information or clarification from Applicants	7 December 2023
Deadline for receipt of initial proposal	15 December 2023
IBC to shortlist applicants	22 December 2023
Selection by IBC of the successful applicant (selection subject to signed contract)	10 January 2023

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

APPENDIX E

DETAILS OF APPLICANT

IBC shall treat the following information as confidential:

1	Full name of Applicant	
2	Type of business activity:	
3	Address and headquarters:	
4	Phone number:	
5	Fax number:	
6	Email address:	
7	Website:	
8	Contact person, position in company and contact details:	
9	Trade register entry and legal status	
10	Composition of board of directors and management, including total number employees:	
11	Summary (in table form) of key personnel, including name, position, summary of skillset, estimated time commitment to implementing the Services as a percentage of their overall time:	
12	Parent company and/or holding structure and substantial shareholdings in other companies (> 25%):	
13	Details (including supporting documents) of the Applicant's financial status including, but not limited to, details of the most recent audited reports and accounts (last 3 years), Copy of the trade	

	licence, general financial performance and any applicable credit ratings.):	
14	References (previous business involvement in sports events and other major events); please indicate name, title/function, phone, email:	
15	Years of experience in the current business:	

By submitting a Proposal, I confirm for and on behalf of my organisation that I have read and understood the terms and conditions of the RFP issued by IBC for the appointment of an organisation to provide the Services, and I agree for and on behalf of my organisation that the organisation which I represent is and shall remain bound by such terms and conditions.

Signature: _____

Name: _____

Title: _____

Organisation: _____

Place: _____

Date: _____

APPENDIX F

PRICE QUOTATION

Applicants should provide as part of the Proposal a fully itemised unit breakdown of costs for the Services.

Management fees and other costs must be clearly stated and must be **inclusive** of any and all taxes that may be chargeable thereon.

Applicants are requested to note the following:

- (a) IBC's preferred payment schedule shall be determined following a review of the information provided in Proposal by the successful applicant/s
- (b) All costs detailed in the price quotation must be in United States dollars and all invoices shall be issued and paid in United States dollars. For the sake of clarity breakdown of costs should include details of all costs budgeted in local currency (if applicable) and translated to United States Dollars); and
- (c) The cost budget and any management fees shall be deemed to be inclusive of any and all taxes (including sales tax and VAT) and, further, shall be subject to any deduction or liability for withholding tax as may be applicable, provided that in such circumstances IBC shall deliver to the Successful Applicant(s) evidence that withholding taxes have been deducted and deposited with or paid to the relevant taxing authority and shall provide a certificate to the Successful Applicant(s) in accordance with the provisions of the relevant law.

Applicants are expected to provide detailed cost breakdowns of their fixed, variable and optional costs in the excel table format below.

**Executive Summary – ICC Events
Cost proposal on a per event basis**

	Items	Description - please provide specifics	UNIT	USD RATE	TOTAL USD
1	Media valuation (broadcast/digital)				-
1.1	Man hours (Senior Management and Experts)				-
1.2	Man hours (others)				-
1.3	Other costs. (please specify)				-
2	Valuation of tangible and intangible non broadcast assets				-
2.1	Man hours (Senior Management and Experts)				-
2.2	Man hours (others)				-
2.3	Other costs... (please specify)				-
3	Consumer Research				-
3.1	Man hours (Senior Management and Experts)				-
3.2	Man hours (others)				-
3.3	Other costs... (please specify)				-
4	Other costs	(only if applicable)			-
4.1	Initial research phase				-
4.2	Template Build Phase				-
4.3	Other costs (please specify)				-
GRAND TOTAL					-

**Executive Summary – Bilateral Cricket
Cost proposal on a bi-annual basis**

	Items	Description - please provide specifics	UNIT	USD RATE	TOTAL USD
1	Bilateral Cricket				
1.1	Man hours (Senior Management and Experts)				-
1.2	Man hours (others)				-
1.3	Other costs... (please specify)				-
1.4	Initial research phase				-
1.5	Template Build Phase				-
GRAND TOTAL					-

Please refer to the below when completing the Template tab

Quotation

*All costs detailed in the price quotation must be in United States dollars and all invoices shall be issued and paid in United States dollars. For the sake of clarity breakdown of costs should include details of all costs budgeted in local currency (if applicable) and translated to United States Dollars); and

*The cost budget and any management fees shall be deemed to be inclusive of any and all taxes (including sales tax and VAT) and, further, shall be subject to any deduction or liability for withholding tax as may be applicable, provided that in such circumstances IBC shall deliver to the Successful Applicant(s) evidence that withholding taxes have been deducted and deposited with or paid to the relevant taxing authority and shall provide a certificate to the Successful Applicant(s) in accordance with the provisions of the relevant law, and

Management Fee/ Margins

* We would appreciate and welcome transparency of Management Fees / Margins which are of course expected

Payment Terms

IBC's preferred payment schedule for the Event(s) shall be determined following a review of the information provided in Appendix F by the successful applicant/s

Formatting

* Please use the Headings that you use to Formulate your budget submission

* Please feel free to add or delete headings or sub headings which are or are not applicable

* The Template and Example Tables include formulas based on the current layout however, it is expected that the respondent will re-formulate the table to appropriately present the submission.