

CALLING EXPRESSION OF INTEREST (EOI)

**SPORTS BRAND LICENSING AGENTS
TO RUN SRI LANKA CRICKET’S MERCHANDISING
LICENSING PROGRAM (2026–2032)**

CONTRACT NO: SLC/ADM/301/2025



Sri Lanka Cricket (SLC), an iconic and internationally recognized cricketing brand, has earned global acclaim through its historic victories, including winning the ICC Men’s Cricket World Cup in 1996, the ICC Men’s T20 World Cup in 2014, and securing seven Asia Cup titles across both men’s and women’s formats. With a proud legacy and a worldwide following of passionate fans, SLC is poised to expand its brand presence through a global merchandising initiative.

SLC now invites Expressions of Interest (EOIs) from qualified and experienced Sports Brand Licensing Agents (firms) with a proven international track record in brand licensing and merchandising. The selected agency will be responsible for supporting the development, implementation, and management of the Sri Lanka Cricket Merchandising Licensing Program for the period 2026 to 2032.

By initiating this Merchandising Licensing Program, SLC aims to offer its global fan-base 24/7 access to official Sri Lanka Cricket-branded merchandising products, ensuring authenticity and quality across all markets.

SCOPE OF ENGAGEMENT

The selected Licensing Agent/s will be responsible for identifying and onboarding reputed and recognized vendors to design, develop, distribute, and sell a wide range of officially licensed SLC branded or co-branded products. These may include, but are not limited to:

- 1. Apparel
- 2. Accessories (Excluding player clothing and replica clothing until 31.03.2027)
- 3. Collectibles and
- 4. Other relevant product and service categories

THE PRIMARY RESPONSIBILITIES OF THE LICENSING AGENT/S

- 1. Advise SLC on the Licensing Business Model
- 2. Identify and evaluate potential vendors
- 3. Lead vendor negotiations
- 4. Monitor and Manage vendor relationships and performance
- 5. Ensure timely and accurate Royalty Reporting
- 6. Revenue Collection
- 7. Oversee other related aspects of the licensing program etc.

CATEGORIES OF EXPRESSION

Interested applicants may express interest in one or more of the following capacities:

- 1. Global Market Agent
- 2. Territory-Based Agent
- 3. Category-Based Agent (e.g., product lines such as apparel, collectibles, etc.)

ELIGIBILITY

EOIs are invited only from organizations that demonstrate proven expertise in sports brand licensing and merchandising, operational capability to manage multi-category, multi-territory programs, and strong networks, infrastructure and vendor relations in relevant markets and financial capability.

SUBMISSION REQUIREMENTS

Interested parties should submit their EOI via email to **slctenders@srilankacricket.lk**, clearly outlining, the Company Profile and Background, Scope of Interest (Global, Territory, or Category-based), Relevant Experience and Credentials and Strategic Approach and Capabilities for Delivering the Program **on or before 12 noon (SLST) of 28th August 2025**. For inquiries: contact: Media Manager via 94 77 3540102 or via **prasanna.rodriago@srilankacricket.lk**

SLC reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason. SLC also reserves the right to cancel the entire process and / or modify, add or alter the terms of the document and / or the conditions for tender process by issuing an addendum(s) at any time.

CHIEF EXECUTIVE OFFICER - SRI LANKA CRICKET