

INVITATION TO TENDER PROCESS – **ICC MEN’S CRICKET WORLD CUP 2027, MARKETING & PR SERVICES**

ICC Business Corporation FZ LLC (IBC), a wholly owned subsidiary of the International Cricket Council Limited (ICC), would like to conduct a tender process to appoint a service provider to deliver Marketing and PR services for the ICC Men’s Cricket World Cup 2027 which will be staged across South Africa, Zimbabwe and Namibia in October – November 2027.

The ICC Men’s Cricket World Cup aims to inspire, excite and connect with cricket fans globally. To support this ambition, IBC is seeking to appoint an experienced Marketing & PR Services Provider to develop and deliver an integrated marketing and communications plan that builds awareness, drives engagement and generates excitement in the lead-up to and throughout the tournament. The appointed provider will work closely with the ICC, Cricket World Cup Local Organising Committee (LOC), and relevant stakeholders to support campaign strategy, creative and content development, milestone activation delivery, media engagement and amplification across key markets, ensuring an effective and measurable approach to promoting the ICC Men’s Cricket World Cup.

Interested applicants may request the tender documentation by submitting the following information by email as soon as possible and no later than **17h00 GST, 27 August 2026** to: marketingitt@icc-cricket.com with the subject line “[**AGENCY NAME**] – ICC MEN’S CWC 2027 – Marketing & PR Services”

- Full legal name, company number and registered address.
- A signed non-disclosure agreement, the template for which is available [here](#).
- Company portfolio in downloadable document (ideally PDF) no more than 15 pages, outlining credible experience delivering Marketing & PR services for major global sporting events particularly in, but not limited to, Southern Africa. Applicants without suitable experience, supported by case studies and examples, will be deemed ineligible to receive the ITT documentation
- Contact information of project lead.

Following the receipt of expressions of interest, IBC will issue the project brief to applicants that meet the selection criteria and have signed IBC’s standard non-disclosure agreement.