

ICC SOCIAL MEDIA TENDER FAQ

WHAT ARE THE PACKAGES THE ICC ARE TAKING TO MARKET AS PART OF THIS ITT?

This ITT is for certain markets as specified and the rights to Men's and Women's ICC events from 2024 - 2027.

Territory – Global

- Three packages are available
 - Package 1 – 2024 Events
 - Package 2 – 2024-2025 Events
 - Package 3 - 2024-2027 Events

The Process

- Bids are being invited from Social Media Platforms to become ICC's Official Social Media Partner for the next cycle.
- Bidders will also be able to outline their vision for cricket to the ICC, particularly for the Women's cricket.

The Events

Men's Events

Event	Host(s)	Teams / Matches	Dates
ICC Men's T20 World Cup 2024	USA & West Indies	20 / 55	1-29 June 2024
ICC Men's Champions Trophy 2025	Pakistan	8 / 15	February 2025
ICC World Test Championship Final 2025	England	2 / 1	June 2025
ICC U19 Men's Cricket World Cup 2026	Namibia & Zimbabwe	16 / 41	January 2026
ICC Men's T20 World Cup 2026	India & Sri Lanka	20 / 55	February 2026
ICC World Test Championship Final 2027	TBC	2 / 1	June 2027
ICC Men's Cricket World Cup 2027	South Africa, Zimbabwe & Namibia	14 / 54	October – November 2027

Women's Events

Event	Host(s)	Teams / Matches	Dates
ICC Women's T20 World Cup 2024	Bangladesh	10 / 23	September – October 2024
ICC U19 Women's T20 World Cup 2025	Malaysia & Thailand	16 / 41	January 2025
ICC Women's Cricket World Cup 2025	India	8 / 31	October – November 2025
ICC Women's T20 World Cup 2026	England	12 / 33	June 2026
ICC U19 Women's T20 World Cup 2027	Bangladesh & Nepal	16 / 41	January 2027
ICC Women's T20 Champions Trophy 2027	Sri Lanka	6 / 16	February 2027