

EXPRESSION OF INTEREST EVENT MANAGEMENT SERVICES

BACKGROUND

The International Cricket Council (ICC) is the global governing body for cricket and is committed to growing and developing the game worldwide. As part of its broader development initiatives, the ICC created **criiio** – a self-sustaining and universally accessible cricket playing experience that celebrates the many forms and expressions of cricket as played around the world.

As an extension of this initiative, the ICC – in partnership with a commercial entity – will be launching the **criiio Cricket Festivals**, a programme specifically designed to engage **women and girls** across India by offering a fun-first cricket experience. The Festivals aim to introduce the sport to young women, offer a platform for participation, and potentially identify talent for future growth within the sport

PROJECT OVERVIEW

In **2025**, the **selection camps** and the **criiio Regional Festivals** will take place in **four cities** across India, with each city hosting **two events**, resulting in a total of **eight (8) Regional Festivals**. These cities will be strategically selected from across the **West, Central, South, and East** zones of the country. The exact locations will be confirmed in due course.

The winners of each Regional Festival will advance to participate in the **criiio Cup**, to be staged during the **semi-finals/finals of the ICC Women's Cricket World Cup 2025**, offering national exposure and a once-in-a-lifetime experience.

In **2026**, the programme will expand, with the **Selection Camps** and **Regional Festivals** being conducted in **eight cities** across India, maintaining the same competition format.

INVITATION TO SUBMIT AN EXPRESSION OF INTEREST

The ICC invites **interested and qualified organisations** to submit an Expression of Interest (EOI) to **design, develop, and deliver** the criiio Cricket Festivals in India.

The successful partner(s) will be expected to:

- Conceptualise and execute grassroots cricket festivals focused on inclusivity and fun-first engagement
- Ensure widespread participation of young women and girls aged 15 and above
- Manage logistics, staffing, operations, and community engagement for each Regional Festival and the criiio Cup
- Align delivery with ICC's brand and strategic vision
- Support the ICC in creating measurable development outcomes through the programme

WHO SHOULD APPLY

This EOI is open to organisations with demonstrated experience in:

- Grassroots sports development, especially women-focused programming
- Event and festival management at a regional or national scale
- Community engagement
- Working with youth audiences in India

SUBMISSION DETAILS

Interested parties are invited to submit their EOI including:

1. A brief overview of the organisation and its relevant experience
2. An outline of proposed approach/methodology to deliver the festivals
3. Examples of similar programmes or events previously executed
4. Key team members and operational capacity

Please submit your EOI by **27th May 2025** to:

Address it to Aditi Parikh and send it to rfp.criio@icc-cricket.com

Following the review of EOIs, applicants will be invited to participate in a more detailed Request for Proposal (RFP) process.

For any queries, please contact Aditi Parikh on +971 549949367