

MUMBAI CRICKET ASSOCIATION



EXPRESSION OF INTEREST

Tournament Management Company

For T20 League

AN INVITATION TO SUBMIT AN
EXPRESSION OF INTEREST

1. BACKGROUND AND OBJECTIVE:

The Mumbai Cricket Association (“MCA”), has decided to appoint a tournament management company for its domestic Twenty20 Cricket Tournament.

This Invitation for Expression of Interest (for short referred to as “EOI”) is issued by MCA, in respect of the services hereinafter set out, for shortlisting eligible entity(ies) with the desired expertise of managing and executing domestic T20 leagues.

The object of the league is:

- a) Identification of cricketing talent within the jurisdiction of MCA.
- b) Assistance in development of the game of cricket in Mumbai by honing skills of individual players and providing opportunities to Cricketers within MCA’s jurisdiction to participate in a competitive environment.
- c) Improvement and opportunity to the cricketing fraternity including Umpires, coaches, scorers etc.

- 2.** MCA requires assistance of a Sports Management Agency, which has the functional expertise and related skill sets required for activities of providing, commercializing, organizing, marketing and consulting services for the T20 tournament. Such agency must have at least a minimum of three years of experience and track record in handling a league of this nature to qualify for this EOI.

In this regard, MCA requires a Sports Management Agency for providing facilities and services for arranging and coordinating the above activities during the T20 League. MCA invites an Expression of Interest (EOI) from potential sports specific agencies, on the basis of which MCA shall shortlist eligible agency/ies for the next stage of examination, consideration and award of such management agency agreement.

3. BROAD SCOPE OF SERVICES:

- a) All services in relation to organizing the T20 League in Mumbai at such locations as may be designated by the MCA.
- b) Marketing of the league in the manner devised by Sports Management Agency and approved by MCA
- c) Management and operational execution of the league and exploiting or exploring possibilities or opportunities of advertising, broadcasting and sponsorship for the League with the approval of MCA;
- d) Exploration, evaluation and analysis of the investment required for the league and other opportunities for further development of the league with the approval of MCA;
- e) Development of the marketing program for the league including establishing MCA brand profile for the product T20 League with the approval of MCA.

4. EXPRESSION OF INTEREST:

MCA invites from eligible sports management agency, a proposal for arranging and conducting the above-mentioned broad scope of services. The above-mentioned scope of services has been provided to give intending sports management agencies a broad idea of the nature of work involved so as to assist such sports management agencies to submit a proposal, which shall be scrutinised by MCA, prior to taking any further steps for appointment of any such entity. The terms on which MCA shall appoint the successful sports management agency shall be as per the Management Agreement which shall be finalized upon appointment of the agency.

5. ELIGIBILITY:

- 5.1 Only sports related companies are entitled to participate in this process.
- 5.2 The annual turnover of the entity should be not less than Rs. 30,00,00,000/-(Rupees Thirty Crores only) in the last financial year i.e. 2022-23 or aggregate turnover should not be less than Rs. 1,50,00,00,000/-(Rupees One Hundred Fifty Crores only) in the last five financial years.
- 5.3 Such sports related companies must have in their own capacity successfully provided the entire management facilities and services in organizing domestic T20 leagues, during the last five years.

6 MANNER OF PREPARING THE EXPRESSION OF INTEREST:

- 6.1 The EOI must contain the following details:
 - a. Name & registered address of the entity
 - b. Business name and constitution.
 - c. E-mail ID of the entity/s and its authorised representative.
 - d. Fax No/Telephone No (s) of entity/ies and of the authorized representative.
 - e. Experience / Past performance as required at Clause No. 5.3 above, particulars with supporting documents such as copy of order, certificate from client etc. The details should be filled in as below:

| Sr. No. | Name & Address of client | Year of relevant service | Worked for International sports event | Remarks in terms of objectives, scope of services covered |
|---------|--------------------------|--------------------------|---------------------------------------|---|
| | | | | |

- f. Experience of key personnel proposed to be engaged for providing the services contemplated above and the name and address of such key personnel.
- 6.2 An execution plan shall be submitted by the entity, specifying in detail the manner in which it proposes to conduct or execute the broad scope of services that are proposed in Clause 3 above. The entity is free to submit presentations or detailed explanation as may be deemed fit and proper. The execution plan should also provide a cost sheet likely to be incurred for the above scope of work.
- 6.3 The EOI must be prepared in the English language and printed.
- 6.4 The EOI shall contain the following documents to justify the eligibility criteria prescribed above:
- (a) The constitution document of the entity. (the memorandum and articles of association.)
 - (b) documents explicitly supporting the past experience such as work order copies & certificates from the clients,
 - (c) documents to satisfy the annual turnover requirements as stipulated above. A Chartered Accountant certificate satisfying the annual turnover would be required.
 - (d) GST registration number, PAN number and all statutory registrations as required under law.
- 6.5 The EOI that are submitted must be signed on all pages by the authorised signatory of the entity submitting the EOI. All documents supporting the EOI must be certified as “true copies”.
- 6.6 The EOI shall be submitted with a covering letter which shall provide that the EOI shall remain valid until the management agency is chosen by MCA and that the EOI shall not be withdrawn until such time.
- 6.7 The entity shall also submit a fee of Rs. 50,000/-(Indian National Rupees Fifty Thousand only), vide a Demand Draft only in favour of “Mumbai Cricket Association”, payable at Mumbai, from a Nationalized Bank / Scheduled Bank alongwith the EOI. This fee is non-refundable and is paid to MCA to enable MCA to examine the EOI.
- 6.8 The EOI shall be submitted in a closed and sealed cover which shall be superscribed as “**Expression of Interest for Tournament Management of the T20 League**”. All documents shall be enclosed in the cover and should reach the office of MCA at or before 1800 Hours (IST) on 8th March 2024 at the address given below:

Secretary,
Mumbai Cricket Association,
Cricket Centre, Wankhede Stadium,
'D' Road, Church Gate,
Mumbai - 400 020.

EOI received after the closing date and time mentioned above shall not be considered. EOI (s) sent through Email will not be entertained and will be held invalid.

- 6.9 Entity/ies submitting the EOI have to bear in mind that the submission of an EOI does not create any binding obligation but only provides an opportunity to such entity or persons to have its EOI considered by MCA.

7. EVALUATION/ SCRUTINY OF EOIS:

MCA shall after the opening of the EOIs, review the EOI, the documents submitted along with EOI, consider those persons or entities who are eligible. MCA shall discuss and negotiate with each of such entities, call for additional or further details as MCA may require for further evaluating the proposals and MCA shall shortlist entities or persons who can be further considered. This evaluation process may take a few days.

8. GENERAL POWER OF REJECTION & AMENDMENT:

MCA reserves the right to reject any EOI for any reason whatsoever without assigning any reason. MCA shall have the right to make such changes as it considers appropriate, or relax any of the conditions of this document as it deems fit.

(Ajinkya Naik) (Deepak Patil)
Secretary Jt. Secretary