



INVITATION TO TENDER –

Media Strategy, Buying and Planning Services (Media Agency in India)

ICC Men's T20 World Cup 2024 West Indies/USA

Commercial in Confidence

Date of Issue: 1st March 2024
Submission Deadline 22nd March 2024

Introduction

Background

Twenty20 cricket is the exciting growth format of the sport and every two years the T20 World Cup is a special event in the calendar.

The ninth installment of the ICC Men's T20 World Cup, originally inaugurated in South Africa in 2007, is scheduled to take place in the West Indies, and marking the historic first occurrence of a major ICC Global Event being hosted in the United States in June 2024. The event is a four-week spectacle of non-stop thrills and provides a platform for the world's best cricketers to showcase their sporting prowess.

For the first time, the ICC Men's T20 World Cup (the “**Tournament**”) will feature 20 teams, an increase from 16 teams in the last tournament, held in Australia in 2022.

The International Cricket Council (the “**ICC**”) is the international governing body for cricket and, acting through its wholly owned financial and commercial arm, ICC Business Corporation FZ LLC (“**IBC**”), owns or controls all the commercial rights to the Tournament.

Cricket West Indies (“**CWI**”) is the governing body for cricket in the West Indies and T20 World Cup USA Inc (“**T20WC USA Inc**”) is the USA entity for the Tournament. Both have been appointed as the host of the Tournament to organise, promote and deliver 55 matches over 4 weeks in multiple venues, preceded by up to 40 warm-up matches and climaxing in a final that will engage more than one-fifth of the world’s population.

The Tournament

The Tournament has set itself ambitious goals and aims to be the greatest ICC Men's T20 World Cup ever held. Based on previous results of ICC Men's T20 World Cups, T20WC 2024 expects to stage the third most viewed sports event in the world, behind only the Summer Olympics and the FIFA World Cup.

T20WC 2024’s ambition extends beyond the cricket field. Its aim is to motivate communities worldwide to pick up a bat and ball and share in the excitement of cricket’s greatest spectacle. The Tournament also provides a valuable opportunity to showcase iconic locations and landmarks throughout the West Indies and USA to significant audiences around the world. It is a unique platform for tourism and trade globally.

The IBC wishes to appoint one company to provide media strategy, buying and planning services in India including, without limitation, the services set out in Part C (Scope of Work) (the “**Services**”), in connection with the Tournament on the terms and subject to the conditions set out in this Invitation to Tender (“**ITT**”).

The IBC thanks you for your interest and look forward to receiving your response to this ITT.

INVITATION TO TENDER (ITT)

Media Strategy, Buying and Planning Services (Media Agency)

CONTENTS

The purpose of this ITT is to invite interested and qualified Respondents to submit Proposals for the right to provide the Services in connection with the Tournament and subject to the terms and conditions set out in this ITT.

This ITT is comprised of the following documents:

- PART A ITT Conditions
- PART B Submission Deadline and Evaluation Criteria
- PART C Scope of Work
- APPENDIX 1 Proposal Response Template

Unless otherwise defined elsewhere, capitalised terms used in this ITT shall bear the meanings given to them in Part A (ITT Conditions).

This ITT is no more than an invitation to tender and constitutes neither a contract nor an offer which is capable of acceptance by any Respondent.

A condition of any successful Respondent being appointed by the IBC is the execution of the Agreement by said Respondent. Should there be any conflict between the Agreement and any element of this ITT, the Agreement, once executed, shall prevail.

All enquiries in connection with this Invitation to Tender should be directed to:

Email: marketingITT@icc-cricket.com

Part A
ITT CONDITIONS

1. Interpretation

In this ITT, unless the context otherwise requires:

“Agreed Purpose” has the meaning given in clause 2.20 of this Part A (ITT Conditions).

“Agreement” means the each long-form agreement executed between the IBC and the Successful Respondent which sets out the terms and conditions which govern the provision of Services.

“Confidential Information” means all documents, information, know-how and data, in any form, and in any media relating to or concerning the Tournament, this ITT, Host, the IBC, the ITT Process and/or otherwise connected with any of the foregoing which is or comes into a Respondent’s possession and would reasonably be regarded as confidential, including but not limited to:

- (a) strategies, projects, policies and business plans.
- (b) financial information;
- (c) marketing and advertising concepts, plans and materials; and
- (d) drawings, designs, patterns, samples, models, plans, trade-marks and logos,

but excluding information which:

- (e) is in or comes into the public domain otherwise than as a result of a breach of this ITT;
or
- (f) at the time of first disclosure to or observation by the Respondent is proven to already be in the Respondent’s lawful possession.

“Function” means any ICC-designated official event or function taking place in relation to the Tournament, including media, ticketing and event launches, opening and closing ceremonies or dinners, press conferences, hospitality functions, promotional events and Tournament-related workshops.

“Host” means the ICC member appointed by ICC to host the Tournament.

“IBC, means ICC Business Corporation FZ LLC, which has its registered address at DMC-BLD05-VD-G00-075, Dubai Media City, United Arab Emirates, and its administrative office at Street 69, Dubai Sports City, Sheikh Mohammad Bin Zayed Road, P.O. Box 500070, Dubai, United Arab Emirates

“ICC” means the International Cricket Council, the official international governing body of cricket.

“ITT” means this Invitation to Tender, including all of its appendices and as amended, supplemented or replaced from time to time.

“ITT Conditions” means the terms and conditions that govern the ITT Process as set out in this Part A.

“ITT Documents” means the following documents (including any amendments, supplements and/or replacements to such documents), provided to the Respondents by IBC including without limitation:

- ITT cover letter.
- ITT Conditions.
- Annexures.
- Scope of Work.
- Proposal Response Template;
- Agreement; and
- any drafts, schedules and/or annexure of the above documents and any other documents required to be submitted by the Respondent pursuant to this ITT.

“ITT Process” means the entire procedure conducted by the IBC to select and appoint the Successful Respondent(s) for the provision of the Services and the subsequent negotiation, finalisation and execution of the Agreement(s).

“Laws” means the requirements of all applicable statutes, rules, regulations, proclamations, ordinances or by-laws present or future.

“Marks” means all marks and logos registered or unregistered designated by the ICC For use in relation to the Tournament, including without limitation the Tournament name, look and feel, logo, mascots, trophy and any slogans.

“Match” means any cricket match forming part of the Tournament, including any warm-up Matches.

“Proposal” means a proposal by the Respondent in response to this ITT, together with any subsequent clarifications.

“Proposal Response Template” means the template to be used by the Respondent for its Proposal, in the form set out in Appendix 1.

“Public Announcements” means any release, comment, provision or disclosure of any information to any media entity or anyone engaged in the provision of information to the public.

“Respondent” means any person which is considering whether or not to submit or which submits a Proposal in response to this ITT.

“Scope of Work” means the document that sets out the background information on the Tournament, the purpose of the ITT and describes in detail the Services to be provided to IBC, CWI & T20WC USA Inc. by the Successful Respondent, as set out in Part C.

“Services” means the provision of the Services outlined in the Scope of Work.

“Statement of Compliance” means the statement to be completed and executed by the Respondent as part of its Proposal, as set out in Schedule 1 of the Proposal Response Template in Appendix 1.

“Submission Deadline” means the time and date for the close of this ITT nominated by IBC and outlined in clause 3 of this Part A (ITT Conditions) which can be changed by IBC at its discretion.

“Successful Respondent” means the Respondent or Respondents selected by the IBC to provide the Services pursuant to the ITT Process.

“Tournament” means all Matches and Functions forming part of the ICC Men’s T20 World Cup 2024 tournament which is currently scheduled to be held in West Indies and USA from 1 to 29 June 2024.

2. ITT Conditions

Status of ITT Conditions and Scope of Work

- 2.1 In participating in the ITT Process and/or submitting a Proposal, Respondents agree to be bound by and accept the terms and conditions set out in this ITT and they shall procure that other relevant parties, including any third-party agencies acting on their behalf, agree to be bound by and accept such terms and conditions.
- 2.2 These ITT Conditions apply on receipt by the Respondent of this ITT. If a Respondent does not accept all of these ITT Conditions it must immediately return this ITT to IBC and the Respondent will not be entitled to participate further in the ITT Process.
- 2.3 In the event of any inconsistency between these ITT Conditions and any other communication between the IBC and any Respondent (with the exception of the Agreement), these ITT Conditions will prevail.
- 2.4 The Scope of Work as outlined in Part C, which forms part of the ITT, sets out information in relation to the IBC operations, the purpose of the ITT and a description of the Services to be provided by the Successful Respondent.
- 2.5 The IBC reserves the right, at any time during the ITT Process (including after the Submission Deadline), to change any aspect of this ITT, to issue any separate amendment or addendum to this ITT (which will become part of this ITT upon issue), to



issue an amended ITT in place of this ITT, to refuse to consider any Respondents or to withdraw this ITT. Respondents acknowledge that the IBC may decide to organise the Services

on its own or without appointing any third party and that the IBC may increase, decrease, suspend, discontinue and/or modify its requirement for the Services in respect of the Tournament.

Information provided by the IBC, CWI & T20WC USA Inc.

- 2.6 All information in relation to the ITT Process provided by the IBC whether in the ITT Documents or otherwise orally or in writing, is provided in good faith to assist Respondents to assess and respond to the ITT. The information does not intend to exhaustively cover every element of the proposed opportunity.
- 2.7 Neither the IBC nor any of its officers, employees, representatives, agents and/or advisers makes any representation or warranty or accepts any responsibility for the accuracy or completeness of the information contained in this ITT or in any subsequent correspondence by the IBC in relation to this ITT Process, nor shall they be liable for any loss or damage suffered by any Respondent or any other third party as a result of any inaccuracy or inadequacy in any information provided to the Respondent, or any reliance on this ITT or any subsequent communication with the IBC.

Respondent must make own investigations and enquiries.

- 2.8 The Respondent accepts that it must not rely solely on the information provided by the IBC when considering whether to participate in the ITT Process. The Respondent acknowledges that it must make all necessary investigations for it to become thoroughly informed about the subject matter of the ITT Process and the Services and that it is the Respondent's responsibility to interpret and assess the relevance, accuracy and adequacy of the information provided by the IBC.
- 2.9 The Respondent will be expected to have examined all information which is relevant to the risks, contingencies and other circumstances which could affect its Proposal and which is obtainable by it by making reasonable enquiries. If oral statements are made at any time during the ITT Process which the Respondent considers important, it should request confirmation in writing from the IBC. A non-written response to any Respondent request for information or clarification will not be binding on the IBC.
- 2.10 The Respondent may request clarification or elaboration from the IBC of any of the ITT Documents or other information provided during the ITT Process. All requests must be made in writing to the nominated email address. The IBC shall, where possible, respond to reasonable requests for clarification or elaboration made by Respondents at any time during the ITT Process. The IBC shall attempt to respond to all requests in as expeditious a manner as possible and in such a form as the IBC considers appropriate. The IBC reserves the right to make its response to any request from any Respondent available to all relevant Respondents without revealing the identity of the initial enquiring party.
- 2.11 The IBC may not be able to provide responses and/or additional information to all requests for clarification or elaboration relating to this ITT Process and it shall definitely

not be able to do so if such requests are sent less than 5 (five) business days before the Submission Deadline.

Intellectual property

- 2.12 Each Respondent acknowledges that any and all intellectual property rights of the IBC and the Host (including, without limitation, to the Marks and other intellectual property rights relating to the Tournament) remain the exclusive property of the ICC and/or Host (as appropriate).
- 2.13 The Respondent is not permitted to use or reproduce Marks (or any other intellectual property owned or controlled by the IBC during and subsequent to the ITT Process without prior written approval from the IBC, which includes, for the avoidance of doubt, the use or reproduction of the Marks in the Proposal.
- 2.14 The Respondent acknowledges and agrees that all intellectual property rights, including but not limited to, copyrights, patents, trade-marks, designs, brand names, logos, data, circuit layouts, clothing, digital images, photographs, artwork and Confidential Information discovered, developed or otherwise coming into existence as a result of, for the purposes of, or in connection with the ITT Process will vest in, and are assigned to, the IBC on creation. The Respondent must execute, and must procure that relevant third parties execute, all documents and do all things required to give effect to this clause.
- 2.15 If any material, matter or thing (including software, documentation or data) is owned by the Respondent and such material, matter or thing is incorporated in or attached to any intellectual property owned by IBC (whether pursuant to this clause or otherwise), the Respondent grants IBC (as applicable) a perpetual, irrevocable, transferable and royalty free license (including the right to sub-license) to exercise all intellectual property rights in such material, matter or thing for the purpose of accessing and using the intellectual property owned by IBC as referred to in this clause.
- 2.16 The IBC acknowledges that nothing in clauses 2.14 or 2.15 of these ITT Conditions purports to assign any rights in any underlying concepts, processes and technologies referred to in any Proposal which were created or developed by the Respondent prior to the Respondent's participation in this ITT Process or to any pre-existing trademark of the Respondent.
- 2.17 The Respondent warrants that all materials submitted as part of the Proposal will be original and that any reproduction or other use of the materials will not infringe the intellectual property rights (including any copyright or patents) of any third party and the Respondent shall indemnify and hold harmless the IBC with respect to all and any liability arising out of or in connection with any claim by a third party that such reproduction or use of materials infringes its intellectual property rights.

IBC property

- 2.18 Any documentation and copyright in all documentation provided to the IBC in a Proposal or otherwise in response to this ITT by the Respondent shall upon delivery to

the IBC belong and/or accrue exclusively to IBC. No Respondent 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 ITT.

- 2.19 ITT Documents must be returned to the IBC or securely destroyed upon request by the IBC, whether a Proposal is submitted or not. A Respondent must not use or disclose the ITT Documents in any way or for any purpose not connected with the preparation and submission of a Proposal.

Confidentiality and Public Announcements

- 2.20 The Respondent undertakes to:
- (a) keep secret and treat as confidential the Confidential Information;
 - (b) only use the Confidential Information for the purposes of considering whether to respond and providing a Proposal to this ITT (the “**Agreed Purpose**”); and
 - (c) ensure that any person to whom it discloses Confidential Information in accordance with these ITT Conditions only uses the Confidential Information for the Agreed Purpose.
- 2.21 The Respondent must not, without the IBC prior written consent (which consent may be withheld by the IBC in its sole and absolute discretion):
- (a) use or permit any person to use the Confidential Information for any purpose other than the Agreed Purpose;
 - (b) permit unauthorised persons to have access to places where Confidential Information is displayed, reproduced or stored; or
 - (c) make or permit any copying, scanning, transcribing, re-writing or otherwise recording the Confidential Information or any part of it in any way other than for the Agreed Purpose.
- 2.22 The Respondent must:
- (a) establish and maintain effective security measures to safeguard Confidential Information of the IBC and IBC from access or use not authorised by these ITT Conditions; and
 - (b) keep Confidential Information under its control.
- 2.23 The Respondent must immediately, at the IBC written request:
- (a) return to the IBC
 - (b) destroy and certify in writing to IBC the destruction of; or
 - (c) destroy and permit the IBC to witness the destruction of all Confidential Information of the IBC in the Recipient’s possession or control.
- 2.24 The Respondent must not make any Public Announcements in relation to this ITT Process or any matters relating to it unless it first obtains written consent from the IBC. If the Respondent makes any Public Announcement at any time without the prior written consent of the IBC, then, without prejudice to any other right or remedy available to it, the IBC reserves the right to reject the Proposal without notice, whether or not the

Respondent has been advised it is successful or unsuccessful. IBC reserves its right to pursue all additional or alternative remedies available to it to the fullest extent of the law.

- 2.25 The Respondent must not create or seek to create any association (whether promotional, commercial or otherwise) with any of the Tournament, the Host, IBC, ICC or the Marks, in each case whether in relation to this ITT Process or otherwise.

3. Submission of Proposal

- 3.1 The Respondent shall submit its Proposal, in English, using the Proposal Response Template, on or before 5pm (ECT) on the Submission Deadline set out in Part B (Submission Deadline and Evaluation Criteria).

- 3.2 Respondents are to seek appropriate commercial and legal advice and guidance before submitting a Proposal. Once Proposals have been received by the IBC no further commercial or legal revisions that constitute a change to the Respondent's original Proposal will be accepted.

- 3.3 Each Proposal submitted by a Respondent must:

- (a) be in the form of the Proposal Response Template;
- (b) include all information required by this ITT (including, in particular, the Proposal Response Template). If any information is not included or any requirements of the ITT or the ITT Conditions are not met, the facts and reasons for the Respondent doing so must be clearly set out in the Statement of Compliance in the Proposal Response Template. The IBC may at its absolute and sole discretion reject any Proposal that does not strictly comply with the requirements of the ITT or ITT Conditions;
- (c) be authorised by the Respondent or by an authorised representative of the Respondent. The Respondent must provide evidence of any authorisation on request by the IBC.;
- (d) be submitted before the Submission Deadline; and
- (e) be clearly marked "*Request for Proposal – Media Strategy, Buying and Planning Services (Media Agency)*"; and

The Respondent shall submit its Proposal in accordance with the following process. Each Proposal shall be sent via email to ***marketingITT@icc-cricket.com***

Non-compliant Proposals

- 3.4 IBC will not be obliged to consider any Proposal submitted later than the Submission Deadline or otherwise not totally in accordance with the ITT Conditions (although it may consider such a Proposal at its sole discretion).

- 3.5 Proposals having alterations, erasures or in which any price(s) in the price schedules are not clear and legible may be excluded from consideration at the sole and absolute discretion of IBC. Where any prices in the price schedules are inconsistent the lower price will prevail.

Extension of Submission Deadline

- 3.6 IBC may extend the time for a Respondent to lodge a Proposal at its discretion at any time prior to the Submission Deadline by giving written notice of the extension to the Respondent.

Binding and irrevocable offer

- 3.7 The submission of a Proposal will constitute a binding and irrevocable offer by the Respondent to provide the Services to IBC in accordance with the Proposal, which offer cannot be amended or withdrawn after its date of submission (in either case unless requested by the IBC).
- 3.8 IBC may treat the Proposal as the Respondent's best offer without and despite any further enquiry.
- 3.9 The Proposal must remain fixed and open for acceptance by IBC for 50 days from the Submission Deadline.

No contractual relationship established.

- 3.10 This ITT is an invitation to submit a Proposal only and does not constitute a tender, a contract granting rights, an offer to grant rights, or an offer to acquire any goods and or services that is capable of acceptance. Submission of a Proposal does not create a contract for the provision of the Services in any way unless and until the Proposal is accepted by IBC And the parties execute an Agreement.
- 3.11 The issue of this ITT and the submission by the Respondent of a Proposal does not create any obligation on IBC to buy any goods and or services from the Respondent, or to enter into any binding legal relationship with any one or more Respondents. 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 ITT.

Respondent warranties

- 3.12 In participating in the ITT Process and/or in submitting a Proposal, the Respondent hereby warrants and represents to the IBC on its own behalf and on behalf of any other party to its Proposal that:
- (a) its Proposal and all documentation, information and/or communications contained or referred to therein is true, accurate, authentic, up-to-date and not misleading in any respect or particular, including, without limitation, by omission

of any material, information or facts and that the IBC is fully able to rely on the accuracy and authenticity of any and all such information, documentation, representations and/or communications and/or the contents thereof. If, after submitting its Proposal there is any change in the Respondent'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 the IBC the Respondent shall promptly notify the IBC in writing setting out the relevant details in full;

- (b) it will (at its own cost) provide all necessary assistance and make available relevant personnel to the IBC in connection with any due diligence undertaken by the IBC in relation to verifying and/or clarifying elements of the Proposal whether in connection with the finalisation of its recommendation or otherwise including, but not limited to, provision of documentation, information and/or communications and/or advice from relevant third parties within seven calendar days (or such other period of time as may be required by the IBC following receipt of the request for that documentation, information, communications or advice; and
- (c) its Proposal and any and all funding arrangements and all elements thereof will comply in full with all relevant, necessary, applicable and desirable legal requirements, authorisation, notification, procurement and/or consent procedures as may be required by relevant regulatory authorities or other applicable bodies (national and/or pan-national) including, without limitation, state aid or analogous provisions.

4. Evaluation of Proposal

Process of evaluation

- 4.1 IBC will conduct the evaluation of the Proposals and selection of its proposed Successful Respondent(s) in its sole discretion. In doing so, IBC will evaluate Proposals jointly with the IBC in recognition of IBC's ownership of the Tournament and with any other entity it considers to be relevant for the evaluation process. As such, any reference to IBC, in this clause 4 shall be regarded as including a reference to the IBC.
- 4.2 IBC will endeavor to complete the evaluation process in a reasonable time after the Submission Deadline.

Evaluation of Proposals

- 4.3 It is incumbent upon the Respondent to demonstrate they have the appropriate qualifications, experience and solutions required to fulfil the Scope of Work and deliver the Services. The criteria that will be used by IBC to evaluate a Proposal will include, but not necessarily be limited to the Evaluation Criteria set out in item 2 of Part B.

IBC may request a Respondent to submit additional information concerning its Proposal or otherwise demonstrate to its satisfaction that the Respondent is able to

meet the requirements of this ITT before any Proposal is accepted. If the Respondent fails to submit any information requested by the date and time stipulated by IBC, IBC may decide that the Proposal is not to be considered further.

- 4.4 If the Respondent does not submit a Proposal that addresses all the requirements of this ITT, IBC reserves the right to disregard the entire Proposal or to source those other supply requirements from a third party. The Respondent may, as an alternative, wish to itself source some elements of the Services from a third party. IBC will consider a Proposal on these terms, although any such subcontract of Services will be subject to IBC prior written approval.
- 4.5 A Respondent may be required to present its Proposal to IBC management or board. IBC will advise Respondents of the requirement to make any presentation or Proposal clarification.

IBC may regard certain information relating to personnel, subcontractors and consultants included in the Proposal as essential to the overall quality of the Proposal. Accordingly, IBC may request approval from the Respondent to obtain independent confirmation from those relevant parties of the information contained within the Proposal. In the event that the Respondent does not provide approval for IBC to seek such confirmation, then IBC reserves the right to exclude the relevant information from the Proposal.

IBC Discretion

- 4.6 IBC has absolute and sole discretion in relation to the ITT Process, including but not limited to the evaluation of Proposals and the selection of a preferred or Successful Respondent(s). In particular, IBC:
- (a) is not bound to accept the lowest priced Proposal;
 - (b) may accept one or more Proposals, or negotiate with one or more preferred Respondents;
 - (c) may accept the whole or any part of a Proposal, and may accept a Proposal either conditionally or unconditionally;
 - (d) may award separable parts of the Scope of Work to different Respondents;
 - (e) is not bound to accept any Proposal or to enter into an Agreement;
 - (f) may withdraw the ITT at any time; and
 - (g) reserves the right to accept non-conforming Proposals.
- 4.7 IBC is not under any obligation to enter discussions with Respondents in relation to the selection or rejection of a Proposal or give reasons for accepting or not accepting any Proposal.

5. Selection and appointment of Successful Respondent(s)

Appointment of one or more preferred Respondents

- 5.1 IBC may select one or more preferred Respondents by notice in writing to allow those preferred Respondents to negotiate with IBC. IBC shall not be implied to have accepted any Proposal in the event that it makes such a selection. During these negotiations IBC may request further information from each of the preferred Respondents and the terms of the preferred Respondents' Proposals may be amended. IBC reserves the right to make the appointment of the Successful Respondent(s) subject to such further terms and conditions as it considers appropriate in relation to the provision of the Services.
- 5.2 After evaluation of the Proposals and, if applicable, negotiations pursuant to clause 5.1, IBC shall, in its absolute discretion, confirm which Respondent(s) (if any) it proposes to appoint as the Successful Respondent(s). While IBC may appoint a preferred Respondent as a Successful Respondent, it is under no obligation to do so.

Process for finalisation of ITT Process

- 5.3 When IBC has selected one or more conditional Successful Respondent(s), it will notify the conditional Successful Respondent(s) in writing. A Successful Respondent(s) will not be announced or finalised until there is unconditional acceptance of an Agreement in accordance with clause 6.

6. Agreement

- 6.1 The appointment of the Successful Respondent is subject to the conclusion of the legally-binding Agreement governing all rights and obligations related to the Services. Each Respondent agrees and acknowledges that IBC shall have the absolute right to determine at its absolute discretion whether or not negotiations in relation to the Agreement shall be conducted on an exclusive basis.
- 6.2 The Agreement shall be prepared by IBC and shall set out the terms and conditions upon which the Services will be provided by the Successful Respondent. The Agreement will include a detailed description of the Services to be provided to IBC and, in addition, any other terms and conditions which are required by IBC (whether arising from the specifications of the Proposal of the Successful Respondent(s) or otherwise). IBC reserves the right to make any amendment to the Agreement, whether the amendment is a material change or not, at any time in the course of the ITT Process or in any negotiation of the Agreement with a Respondent including up until the Agreement is executed by both parties.
- 6.3 In consideration of the desirable contractual structure for the Services in light of the location and identity of the Successful Applicant, IBC may (at any time prior to execution of the Agreement) elect for the Agreement to be between the Host (or other appropriate entity rather than IBC and the Successful Respondent).

6.4 Each Respondent 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 in addition to the Agreement.

6.5 The Agreement executed by IBC and the successful Respondent will exclusively govern the relationship between the parties for the term of the Agreement.

7. No right of recourse

7.1 Any decision made by IBC in relation to the award of the Proposal will be final. A Respondent is not entitled, in any jurisdiction, to challenge any decision by IBC, including the following decisions:

- (a) to appoint any preferred Respondent(s);
- (b) to reject or refuse to consider a Proposal; or
- (c) to cancel the ITT Process at any time.

7.2 IBC and any of its respective employees, members, directors, advisers or other representatives shall not be liable for any costs, losses, damages or expenses incurred by a Respondent in preparing and lodging a Proposal irrespective of whether the Respondent is successful or not successful, and shall not be liable in contract or tort (including, without limitation, negligence) for any damage, loss (including loss of profits or business or other economic loss) cost (including legal costs) or other adverse effect to the Respondent or any other person in relation to this ITT Process.

7.3 In participating in the ITT Process and/or in submitting a Proposal, a Respondent expressly waives, and it will procure that any third party connected with its Proposal expressly waives, any right of action it may have against the IBC with regard to the ITT Process, the decision to award rights to a particular Respondent or other matters related to the ITT Process.

8. Sustainability

IBC shall develop and integrate good sustainability practices into the delivery of the Tournament and will work with all interested parties, including staff, customers, service providers, suppliers and local communities to minimise any negative environmental and social impacts and to maximise the positive impacts of the Tournament. As a minimum we will meet, and intend to exceed, all relevant legal requirements relating to, but not limited to, energy use and performance, carbon emissions, waste management and recycling, water use and venue access. We expect all suppliers and service providers to actively engage with the sustainability programme and contribute to its success. Detailed requirements are being developed. Sustainability performance will be included in and will be assessed as part of the ITT Process with detailed KPIs to be developed. In participating in the ITT Process, you agree to work with IBC to optimise the sustainability performance of the Tournament.

9. Legal provisions

Rights reserved.

- 9.1 Each Respondent acknowledges that save as set out in an Agreement (as applicable), all rights and opportunities in and in relation to the Tournament shall be exclusively reserved by IBC.

Entire agreement

- 9.2 In consideration of IBC receiving and reviewing its Proposal, each Respondent confirms and warrants that it has read, understood and accepted the terms and conditions set out in this ITT, which take precedence over any provisions contained in any other communications between the Respondent and IBC. Each Respondent further acknowledges that, except as set out in the Proposal and in any subsequent Agreement (if any), there is no existing agreement, arrangement or understanding in place (whether in writing or oral) between the Respondent and IBC in relation to this ITT Process, its subject matter and/or the provision of the Services.

Indemnity

- 9.3 Each Respondent shall indemnify and hold harmless ICC and IBC with respect to all and any liability to any third party arising out of or in connection with the ITT Process and/or any breach by a Respondent (or any party or parties for which a Respondent is responsible) of the terms and conditions set out herein, any Laws and/or any other act or omission.

Conflicts and collusive behaviour

- 9.4 A conflict of interest arises when a Respondent's integrity, objectivity or fairness in performing the services is at risk due to a personal interest or conflicting business arrangement of the Respondent, or a person or organisation associated with the Respondent.
- 9.5 Respondents must 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 a Successful Respondent. Respondents 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.
- 9.6 The Respondent and any person or organisation associated with the Respondent must not directly or indirectly provide any form of inducement or reward to any employee or shareholder of IBC or any of their respective representatives in relation to this ITT Process.
- 9.7 Without prejudice to any criminal liability a Respondent may attract and any other remedies available to IBC, each Respondent 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 (including, without limitation, any referee of the Respondent whom the IBC contacts in relation to the Respondent) with a view to unfairly influencing the outcome of the ITT Process or otherwise misleading or concealing information from IBC.

Governing law and jurisdiction

- 9.8 The ITT Process and any and all related documentation, correspondence (including, without limitation any Proposal and/or ITT Documents), any non-contractual obligations and any agreement entered into between IBC or any of its affiliates and any Respondent or prospective Respondent 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.

Part B CLOSING DATE AND EVALUATION CRITERIA
--

Item 1 Submission Deadline and Time

22 March 2024

Item 2 Evaluation Criteria

IBC will assess each Proposal in accordance with evaluation criteria which may include, without limitation and in no order:

General

- previous and recent experience of successfully providing media strategy, buying and planning services for a comparable global event or activity;
- proven capability to operate across India;
- leading edge, scalable, robust and reliable software and technology;
- ability to attend face-to-face meetings at the ICC offices in Dubai;
- experienced and suitably qualified staff in India;
- ability to integrate with other service providers to IBC; and
- staffing and financial resources to fulfil obligations to IBC over the life of the Agreement.

Respondent's Proposal

- comprehensiveness and quality of the Proposal in response to this ITT.

Comprehension of Services and tasks

- demonstrable understanding and acceptance of the IBC requirements generally and the Scope of Work.

Experience, capacity, qualifications, skills and quality

- technical and management capacity;
- qualification and skills;
- past experience and expertise of proposed team in similar like scale projects (including reference checking);
- capacity and resources of the Respondent to deliver the Services;
- quality of the products or service being offered;
- demonstration of exceptional customer service; and
- extensive sports and events database and marketing capacity.

Relationship Management

- fit with IBC the interpersonal skills of individuals involved.

Price and Costing Approach

- pricing competitiveness.

Risk Management

- risk management capability;
- ability to meet project timelines; and
- comprehensiveness and suitability of the Respondent's Risk Management and Business Continuity Plan.

Financial Viability

- company information (background and credentials), financial performance and structure, including financial security and stability.

Compliance

- total compliance with the ITT Conditions; and
- knowledge of, and adherence to, Laws and regulatory obligations and standards.

Sustainability

- provision of existing corporate policies and practices in relation to sustainability and environmental impact
- commitment to environmentally sustainable processes and procedures in relation to the Tournament

Respondents must specifically address each of the above evaluation criteria within their Proposal.

Part C
SCOPE OF WORK

TOURNAMENT OVERVIEW

The ICC, CWI and T20WC USA Inc. and their key stakeholders are unified in their ambition to stage the greatest ICC Men's T20 World Cup and to welcome new and existing fans to share in the excitement of this global sporting event.

With the best players going head-to-head, the event will connect cricket's one billion plus fans and invite new fans 'to be part of' the Tournament. We will innovate to deliver the best ever player and fan experience to entertain and celebrate the most exciting and competitive cricket tournament ever.

The previous edition of the ICC Men's T20 World Cup was staged in Australia in October to November 2022. More than 800,000 tickets were sold across 30 match days, with the Melbourne Cricket Ground in Melbourne recording capacity 90,000 crowds three times. Almost 1,000 members of the world's media were accredited and over 1.2 billion persons worldwide watched the tournament live across 102 countries.

A total of three venues in the USA and six in the West Indies will be used for the ICC Men's T20 World Cup 2024.

Ten of the 20 teams will play their first match of the 29-day tournament in the USA, with 16 contests to be held in Lauderhill, Dallas and New York and the blockbuster clash between India and Pakistan scheduled for the new Nassau County International Cricket Stadium in Long Island on 9 June.

Forty-one matches will be played in the Caribbean across six different islands, with semi-finals in Trinidad and Tobago and Guyana and the title decider scheduled to be played in Barbados on 29 June.

The tournament will commence on 1 June with co-hosts USA taking on neighbours Canada, while fellow hosts the West Indies will play Papua New Guinea in Guyana on the second day of group play.

The event is split up into four groups consisting of five teams, with the top two sides from each group then progressing to the Super Eight phase of the tournament ahead of the knockout semi-finals and final.

Joining co-hosts USA in Group A are arch-rivals India and Pakistan, as well as Canada in their first appearance at the event as well as the European side Ireland.

Group B consists of the last two winners of the Men's T20 World Cup in England and Australia, with the pair to take on Namibia, Scotland and Oman.

The West Indies are placed into Group C alongside New Zealand, Afghanistan, Uganda and Papua New Guinea, while Group D sees South Africa, Sri Lanka, Bangladesh, Netherlands and Nepal fixtured against each other.

MATCH FIXTURE:

	LAUDERHILL	DALLAS	NEW YORK	ANTIGUA & BARBUDA	BARBADOS	GUYANA	TRINIDAD & TOBAGO	SAINT LUCIA	SAINT VINCENT & THE GRENADINES
SAT 01 JUNE		USA v CAN							
SUN 02 JUNE					NAM v OMA	WI v PNG			
MON 03 JUNE			SL v SA			AFG v UGA			
TUE 04 JUNE		NED v NEP			ENG v SCO				
WED 05 JUNE			IND v IRE		AUS v OMA	PNG v UGA			
THU 06 JUNE		USA v PAK			NAM v SCO				
FRI 07 JUNE		SL v BAN	CAN v IRE			NZ v AFG			
SAT 08 JUNE			NED v SA		AUS v ENG	WI v UGA			
SUN 09 JUNE			IND v PAK	OMA v SCO					
MON 10 JUNE			SA v BAN						
TUE 11 JUNE	SL v NEP		PAK v CAN	AUS v NAM					
WED 12 JUNE			USA v IND				WI v NZ		
THU 13 JUNE				ENG v OMA			AFG v PNG		BAN v NED
FRI 14 JUNE	USA v IRE						NZ v UGA		SA v NEP
SAT 15 JUNE	IND v CAN			NAM v ENG				AUS v SCO	
SUN 16 JUNE	PAK v IRE							SL v NED	BAN v NEP
MON 17 JUNE							NZ v PNG	WI v AFG	
WED 19 JUNE				A2 v D1				B1 v C2	
THU 20 JUNE				B2 v D2	C1 v A1				
FRI 21 JUNE					A2 v C2			B1 v D1	
SAT 22 JUNE				A1 v D2					C1 v B2
SUN 23 JUNE				C2 v D1	A2 v B1				
MON 24 JUNE								B2 v A1	C1 v D2
WED 26 JUNE							SEMIFINAL 1		
THU 27 JUNE						SEMIFINAL 2	RESERVE		
FRI 28 JUNE						RESERVE			
SAT 29 JUNE					FINAL				
JUNE 30 JUNE					RESERVE				

GROUP A	GROUP B	GROUP C	GROUP D	SECOND ROUND GROUPS	
INDIA PAKISTAN IRELAND CANADA USA	ENGLAND AUSTRALIA NAMIBIA SCOTLAND OMAN	NEW ZEALAND WEST INDIES AFGHANISTAN UGANDA PAPUA NEW GUINEA	SOUTH AFRICA SRI LANKA BANGLADESH NETHERLANDS NEPAL	GROUP 1	GROUP 2
				A1 B2 C1 D2	A2 B1 C2 D1

Note: Time zone challenges in India:

- Non – India First Round matches - early morning IST.
- Half of the Super 8 matches - early morning 0600 hours IST.

	DATE	Local time	East Coast	UK	India	Venue	Fixture
Sat	Saturday, 1 June 2024	19:30	20:30	1:30	6:00	Dallas	USA v CANADA
Sun	Sunday, 2 June 2024	10:30	10:30	15:30	20:00	Guyana	WEST INDIES v PAPUA NEW GUINEA
		20:30	20:30	1:30	6:00	Barbados	NAMIBIA v OMAN
Mon	Monday, 3 June 2024	10:30	10:30	15:30	20:00	New York	SL v SOUTH AFRICA
		20:30	20:30	1:30	6:00	Guyana	AFGHANISTAN v UGANDA
Tues	Tuesday, 4 June 2024	10:30	10:30	15:30	20:00	Barbados	ENGLAND v SCOTLAND
		10:30	11:30	16:30	21:00	Dallas	NETHERLANDS v NEPAL
Weds	Wednesday, 5 June 2024	10:30	10:30	15:30	20:00	New York	INDIA v IRELAND
		19:30	19:30	0:30	5:00	Guyana	PAPUA NEW GUINEA v UGANDA
		20:30	20:30	1:30	6:00	Barbados	AUSTRALIA v OMAN
Thurs	Thursday, 6 June 2024	10:30	11:30	16:30	21:00	Dallas	USA v PAKISTAN
		15:00	15:00	20:00	0:30	Barbados	NAMIBIA v SCOTLAND
Fri	Friday, 7 June 2024	10:30	10:30	15:30	20:00	New York	CANADA v IRELAND
		19:30	19:30	0:30	5:00	Guyana	NEW ZEALAND v AFGHANISTAN
		19:30	20:30	1:30	6:00	Dallas	SRI LANKA v BANGLADESH
Sat	Saturday, 8 June 2024	10:30	10:30	15:30	20:00	New York	NETHERLANDS v SOUTH AFRICA
		13:00	13:00	18:00	22:30	Barbados	AUSTRALIA v ENGLAND
		20:30	20:30	1:30	6:00	Guyana	WEST INDIES v UGANDA
Sun	Sunday, 9 June 2024	10:30	10:30	15:30	20:00	New York	INDIA v PAKISTAN
		13:00	13:00	18:00	22:30	Antigua	OMAN v SCOTLAND
Mon	Monday, 10 June 2024	10:30	10:30	15:30	20:00	New York	SOUTH AFRICA v BANGLADESH
Tues	Tuesday, 11 June 2024	10:30	10:30	15:30	20:00	New York	PAKISTAN v CANADA
		19:30	19:30	0:30	5:00	Florida	SRI LANKA v NEPAL
		20:30	20:30	1:30	6:00	Antigua	AUSTRALIA v NAMIBIA
Weds	Wednesday, 12 June 2024	10:30	10:30	15:30	20:00	New York	USA v INDIA
		20:30	20:30	1:30	6:00	Trinidad	WEST INDIES v NEW ZEALAND
Thurs	Thursday, 13 June 2024	10:30	10:30	15:30	20:00	St. Vincent	BANGLADESH v NETHERLANDS
		15:00	15:00	20:00	0:30	Antigua	ENGLAND v OMAN
		20:30	20:30	1:30	6:00	Trinidad	AFGHANISTAN v PAPUA NEW GUINEA
Fri	Friday, 14 June 2024	10:30	10:30	15:30	20:00	Florida	USA v IRELAND
		19:30	19:30	0:30	5:00	St. Vincent	SOUTH AFRICA v NEPAL
		20:30	20:30	1:30	6:00	Trinidad	NEW ZEALAND v UGANDA
Sat	Saturday, 15 June 2024	10:30	10:30	15:30	20:00	Florida	INDIA v CANADA
		13:00	13:00	18:00	22:30	Antigua	NAMIBIA v ENGLAND
		20:30	20:30	1:30	6:00	St. Lucia	AUSTRALIA v SCOTLAND
Sun	Sunday, 16 June 2024	10:30	10:30	15:30	20:00	Florida	PAKISTAN v IRELAND
		19:30	19:30	0:30	5:00	St. Vincent	BANGLADESH v NEPAL
		20:30	20:30	1:30	6:00	St. Lucia	SRI LANKA v NETHERLANDS
Mon	Monday, 17 June 2024	10:30	10:30	15:30	20:00	Trinidad	NEW ZEALAND v PAPUA NEW GUINEA
		20:30	20:30	1:30	6:00	St. Lucia	WEST INDIES v AFGHANISTAN
Tues	Tuesday, 18 June 2024						
Weds	Wednesday, 19 June 2024	10:30	10:30	15:30	20:00	Antigua	A2 v D1
		20:30	20:30	1:30	6:00	St. Lucia	B1 v C2
Thurs	Thursday, 20 June 2024	10:30	10:30	15:30	20:00	Barbados	C1 v A1
		20:30	20:30	1:30	6:00	Antigua	B2 v D2
Fri	Friday, 21 June 2024	10:30	10:30	15:30	20:00	St. Lucia	B1 v D1
		20:30	20:30	1:30	6:00	Barbados	A2 v C2
Sat	Saturday, 22 June 2024	10:30	10:30	15:30	20:00	Antigua	A1 v D2
		20:30	20:30	1:30	6:00	St. Vincent	C1 v B2
Sun	Sunday, 23 June 2024	10:30	10:30	15:30	20:00	Barbados	A2 v B1
		20:30	20:30	1:30	6:00	Antigua	C2 v D1
Mon	Monday, 24 June 2024	10:30	10:30	15:30	20:00	St. Lucia	B2 v A1
		20:30	20:30	1:30	6:00	St. Vincent	C1 v D2
Tues	Tuesday, 25 June 2024						
Weds	Wednesday, 26 June 2024	20:30	20:30	1:30	6:00	Trinidad	Semi 1
Thurs	Thursday, 27 June 2024	10:30	10:30	15:30	20:00	Guyana	Semi 2
Fri	Friday, 28 June 2024						Reserve Semi 1
Sat	Saturday, 29 June 2024	TBC				Barbados	Final
Sun	Sunday, 30 June 2024						Reserve

Tournament Summary

- 20-over format featuring the world's top twenty T20 international (T20i) teams.
- The tournament will take place across the West Indies and USA FROM 1-29 June 2024.
- The tournament will be split into four rounds - Group Stage, Super 8s Stage, Semi Finals and Final.
- A total of 55 matches will be played across the tournament with 16 of those matches to be played in the USA. These matches will be Group Stage matches.
- Group Stage – The 20 teams participating in the Tournament will be split into four 4 groups, five 5 teams per group, with each team playing one match against the other teams in their group.
- Super 8s Stage – The top two 2 teams in each group will move into the next round called the Super 8s. The eight 8 teams will be split into two 2 groups of four, with each team playing one match against the other teams in their group. In each Super 8s group there will be a total of six 6 matches.
- Semi-Finals – The top two teams from each group of the Super 8s will advance to the Semi-Finals. The four teams will be paired, and each will play one play one knock-out match for a chance to make it into the Final.
- Final – The two winning teams from the Semi Finals will advance to the Final. The winner of the Final will take home the ICC Men's T20 World Cup 2024 trophy.

TOURNAMENT ESSENCE: Overview of T20 World Cup

T20	Revolutionized and innovated the entire game
Definition	The shortest version of international cricket is attractive to spectators at the ground and viewers on television. A perfect combination of entertainment and skill with the intricacies of everything that is cricket, inspiring the next generation. Every single ball counts and brings with it great intensity and vibrancy. Demanding tactical skill, adaptation and exciting drama. An absorbing, explosive all-round cricket experience. Promotes fitness, strength and agility and the development of innovation and new specialist skills.
Role of the format	It is the discovery vehicle for new fans and emerging nations. T20 transcends demographics, is multi-generational, attracts new fans (accessible) and drives the growth in popularity of the sport. It can appeal to time poor society and meets the need for instant gratification.
T20 World Cup – Event Proposition	It is cricket amplified. Every ball is an event, every big hit a thrill and every player a star, T20WC is an event worth sharing. Fast-paced, high-energy cricket and pulsating adrenalin-rush entertainment. The World Cup provides an economic legacy and is commercially vital for the game.
Attributes of the T20 World Cup	Innovative, modern, playful, bold, inclusive, energy, entertainment, fast paced, every over matters, inspiring, tribal, social, theatrical, nation v nation. Fast-paced, thrilling, high-energy, heavy-hitting cricket that entertains
Core audience	Traditional & diehard audience with the opportunity to deepen engagement with younger and casual fans of all ages. A chance to connect further with sports socialites and entertainment seekers.

All ICC events share the following attributes: World-class, inspirational, best v best, national pride, collective celebration, inclusive, diverse, brings people together.

T20 format

The explosion of T20 cricket has helped cricket to grow globally and is played, watched, and loved in more places than ever before. With over one 1 billion fans and enjoyed by over 300 million players, cricket is among the world's leading team sports.

T20 was invented 21 years ago with the sole aim of making cricket more exciting, more digestible and more relevant in today's society. The result is that T20 is an exciting, electric brand of cricket, which has innovated and changed the way the whole game is played - from ODI's to Test cricket - leading to the creation of male and female domestic franchise leagues which are continually evolving and expanding.

Cricket lovers are drawn from all sections of society The game's fan base is split approximately 60:40 between men and women, and appeals to young and old alike, with an average fan age of 34 years. Cricket's support base is not only vast, but hugely loyal. The game's fans are famed for their dedication to their favourite teams around the world.

Tournament Vision

Invite the world to the biggest Cricket Carnival ever staged.

Tournament Purpose

Entertain and inspire a new generation of fans throughout the Americas and beyond to grow the sport.

Tournament objectives

1. **Connect** with the world – The largest ICC event ever will open the door to new audiences and connect the next generation of fans to the Cricket Carnival wherever they are in the world.
2. **Entertain** the world – Nothing entertains like Cricket and Carnival, and this unique vibe will excite fans wherever they are in the world and provide memorable experiences that are social, fun, and shareable.
3. **Inspire** the world – Use the power of Carnival, the global reach of the event and the spirit and diversity of Cricket to create new heroes and inspire a new generation of lifelong cricket fans.
4. **Excellence** in our world – Create the stage for Cricket to shine with world class pitches, world class venues and world class broadcast and digital content delivered by a world class team whose members challenge each other to think beyond traditional limits.

OVERVIEW OF THE SCOPE OF WORK

The ICC intends to appoint a media planning and buying agency in India to develop and deliver end to end media solution for the Tournament 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 (e.g. television, digital, press, radio etc.) 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 ICC.

Investment Management

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

NOTE: IPL 2024 starts on 22 March and the Final is likely to take place in the end of May, a week before the ICC Men's T20 World Cup opening match on 1 June.

CAMPAIGN OVERVIEW

"Out Of This World"

The "Out of This World" campaign idea offers an interesting opportunity to talk to an established cricket -savvy audience (global and local Caribbean) whilst also taking the game to a completely new market (US).

The idea articulation:

- To our cricket lovers, International T20 cricket in a World Cup is 'out of this world' in every sense.
- To our new audience, this whole sport is out of this world - we will have fun with the incongruity of it, but also show the atmosphere is like nothing they've ever experienced.
- In our campaign - we do everything with scale and wonder. We surprise our new and existing audience alike, with unexpected ways to present this incredible tournament - in ways that are truly *out of this world*.

The campaign has impact and focuses on scale and stature of the pinnacle T20 World Cup event that will be showcased globally and locally.

Media releases:

- <https://www.icc-cricket.com/tournaments/t20cricketworldcup/videos/an-out-of-this-world-spectacle-the-icc-men-s-t20-world-cup-2024>
- <https://www.icc-cricket.com/news/remaining-tickets-go-on-sale-with-100-days-to-go-until-out-of-this-world-icc-men-s-t20-world-cup-2024>

- <https://www.icc-cricket.com/news/west-indies-great-bullish-on-former-team-s-chances-at-t20-world-cup>
- <https://www.icc-cricket.com/news/blast-off-for-icc-men-s-t20-world-cup-as-100-days-to-go-celebrated-in-host-locations>

Campaign Objective

The key media campaign objectives for the Tournament are:

- A. To reach and engage primarily a new and young audience and retain the core cricket audience in India. (We have defined the TA to be 15+ years, M, AB, U who watch other cricket, not World Cup but we expect the agency to recommend the TA acquisition and retention strategy)
- B. Build awareness and interaction with 570 million people leading up to/ end of the tournament driving TV viewership and digital engagement.
- C. Drive viewership of non-India Full Member matches including the opening matches in West Indies and USA.
- D. To drive awareness of milestone activations in India via earned media.

Media Strategy, Buying and Planning Services (Media Agency) ITT Timeline

Week Commencing	
1 March 2024	ITT published
15 March 202	Queries deadline
22 March 2024	Responses in by 1700 EST
29 March 2024	Shortlisting of Agencies and Pitch Presentation
1 April 2024	Appointment and contracting

Note: The above timeframe and process is indicative only and subject to change at any time in the ICC's. absolute discretion.

ICC Men's T20 World Cup 2024 Milestones

- Match schedule announcement – completed.
- Brand Launch – completed.
- Campaign launch went live on 22 February 2024 (100 Days to Go)
- Tickets on sale went live on 22 February (100 Days to Go)
- Trophy Tour launch – Mid March 2024
- Anthem Launch – 50 DTG on 12 April 2024
- Schools and Club Programme
- Ambassador & Influencer programme launch.
- Cricket 4 Good (ICC CSR programme) in partnership with UNICEF/new global CSR partner
- Captains' Day – events in both Hosts - West Indies and USA
- 100 Days to Go – campaign launch and general tickets on sale.
- 50 Days to Go
- One month to go.
- One week to go.
- Progress of Nassau County International Cricket Stadium

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 Tournament.

Opportunity Sizing & Target Audience acquisition and retention strategy

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 to build excitement, tune-ins and high chatter around the tournament?

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 570 Million people leading up to/and the end of the tournament
- b) What should be the Media Strategy Playbook and Mediums
- c) How does the above come together to deliver the objective of the
 - i. Primary Audience 15-30 years
 - ii. Secondary Audience – cricket lovers and event goers
 - iii. Reach objective of 570 million people
- d) 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 offline (TV, digital, print, radio) 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 digital buying strategy to achieve the plan KPIs and best in category cost efficiency?
 - i) What's the recommended ratio of biddable vs non-biddable channels?
 - ii) What's the recommended ratio of static vs non-static assets?
 - iii) What tools should be used to drive efficiency in biddable media?
 - iv) What should be our affiliate buying strategy?
 - v) How will you use data & analytics to drive cost efficiency?
- d) What should be our integrated media buying strategy for multi-media networks (e.g.: Star Network)
- e) What should be our approach to impact buys across offline and online media?

Campaign Measurement:

- f) Proposed ROAS measurement & optimisation framework for all media
- g) Proposed research / data sources / tech / analytics solutions to execute the framework.
- h) Campaign Dashboarding & Always-On-Reporting - especially for online media including all platforms.
- i) Campaign Measurement & Optimisation on Audience/Geography/Creative level Performance
- j) 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.

(1) APPENDIX DOCUMENTS

The following documents should be found enclosed together with this ITT.

1. Proposal response template

Appendix 1 PROPOSAL RESPONSE TEMPLATE
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Proposal response notes

The Respondent should note the following points in preparing its Proposal:

- (a) the Proposal should be prepared in a standard PowerPoint or PDF format with accompanying documents as necessary.
- (b) as part of its Proposal, each Respondent is required to provide a statement confirming their agreement to and compliance with the terms of this ITT (see Schedule 1 below). Any areas of potential non-compliance must be clearly indicated. The inclusion of this statement is not included within the total page count.
- (c) Schedules 1-3 below must be completed and should appear at the back end of your Proposal.

SCHEDULE 1: RESPONDENT DETAILS

NAME OF RESPONDENT:	
COMPANY NUMBER:	
DATE AND PLACE OF INCORPORATION:	
REGISTERED COMPANY ADDRESS:	
ADDRESS FOR SERVICE OF NOTICES:	
KEY CONTACT PERSON (NAME AND POSITION)	
TELEPHONE NUMBER:	
EMAIL ADDRESS:	

RESPONDENT DETAILS

Date Business Commenced:		Total Employees:	
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KEY PERSONNEL

Function	Name	Position	Competency	Estimated time commitment*
<i>E.g. Executive Partner</i>	<i>John Smith</i>	<i>Managing Director</i>	<i>(Insert relevant skills)</i>	<i>10%</i>

*Estimated time commitment to be contributed by the key personnel to this project of their total time.

Note - Additional personnel can be added on a separate sheet.

Shareholders

Provide names of shareholders holding 20% or more of any issued capital in the company registering the interest.

Audited Financial Statements

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),

Referees

IBC reserves the right to seek references from at least three of your existing or previous customers. Please provide a contact name, job title, email address and telephone number for three such referees who:

- (a) you have recently provided with services or a solution that is similar to IBC Scope of Work; and
- (b) have given you permission for IBC to contact them in relation to your ability to provide the Scope of Work (and please provide details of when and how each referee would be happy to be contacted by IBC.

Intellectual Property

Provide a description of any restrictions on IBC use and development of any part of your proposal in relation to IBC Scope of Work, including:

- (a) intellectual property that IBC may have or create in relation to IBC Scope of Work.
- (b) intellectual property that you may have or create in relation the Scope of Work; and
- (c) intellectual property developed by you and/or IBC in relation to the Scope of Work.

STATEMENT OF COMPLIANCE

I confirm on behalf of the Respondent that the Respondent: (please delete as relevant)

* complies and shall continue to comply in full with the terms and conditions set out in the ITT

* does not comply with the terms and conditions set out in the ITT.

I confirm there is no actual or perceived conflict of interest in the Respondent making this submission, or if successful, in providing the Services other than has been declared in writing to IBC.

I confirm I am fully authorised to provide this declaration on behalf of the Respondent.

Signed.....



Name:

Position:

Date:

SCHEDULE 2: CURRENT AND PROJECTED WORKLOAD

Please include a summary of current projects and clients (as at your response date) and other projects confirmed or proposed to be delivered by you around the time of delivery of the Services.

SCHEDULE 3: DETAILS OF SUPPLY PROPOSAL

1. Services Proposal

1.1 Please describe and explain your proposed Media Strategy, Planning and Buying services delivery to meet the objectives and requirements set out within this ITT.

2. Experience of major events or equivalent

2.1 Please describe how you believe that your experience from previous major sporting events in India or an equivalent will enable you to deliver the Scope of Work required by IBC for the Tournament.

2.2 What relevant experience do you have in India and in relation to global cricket competitions?

2.3 Please explain what you consider to be your most relevant case study, details of the services that you provided and why you feel this experience will enable you to deliver the Scope of Work

3. Project management experience and staffing

3.1 Please indicate who you are proposing as your Account Director/Manager and how you believe their experience makes them suitable for this role. Please indicate staff that will be available in India or Dubai for face-to-face meetings.

3.2 Please indicate the size and composition of the proposed team (including proposed organisational chart, respective responsibilities and escalation paths) and how you believe their experience makes them suitable for this role.

3.3 Please explain how the structure, composition and experience of your project team would ensure consistent service levels throughout India.

3.4 Please indicate your ability to change staffing rapidly during the Tournament as required.

4. Project design and implementation

4.1 Please provide an in depth “reverse brief” whereby the Respondent details their understanding of the Scope of Work delivery requirements and strategies.

4.2 Please set out in detail the key principles and issues which you believe are important to the successful provision of the Scope of Work.

- 4.3 Please provide an overall project summary including an implementation plan outlining how you will manage your resources to meet the Scope of Work.
- 4.4 Please set out a proposed detailed project timeline, highlighting the key dates and milestones in the planning and implementation process. Please include details of any decisions that IBC must make to allow you to meet your timetable.
- 4.5 Please explain in detail (including formats, frequency and project team members involved) how the Respondent would report progress, both formally and informally, during each phase of the media plan.

5. Risk Management

- 5.1 Please describe how you will manage risks associated with the delivery of the Services.
- 5.2 Please describe your business continuity and disaster recovery processes to ensure the Services remain effectively uninterrupted notwithstanding force majeure events.
- 5.3 Please describe how you will ensure compliance with Laws (including privacy and any relevant industry standards).
- 5.4 The Successful Respondent shall obtain and maintain, at its own expense, comprehensive public liability and product liability insurance (with a reputable insurer acceptable to ICC, with a minimum "A" grade S&P, Moody's or similar rating) to protect the Successful Applicant and ICC. 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. In addition, IBC has the right to request the 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 Agreement.

6. Pricing

6.1 IBC requires detailed information relating to the Respondent's costings and fees for providing the Services.

In order to be able to make a like-for-like comparison between bids, all prices and rates included in the Proposal should be in USD (inclusive of GST, VAT or similar taxes) and should be the best price (including discounts) that the Respondent offers to any of its customers in USA and Caribbean. For clarity, the fee for services delivered is expected to include, but not be limited to:

- (a) Software;
- (b) Equipment;
- (c) Staff;
- (d) Production costs; and
- (e) Third party fees or licences.

Structure of fee proposal

6.2 Please detail the total cost of your Proposal in United States dollars (inclusive of all applicable taxes (e.g., GST, VAT or similar taxes), clearly identifying inclusions and exclusions and pricing separately each part of the scope of Services.

6.3 The Respondent's detailed budget should include a line-by-line breakdown of expenses. Full assumptions and specific costs should be provided to support how the pricing has been structured.

6.4 ICC, CWI & T20WC USA Inc.'s preferred payment schedule shall be determined following a review of the information provided by the Successful Respondent.

6.5 The total cost of your Proposal provided in United States dollars (inclusive of all applicable taxes (e.g., GST, VAT or similar taxes), shall be subject to any deduction or liability for withholding tax as may be applicable, provided that in such circumstances ICC, CWI & T20WC USA Inc. shall deliver to the Successful Respondent 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 Respondent in accordance with the provisions of the relevant law.

7. Additional Information

- 7.1 Please provide any additional information which should be taken into consideration by the IBC, CWI & T20WC USA Inc. when assessing the Proposal.