



REQUEST FOR PROPOSALS

MEDIA STRATEGY, BUYING AND PLANNING SERVICES (MEDIA AGENCY IN INDIA)

FOR THE

ICC WOMEN'S T20 WORLD CUP 2024

REQUEST FOR PROPOSALS

MEDIA STRATEGY, BUYING AND PLANNING SERVICES - ICC WOMEN'S T20 WORLD CUP 2024

1. INTRODUCTION

- 1.1 ICC Business Corporation FZ LLC ("**IBC**"), a wholly owned subsidiary of the International Cricket Council Limited (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 the ICC Event and to exploit all commercial rights pertaining to the ICC Event throughout the world.
- 1.2 IBC wishes to appoint a company to provide media strategy, buying and planning services including, without limitation, the services set out in Appendix B (the "**Services**") in connection with the ICC Event.
- 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 right to provide the 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 from Applicants with:
- (a) extensive proven experience in providing services similar to the Services;
 - (b) a strong financial position;
 - (c) sufficient resources (in particular staffing) to provide the Services; and
 - (d) trained personnel who are familiar with major international sporting events.
- 2.3 In submitting a Proposal for the right to provide the Services in respect of the ICC Event 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 **"ICC RFP – MEDIA STRATEGY, BUYING AND PLANNING SERVICES - QUERY"** to the following address:
- marketingRFP@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 address:
- marketingRFP@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 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 ICC Event and/or 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 in respect of the ICC Event or any part thereof.
- 5.3 Following consideration of the desirable contractual structure for the Services in light of the location and identity of the Successful Applicant, IBC may elect for the contracting party to be the host of the ICC Event, the LOC or other appropriate entity rather than IBC.
- 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 Event (including but not limited to the name, logo and trophy for the ICC Event) 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 Event 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 proposed 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>Committed Costs</i>	In the event of cancellation, relocation, postponement or change of format of the ICC Event for any reason (including Force Majeure (as defined under the Agreement)), IBC shall not be required to make any further payment of the fee for the ICC Event 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 ICC Event. 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 the 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.
<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>	<p>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.</p> <p>Additionally, 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</p>

Subject	Principle
	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>	<p>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.</p> <p>The Successful Applicant(s) undertakes and agrees that they will provide uncapped indemnity and hold IBC harmless from and against all costs and expenses (including reasonable legal costs), actions, proceedings, claims, demands and damages arising from a breach of the Successful Applicant's representations, warranties or undertakings contained herein or arising from the acts or omissions of the Successful Applicant.</p>
<i>Health and Safety</i>	The Successful Applicant(s) (and not IBC) will be responsible for, and will take all necessary steps to assure the health, safety and security of its employees, agents, contractors, volunteers or other persons engaged by or on behalf of the Successful Applicant(s) in connection with the performance of the Services (the Personnel) at all times while they are engaged in the performance of the Services, including (without limitation) while they are travelling to and from the host country of the ICC Event and the location(s) at which the Services will be provided; while they are staying in any hotel or other accommodation during their performance of the Services; and at all other times while they are in the host country, for the duration of the ICC Event. Any acts or omissions of IBC (or IBC's representatives) in connection with the Personnel's performance of the Services shall not relieve the Successful Applicant(s) of this responsibility.
<i>Governing Law</i>	The Agreement(s) will be governed by and interpreted in accordance with the laws of England and Wales.

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, a company incorporated under the regulations of the Dubai Development Authority with its registered address at DMC-BLD05-VD-G00-075, Ground Floor, Dubai Media City, United Arab Emirates and having its administrative office at Street 69, Dubai Sports City, Sheikh Mohammed Bin Zayed Road, PO Box 500070, Dubai, United Arab Emirates
"ICC"	means the International Cricket Council Limited, the international governing body for the sport of cricket.
"ICC Event"	means the ICC Women's T20 World Cup 2024.
"LOC"	means the local organising committee established by the ICC member board appointed to host the ICC Event.
"Match"	means any official cricket played as part of the ICC Event, 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 ICC Event.

APPENDIX B

SERVICES

The Successful Applicant shall be required to provide the services listed below in connection with the ICC Event, 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.

Match Schedule



The poster features a dark blue background with red and white abstract patterns. At the top, the 'T20' logo is stylized in white and red. Below it, the text 'ICC WOMEN'S T20 WORLD CUP 2024' is written in white. The word 'FIXTURES' is prominently displayed in large white letters, followed by the dates '3 OCTOBER - 20 OCTOBER 2024' in red. The fixture list is presented in a table with alternating blue and white rows. Match dates are on the left, followed by team names and their respective national flags, a 'V' for versus, another team name and flag, and the venue name. A red bar highlights the semi-finals, and a blue bar highlights the final. At the bottom, two groups are listed: Group A (Australia, India, New Zealand, Pakistan, Sri Lanka) and Group B (South Africa, England, West Indies, Bangladesh, Scotland). A legend at the bottom indicates that yellow stars denote day matches starting at 2 PM GST, and red stars denote night matches starting at 6 PM GST.

Date	Team 1	Team 2	Venue
Thursday, 3 October *	BANGLADESH	SCOTLAND	Sharjah Cricket Stadium
Thursday, 3 October	PAKISTAN	SRI LANKA	Sharjah Cricket Stadium
Friday, 4 October *	SOUTH AFRICA	WEST INDIES	Dubai Intl Cricket Stadium
Friday, 4 October	INDIA	NEW ZEALAND	Dubai Intl Cricket Stadium
Saturday, 5 October *	BANGLADESH	ENGLAND	Sharjah Cricket Stadium
Saturday, 5 October	AUSTRALIA	SRI LANKA	Sharjah Cricket Stadium
Sunday, 6 October *	INDIA	PAKISTAN	Dubai Intl Cricket Stadium
Sunday, 6 October	WEST INDIES	SCOTLAND	Dubai Intl Cricket Stadium
Monday, 7 October	ENGLAND	SOUTH AFRICA	Sharjah Cricket Stadium
Tuesday, 8 October	AUSTRALIA	NEW ZEALAND	Sharjah Cricket Stadium
Wednesday, 9 October *	SOUTH AFRICA	SCOTLAND	Dubai Intl Cricket Stadium
Wednesday, 9 October	INDIA	SRI LANKA	Dubai Intl Cricket Stadium
Thursday, 10 October	BANGLADESH	WEST INDIES	Sharjah Cricket Stadium
Friday, 11 October	AUSTRALIA	PAKISTAN	Dubai Intl Cricket Stadium
Saturday, 12 October *	NEW ZEALAND	SRI LANKA	Sharjah Cricket Stadium
Saturday, 12 October	BANGLADESH	SOUTH AFRICA	Dubai Intl Cricket Stadium
Sunday, 13 October *	ENGLAND	SCOTLAND	Sharjah Cricket Stadium
Sunday, 13 October	INDIA	AUSTRALIA	Sharjah Cricket Stadium
Monday, 14 October	PAKISTAN	NEW ZEALAND	Dubai Intl Cricket Stadium
Tuesday, 15 October	ENGLAND	WEST INDIES	Dubai Intl Cricket Stadium
Thursday, 17 October	SEMI FINAL 1		Dubai Intl Cricket Stadium
Friday, 18 October	SEMI FINAL 2		Sharjah Cricket Stadium
Sunday, 20 October	FINAL		Dubai Intl Cricket Stadium

GROUP A AUSTRALIA, INDIA, NEW ZEALAND, PAKISTAN, SRI LANKA
GROUP B SOUTH AFRICA, ENGLAND, WEST INDIES, BANGLADESH, SCOTLAND

* DAY MATCHES START AT 2 PM GST NIGHT MATCHES START AT 6 PM GST

Event Vision

More fans around the world than ever before for a women's T20 World Cup

Event Mission

Drive further growth of women's cricket by delivering a world class event

ICC Event Objectives

Connect with the world

- Maximise attendance in stadia and global engagement
- Actively engage new audiences and participants
- Connect our fans around the world through both in stadia and digital experiences
- Bringing the ICC Event to life in communities throughout Host Cities
- Building meaningful partnerships to support world class event delivery

Entertain the world

- Create engaging and entertaining atmosphere in stadia
- Deliver world class broadcast digital and in stadia experiences
- Provide optimal conditions to showcase the world's best cricketers

Inspire the world

- Building heroes through 100% Cricket
- Meaningful grassroots and community engagement
- Inclusive Schools and club program
- Empower women and girls through cricket in partnership with UNICEF

Excellence in our world

- Deliver a safe, secure event with integrity
- Optimise financial return
- Operate with excellence and a high-performance culture
- Maximise benefits for partners

OVERVIEW OF THE SCOPE OF SERVICES

The IBC intends to appoint a media planning and buying agency in India to develop and deliver end to end media solution for the ICC Event campaign including strategically developing, planning and executing the following:

Media Buying

- Provision of strategy, planning, buying and delivery processes including post analysis.
- The media buying process must also include a detailed channel selection plan for TV and digital with supporting documentation.
- Supply of detailed media plans and any updates or amendments to those plans (as required).
- Post analysis must include proof of appearances and reconciliation of campaigns outlining performance. It must also include key learning and actions.
- Digital post analysis would include regular (or as required) optimisation reviews to maximise outcomes.

Media Planning

- Identification and selection of channels and setting relevant goals per channel.
- Ensure full collaboration with other agencies/internal and external stakeholders as instructed by IBC.

Investment Management

- Provide detailed schedule of best in market media rates and value gained
- Agency trading to deliver best commercial benefit to IBC.
- Provide media bought schedules in accordance with approved media plans and outline justification.

Campaign Objectives

- Target is to reach all heavy and medium viewers of Men's World Cup with the media plan ~143 mn at 2+ U+R.
- Optimize for reach in urban only basis the over indexation of viewers in urban.
- Awareness and consideration plan, we should look at minimizing CPRP given ROAS will not be easily measurable
- Given the estimated spends, we propose media spend on TV and digital. TV as the lead medium followed by digital and optimizing for the highest possible unique reach across the mediums
- The primary audience for women's cricket is heavy and medium viewers of cricket which is an older audience on TV. Hence, TV spending may be optimized on an older audience. However, for digital, the viewers of women's cricket are a younger audience in the age group of 15-30 and hence digital plans may be built for that audience
- Plan be split into launch (up to 6 Oct) and sustenance with a split of 80:20 on the spends

Agency Deliverables

The Preferred Respondent will clearly outline in their proposal how we leverage the buildup and create a noise in India like no other around the ICC Event.

Opportunity Sizing & Target Audience Ratification

Demographic and psychographic mapping to include:

- a) Cricket fan insights and agency non-fan insights
- b) What is the size of the core and non-core audience
- c) What are the key metrics to differentiate between the two audiences (demographics or psychographics)
- d) What are their cohorts and where are these cohorts present across all mediums in online and offline media
- e) What cohorts, affinity/passion points are recommended in targeting, justify with potential opportunities, share the strategy to own Share Of Voice (SOV) and the estimate funnel results
- f) How do we look at building incremental reach/frequency from the announcement to (refer to milestones) the commencement of the ICC Event to build excitement, tune-ins and high chatter around the ICC Event? How do we plan always ON/retargeting audiences

Media strategy

Support the development of an integrated Strategic Marketing Plan

- a) What is the media strategy to create an integrated media plan and reach & interact with ~143 mn at 2+ U+R leading up to/and the end of the ICC Event
- b) What should be the Media Strategy Playbook and Mediums

- c) What's the role of each platform.
 - a. Strategic Approach (across mediums)
 - i. Reach + Frequency Building

Media planning

- a) How does all the strategy flow into the planning funnel?
- b) What does the media mix and investment mix look like for each of the campaign types?
- c) What is the role of each platform and how do we avoid duplication and increase the KPIs
- d) Audience Planning Methods & Data Partners being used for planning & targeting.

Media buying

- a) What is the media buying playbook to ensure efficient utilization of budgets and maximize Return on Advertising Spend (ROAS)?

- b) What should be our TV and Digital media buying strategy to deliver optimal geo mix, channel mix, placement etc. towards achieving the plan KPIs & best in category cost efficiency?
- c) What should be our integrated media buying strategy for multi-media networks (e.g.: Star Network)

Campaign Measurement:

- d) Proposed ROAS measurement & optimisation framework for all media
- e) Proposed research / data sources / tech / analytics solutions to execute the framework.
- f) Campaign Dashboarding & Always-On-Reporting - especially for online media including all platforms.
- g) Campaign Measurement & Optimisation on Audience/Geography/Creative level Performance
- h) Frequency of Reporting x Medium
 - i) Reporting Learning (and the lead-time required) to implement learnings across the plan.
 - ii) Approach for applying learnings to drive media buying efficiencies.

Data

- a) Please recommend a holistic approach & framework for capturing & leveraging 1st party data, and utilising 3rd party data ecosystem towards refining audience cohorts for targeting and effective delivery of KPIs.
- b) Ensure compliance with all data protection & privacy regulations as applicable.

Budget

The overall budget is still being finalized; however, all parties have agreed that the media budget will be of a nature to finance a world-class event.

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/events? Please also highlight any specific relevant experience in the international cricket market?
2. What is the global sport events experience (specifically cricket experience) of the personnel, which the Applicant will use for the delivery of the Services?
3. What relevant experience does the Applicant have in the relevant Venues identified for the ICC Event?
4. How will the Applicant's 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 for the ICC Event?
5. What innovations, concepts, products or processes has the Applicant previously introduced in the delivery of services of a similar nature to the Services? How will the Applicant apply any of the foregoing to the Services?
6. What other events would your organisation be charged with delivering from September 2024 and during the time of the ICC Event?
7. Please provide details of any other relevant enhancement that the Applicant may have to offer IBC.

Operational Criteria

8. Please provide an in depth "reverse brief" in which the Applicant 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.

Organisational Criteria

12. Please include a detailed staffing plan of how the Applicant intends to deliver of 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.

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).

13. How will the structure, composition and experience of the Applicant's project team ensure delivery of the Services in line with the required timescales?
14. 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.

Sustainability and Ethical Business Practices

15. 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.
16. 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.
17. 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.
18. 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

19. Please detail the total cost of the Proposal as referenced in Appendix F. The Proposal 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 Proposal should include a line-by-line breakdown of expenses. Full assumptions and specific costs should include details of all costs budgeted in local currency (if applicable) and translated to United States Dollars) and provided to support how the pricing has been structured and expressing the validity of the pricing structure.
20. 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:

	Date *
RFP published on ICC website and sent to potential Applicants	29 August 2024
Deadline for receipt of enquiries, requests for information or clarification from Applicants	5 September 2024
Deadline for receipt by IBC of Proposals from Applicants	9 September 2024
Selection and appointment by IBC of the Successful Applicant	11 September 2024

* 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 reserves the right to determine its preferred payment schedule in light of the Proposal received from the Successful Applicant.
- (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.
- (d) Applicants are expected to provide detailed cost breakdowns of their fixed, variable and optional costs in an excel table format as below.

APPENDIX F – PRICE QUOTATION TEMPLATE

	Cost proposal based on specific RFP scope	Description please provide specifics	UNIT	RATE		TOTAL USD
	Items			Local Currency	USD	
1	Scope of service					-
1.1						-
1.2						-
1.3						-
1.4						-
1.5						-
2	Additional Service (as proposed)					-
2.1						-
2.2						-
2.3						-
2.4						-
2.5						-
3	Other costs (if applicable)					-
3.1						-
3.2						-
3.3						-
3.4						-
3.5						-
GRAND TOTAL						-

APPENDIX F - TERMS AND CONDITIONS

Please refer to the below when completing the excel 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 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.