



International Cricket Council

Digital & Direct Marketing Services RFP

Expression of Interest (EOI)

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PROJECT	Digital & Direct Marketing Services RFP (2027-2029)
DATE OF RELEASE	October 23, 2026
KEY DATES	• October 23, 2026 – EOI Issued • October 30, 2026 – EOI Submissions Due • November 4, 2026 – RFP sent to successful EOI Applicants • November 13 – Deadline for receipt of enquiries, requests for information or clarification from Applicants • November 20, 2026 – Deadline for receipt by IBC of technical proposals from Applicants • November 30 – Confirmation of shortlist based on technical proposals • December 2026 – Appointment of Successful Applicant • January 1, 2027 – Commencement of Services

International Cricket Council Background

The ICC is the global governing body for cricket, the world's second most popular sport. As well as governing and administering the game with our Full and Associate Members, the ICC runs all ICC events – in particular, the Men's, Women's, and Under-19 World Cups, both ODI and T20, the World Test Championship Final and the Men's and Women's Champions Trophy events.

The strategic aim of the ICC's Digital Team is to fuel growth for the sport across the world by deepening love for the game. The Digital Team can drive that through world-class digital products backed by engaging content and marketing.

Cricket is uniquely placed to capitalise on changing media consumption trends, so with that in mind, the ICC's technology strategy is at an inflection point. The decisions we make, and the partners we choose, will have a huge impact on the future of the sport. Through this process, we hope to find partners that share our vision and can complement that with technical and strategic excellence.

Project Background

The ICC aspires to create direct customer relationships with the vast global audience of cricket fans and connect them with the content they value most. We strive to provide more value to our members and partners, and in turn grow interest in the game of cricket, deepening the connection that fans already have with the sport.

The International Cricket Council requires a digital marketing provider(s) that delivers solutions for Digital Marketing tools, platforms and integrations with ICC's providers and owned platforms (web, app, social), Digital Marketing support, Advertising Operations and Data Analysis.

Services

The RFP will cover the services below:

1. Digital and Direct Marketing Technology

- Assess, recommend, implement and manage an appropriate marketing technology stack to deliver the Services
- Advise ICC on opportunities to enhance its marketing technology capabilities, including the potential adoption of a Customer Data Platform (CDP) or equivalent audience management solution

2. Digital and Direct Marketing Services

- Year-round digital and direct marketing campaign planning, delivery and optimisation across email, push notifications, paid media and other direct-to-fan channels, supporting ICC Events (major and pathways) and priority fan engagement initiatives
- Audience segmentation and activation using demographic, behavioural, engagement and value-based insights from the ICC fan data warehouse
- Development and production of campaign assets across owned, earned and paid digital channels, aligning to ICC brand guidelines at all times
- Copywriting and content localisation tailored to audience segments, campaign objectives and channel requirements
- Audience lifecycle analysis, value measurement, reporting and dashboarding to support the planning, delivery and optimisation of year-round digital and direct marketing campaigns across ICC Events and other priority initiatives
- Integration with ICC data, technology and platform partners to support secure data flows, onboarding and operational continuity
- Application of AI-enabled tools and automation to improve resource efficiency, campaign effectiveness and audience engagement outcomes.

All costs, management and licences for any technology and software required for the solution must be included as part of any proposal and is the responsibility of the vendor to contract.

Key Timelines

The process to select the Digital and Direct Marketing Services partner(s) will be a two-step process, starting with this EOI before proceeding to a more detailed RFP. This EOI will be published on the ICC's website and is designed to allow the ICC to find the most suitable and experienced sport-focused digital providers. The next process will involve issuing a more detailed RFP document, with the opportunity for potential respondents to ask questions and clarify any aspect of the RFP at that time.

The process will culminate in each respondent submitting a written proposal for the ICC to review and select the successful applicant from.

The key dates for this selection process are:

- **October 23, 2026** – EOI Issued
- **October 30, 2026** – EOI Submissions Due
- **November 4, 2026** – RFP sent to successful EOI Applicants
- **November 13** – Deadline for receipt of enquiries, requests for information or clarification from Applicants
- **November 20, 2026** – Deadline for receipt by IBC of technical proposals from Applicants
- **November 30** – Confirmation of shortlist based on technical proposals
- **December 2026** – Partner Appointed
- **January 1, 2027** – Partner Begins

EOI - Information Required

At a high-level, the ICC is looking for an experienced sports-focused partner (or partners) who can provide both the platform and all the services required to build, enhance, and support the ICC's growth on digital through best-in-class services.

Partners will have experience working with other partners operating on a global scale. The ICC's products attract a huge audience, which only intensifies in the lead up to and during major events such as the Men's and Women's T20 World Cups and ICC Cricket World Cups. By way of example, during the recent Men's T20 World Cup, the ICC's owned and operated platforms attracted 40 million unique users. The event had over 14 billion video views, making it one of the most digitally engaged global cricket events ever for the ICC.

In addition, the ICC has a first party data warehouse of approximately 26 million records (17 million of which are marketable) and has ambitions to significantly grow this number – with the support of its partners – as we head towards the end of the current rights cycle and into the next.

Partners are asked to answer the below questions and return to the ICC, along with any initial supporting documentation, to digitalrfp@icc-cricket.com by 23:59 GMT on October 30, 2026.

Please add your answers to the questions as an extension of this document, keeping answers as brief as possible whilst remaining informative. If you need to supply supporting documentation, please send it back clearly labelled and denote the question it relates to.

Partners are welcome to submit a covering letter of no more than 3 pages outlining any other information you would like the ICC to consider.

EOI - Questions

Sports Domain Expertise

1. List any existing clients in the sports domain, for example governing bodies, clubs, federations, leagues, broadcast rights holders, and supply a short description of the technology and services provided.
2. List any major sporting events where your organisation has provided digital and direct marketing support for the organising federation or entity. Briefly describe two sports-focused projects your organisation is most proud of being involved in, and the impact those projects had on sports fans and commercial outcomes.
3. Does your organisation exclusively service clients in the sports domain? If not, please describe the other domains and industries your business supplies technology and services for which may be relevant.

CRM & Data Technologies

1. Please provide a list and brief description of products and technology your organisation delivers and maintains, for example, any relevant fan CRM and data platforms, audience insight tools and/or analytics dashboards etc.
2. Please describe how long your organisation has been delivering end-to-end solutions for clients and identify the technology you develop and which you deploy from third parties. Please outline any third-party tools you use in any similar projects of this scale and purpose.
3. Does your organisation have an established process when getting ready to support large events - describe how you ready the technology, infrastructure, support, and your teams to ensure major events are successful.

Insights and Analytics

1. Describe at a high level if your organisation has provided support to other federations/entities around implementing, tracking and analysing audience lifecycle analysis and value measurement.

Data Protection and Information Security

1. Please describe your organisation's approach to security and customer data management and list any certifications your organisation has received.