

Tuesday 10 November 2020

ICC launches RFP process for the appointment of a Marketing and Public Relations Services Partner for the ICC Men's T20 World Cup India 2021

The ICC would like to invite proposals from interested and qualified applicants to create, develop and implement an integrated Marketing and PR campaign to drive global awareness of the ICC Men's T20 World Cup India 2021.

Applicants must be experienced Advertising, Marketing and PR agencies who have a proven track record of developing successful, innovative and engaging consumer campaigns for world-class sporting events or other global events of note. Expressions of interest are sought only from organisations who have the appropriate logistical and infrastructure competence, resources and financial capability to deliver the campaign to a world-class standard.

Interested applicants should request the Request For Proposals (RFP) document by submitting the following information by email no later than **1200 (UAE time) on Monday 30 November 2020** to: marketingrfp@icc-cricket.com with the subject line "**REQUEST FOR RFP – Marketing and Public Relations Partner ICC Men's T20 World Cup 2021**".

- Full legal name, company number and registered address;
- Full name of primary contact at the interested company and office address of primary contact (if different from the company registered address) including a phone number and an email address;
- Tax Registration Number if the interested company's registered office is in the UAE; and
- Any other relevant contact information.

The ICC will issue the RFP document on Monday 7 December 2020, subject to the prior receipt of a signed Non-Disclosure Agreement (which will be sent to Applicants upon receipt of the information set out above).

The process timelines are listed below; Applicants will be given an opportunity to submit clarification questions relating to the RFP until Monday 21 December 2020.

Activity	Date *
RFP document made available to interested Applicants	Monday 7 December 2020
Deadline for submission of clarification questions	Monday 21 December 2020
Deadline for receipt of Proposals	Tuesday 5 January 2021
Marketing Review Committee to assess Proposals and invite shortlisted Applicants to present virtually	Thursday 14 January 2021
Schedule of meetings (virtual) - Applicants to present Proposals	Tuesday 19 & Wednesday 20 January 2021
2 nd round (virtual) meetings (if necessary) - short-listed Applicants to present	Wednesday 27 January 2021
Selection of the Successful Applicant (subject to contract)	Monday 1 February 2021

* Applicants are reminded that these dates may be amended by ICC, in its absolute discretion, for whatever reason and at any time.