

Lanka T10 Super League

SLC is gearing up for the launch of the Lanka T10 Super League, and therefore seeks to identify, a suitable Sports Marketing/Management Agency that will join hands with SLC;

- i. in procuring and managing Franchise Ownerships for the Lanka T10 Super League (Franchise Ownerships Rights), and/or;
- ii. in partnering with SLC as a sponsor of the entire tournament, in the launch and the short, medium and long term operation, management and Brand development (Total Event Rights) of the said tournament.

The ideal Candidate should, amongst other qualifications, be able to demonstrate a strong financial background, possess a proven track record as a Sports Marketing/Management Agency, and preferably have prior experience in similar mandates and possess knowledge of the sports/Cricket marketing and sponsorship landscapes as well as access to top Global Brands. A prior successful working relationship with SLC would be an added advantage.

The Proposed Specifications of the Tournament / Format:

- 17 Games, T10 Format, Over 11 Match Days under a Double Round Robin Format plus 2 Semi Finals and a Final
- Total of 6 Teams, and each teams to feature a Squad of a total of 16 Players [including a maximum of 6 International Players from ICC's Full/Associate Member Countries] together with a Support Staff of 10 personnel including 2 overseas Coaches
- Two Venues - Dambulla & Pallekele International Cricket Stadiums

Candidates interested are called upon to submit their letters of Expression of Interest [EOI] (for either of the above rights or both) together with a summary of credentials via e-mail to SLC on slctenders@srilankacricket.lk, to reach on or before 1.00 p.m. [Sri Lankan Time] on 12th October 2020.

A Request for Proposal (RFP) detailing SLC's Requirements and Guidelines in relation to the captioned subject will be notified to the Candidates who submit Letters of EOI.

SLC reserves the right to cancel, amend or vary this EOI at any time at its sole discretion, without assigning any reason whatsoever.