AFGHANISTAN

NATIONAL TEAM

International and Domestic Events

Main Sponsorship Proposal 2027



ABOUT ACB

1995 — **Establishment**
- Afghanistan Cricket Federation

2001 2013 — **Affiliate Membership**
- By International Cricket Council

2003 — **Associate Membership**
- By Asian Cricket Council

April 2009 — **Became Independent Body**
- Received ODI Status
- Played 1st ODI vs Scotland

April 2010 — **ICC World T20**
- First Ever Appearance
- West Indies

Aug 2012 — **U19 Cricket World Cup**
- First Ever Participation in the ICC U19 World Cup in Australia

June 2013 — **Associate Membership**
- Make place in ICC Cricket World Cup 2015

April 2015 — **ICC Cricket World Cup**
- A historical first ever win in a world cup match

Jan 2016 — **First Ever Series Win**
Won the ODIs by 3 – 2 & T20Is by 2 – 0 against Zimbabwe

Jan 2016 — **Domestic First-Class Status**
Awarded first-class status by ICC

June 2017 — **Awarded Test Status**
Awarded full membership status by ICC

2018 2022 2024 — **Success in ICC U19 World Cup**
Reached to the Semi-Final

June 2018 — **Test Debut**
Afghanistan played their maiden test against India

June 2024 — **ICC T20 Cricket World Cup 2024**
Reached to the Semi-Final Stage

Oct 2024 — **ACC T20 Emerging Asia Cup**
First Ever win in the Emerging Asia Cup 2024

2025 — **Won Consecutive 5-ODI Series**
Beat Ireland 2 – 0, Beat South Africa 2 – 1,
Beat Bangladesh 2 – 1, Beat Zimbabwe 2 – 0,
Beat Bangladesh 3 – 0

ACB Home - International Cricket Ground

The Afghanistan Cricket Board, through agreements with UAE and BCCI, gains access to top international cricket facilities in the UAE and India. This allows Afghanistan to host home series at high-quality neutral venues, enhancing fan engagement, broadcasting standards, and strengthening its position in international cricket.



Sharjah Cricket Stadium



Dubai International Cricket Stadium



Zayed Cricket Stadium, Abu Dhabi



Tolerance Oval, Abu Dhabi



Green Park Stadium, Kanpur - India



Vijay Singh Pathik Sports Complex

Afghanistan Cricket Grounds

Cricket in Afghanistan has gained immense popularity over the years, and the country now boasts several well-equipped cricket grounds across various provinces. These stadiums often draw large crowds, as fans from all walks of life gather to watch and enjoy the thrilling matches. The passion for cricket runs deep among the Afghan people, turning every game into a lively and energetic celebration of the sport.



Kabul Cricket Ground



Kunduz Cricket Ground



Khost Cricket Ground



Ghazi Amanullah Khan Cricket Ground - Nangrahar



Kandahar Cricket Ground



Kunar Cricket Ground

ICC Men's Team Ranking

ICC ODI RANKINGS

POS	Teams	Matches	Points	Rating
1	INDIA	39	4495	115
2	NEW ZEALAND	38	4107	108
3	SOUTH AFRICA	34	3547	104
4	PAKISTAN	37	3838	104
5	AUSTRALIA	36	3711	103
6	AFGHANISTAN	31	2926	94
7	SRI LANKA	44	4144	94
8	ENGLAND	39	3582	92
9	BANGLADESH	41	3304	81
10	WEST INDIES	37	2924	79

ICC T20 RANKINGS

POS	Teams	Matches	Points	Rating
1	ENGLAND	41	11021	269
2	INDIA	76	20268	267
3	AUSTRALIA	38	9868	260
4	NEW ZEALAND	55	13638	248
5	SOUTH AFRCIA	53	12881	243
6	PAKISTAN	62	14883	240
7	WEST INDIES	60	14155	236
8	BANGLADESH	55	12220	222
9	SRI LANKA	52	11489	221
10	AFGHANISTAN	44	9679	220

Core Benefits of Brand Sponsorships

Sports sponsorships unlock powerful commercial and brand-building advantages for corporates. Below are the core benefits driving measurable ROI and long-term market impact.

- Massive Visibility & Reach
- Brand Exposure on Global Broadcast
- Consumer Engagement & Activation
- Brand Integration with Athletes
- Tangible Growth & Sales Impact
- Elevated Brand Positioning
- Emotional Brand Affiliation

ICC Events Viewership with Afghanistan Involvement

AFG vs AUS, World Cup 2023, on Disney+ Hotstar

- This was a non-India fixture (Afghanistan vs Australia) in the ICC Men's Cricket World Cup 2023.
- The peak concurrent viewers on Hotstar: 2.6 crore (≈ 26 million) on that platform.

ICC Men's T20 World Cup 2021

- 4.3 billion video views across all ICC digital channels.

ICC Men's T20 World Cup 2022

- 6.58 billion video views across all ICC platforms.
- 1.28 billion global linear TV audience.
- 3.95 billion total hours of event watched globally (TV + other platforms)

ICC Men's Cricket World Cup (ODI) 2023

- 1 trillion viewing minutes globally.
- 16.9 billion video views.
- Unique users: ~97.5 million on ICC web/app platforms.
- Star Sports: 268 million TV viewers in first 11 matches; 59+ billion minutes watch-time; etc.
- Overall viewership grew 22% vs. 2019.
- First 11 matches attracted 268 million viewers and 59 billion minutes of watch-time.
- Afghanistan's win vs Pakistan was a major highlight boosting engagement.

ICC Men's T20 World Cup 2024

- **5.8bn** Global live Viewing hours
- **5.8bn** ICC digital Social Video views

Afghanistan-specific viewership

Willow TV's North American media kit provides audience-consumption data for two important Afghanistan matches.

- Afghanistan vs Australia — Super Eight **294,316 hours**
- Afghanistan vs South Africa — Semi-final **299,432 hours**

ICC Men's T20 World Cup 2026

- **5.8bn** ICC digital Worldwide views reported
- **+56%** ICC TV growth playtime

Broadcast & Production Excellence Framework

The Afghanistan Cricket Board (ACB) is committed to delivering world-class broadcast and production standards across both international home fixtures and domestic tournaments. Our continuous investment in advanced technologies and experienced personnel ensures enhanced viewing experiences, increased global reach, and maximized brand visibility for our commercial partners.

Key 📹 Production Capabilities:

International Events:
- Minimum 20-camera setup with ICC-standard DRS integration (e.g., Hawk-Eye or equivalent)

Domestic Events:
- Minimum 15-camera setup ensuring comprehensive coverage

Advanced Technologies:
- Ball Tracking & Augmented Reality (AR) enhancements
- Super slow-motion replay systems
- ICC-compliant graphics engine and broadcast overlays

Production Expertise:
- Highly experienced team including producers, directors, broadcast engineers, camera crew, audio specialists, and replay/graphics operators

Broadcast 📡 Quality & Reach:
- Full HD (FHD) global streaming
- Worldwide broadcast distribution across key markets

Invitation to Sponsorship

The Afghanistan Cricket Board (ACB) is pleased to invite reputed marketing agencies and business entities to acquire **main sponsorship rights** for its International and Domestic Cricket Events featuring the Afghanistan National Men's Team for the 2027 cycle.

This proposal offers a range of high-value commercial opportunities, designed to maximize brand visibility, engagement, and return on investment through association with one of the fastest-growing cricketing nations.

- Jersey Branding Rights – Prominent logo placement on official team kits
- Ground Branding Rights – Strategic in-stadium visibility
- Digital & Social Media Integration – Targeted campaigns across ACB's digital platforms
- Merchandising Rights – Brand association with official merchandise
- Hospitality & VIP Access – Exclusive match-day experiences and corporate hosting opportunities
- Broadcast & Media Exposure – Extensive visibility through global broadcast and live streaming

International FTP Events 2027



SENIOR NATIONAL TEAM INTERNATIONAL EVENTS

Event	Format			Venue	Date
	T20I	ODI	Test		
West Indies	3	3	1	Away	Feb 2027
Ireland	3	3	1	Home	Mar 2027
ACC Asia Cup 2027	0	TBC	0	Bangladesh	Jun-Jul 2027
Sri Lanka	5	3	0	Home	Sept 2027
ICC ODI CWC 2027	0	3	0	ICC	Oct 2027
South Africa	0	3	1	TBC	TBC
Sri Lanka	3	3	0	Home	TBC
New Zealand	3	0	0	Home	TBC
United Arab Emirates	0	0	3	Away	Dec 2027

International Abdalyan & U19 Events 2027



ABDALYAN &U19 INTERNATIONAL EVENTS

Event	Format	Venue	Date
ACC Men's U19 WC/Asia Cup	TBC	ICC/ACC	2027
ACC Men's Rising Stars Asia Cup	TBC	ACC	2027
Bilateral Series / Abdalyan	TBC	Away	Apr 2027
Bilateral Series / U19	TBC	Away	Jul 2027
Abdalyan Tri – Series	TBC	Home	Sept 2027

Domestic Events 2027



DOMESTIC CRICKET EVENTS

Event	Format			Venue	Date
	T20I	ODI	Test		
Ahmad Shah Abdali First Class Tournament	0	0	7	Afghanistan	Jun-Aug 2027
List A (Ghazi Amanullah Khan One-Day Cup)	0	13	0		Jun-Aug 2027
National T20 Regional	TBC	0	0		Jun-Aug 2027
Shpageeza Cricket League	21	0	0		Sept 2027
Green Afghanistan Cup	13 ODIs - Subject to need of the event				Oct 2027

Grassroots & Disability Events 2027

GRASSROOTS & DISABILITY EVENTS

Event	Format			Venue	Date
	T20I	ODI	Test		
Najibullah Tarakai PwDs T20 Tournament	13	0	0	Afghanistan	January
Mirwais Nika 3-DAY Tournament	TBC				February
School Cricket	TBC				March
Wheel Chair/Pwds Tour	TBC				April
Thunder Hunt Program	TBC				October
Blind Cricket Event	TBC				TBC

Main Sponsorship Benefits for Community, Grassroots and Domestic Cricket Events

The Main Sponsor shall receive the following benefits:

- Event naming rights
- Ground branding and promotional photography
- Coverage on ACB's official social media platforms
- Recognition at opening and closing ceremonies
- Community engagement and sponsor activation opportunities

Note: These benefits focus on brand visibility, community engagement, and association with ACB. Live broadcast or streaming exposure is not guaranteed.

Additional Events and Variation Procedure

- Events outside the approved schedule are additional commercial opportunities.
- Sponsorship fees shall be mutually agreed.
- Branding rights and benefits require written agreement.
- All terms must be finalized before rights activation.
- No additional event is automatically included in the Main Sponsorship Agreement.

Post-Event Reporting and Evidence

Coordination: ACB's Sales & Marketing Department shall oversee sponsorship benefit delivery.

Documentation: Maintain photographs, records, and supporting evidence.

Reporting: Share a post-event report within 10 working days, where practicable.

Media Coverage: Include branding visibility, broadcast exposure, social media coverage, and performance metrics.

Sponsor Benefits: Report promotional activities, player engagements, and hospitality benefits, where applicable.

Compliance: Provide updates on the fulfillment of agreed contractual obligations.

Prize Money Structure

International Home Events

Player of the Match	AFN 50,000
Player of the Series	AFN 100,000
Winner Team	AFN 500,000

Shpageeza Cricket League

Player of the Match	AFN 20,000
Player of the League	AFN 100,000
Winner Team	AFN 500,000

Domestic Cricket Events

Player of the Match	AFN 10,000
Player of the Series	AFN 50,000
Winner Team	AFN 300,000

Sponsorship Rights and Benefits

Event Nomenclature

The sponsor's brand name will be part of the title in **International Home and Domestic events**, helping it get strong visibility and wide exposure during match broadcasts and on social media platforms.

Logo Display on Jersey

The logo will appear on both playing and training kits in line with the sponsorship terms, adhering to ICC regulations for commercial branding on clothing.

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AFGHANISTAN VS BANGLADESH

One-Off Test Series 2026

Sponsorship Rights and Benefits

Event Composite Logo

For both **international home and domestic events**, the Title sponsor logo will be incorporated into the event logo and featured in match graphics as well as across all ACB social media platform







Sponsorship Rights and Benefits

In-Stadia Branding Rights

The sponsor will be provided with in-stadia branding space during **International home and domestic events** in accordance with the sponsorship category contract.

3D Matt Logo



Branding Stands and Pillars



Perimeter Boards and Boundary Hoardings



LED Screen



Sponsorship Rights and Benefits

Dugout branding



Stumps Branding



Branding Stands



Ceremony Backdrop



Sponsor Logo Placement Plan Home & Away Events

Abdominal Spot

Title/Main Sponsor



Test Playing

Playing Jersey

Training Jersey

ACB's Global Media Syndication Zones

Coverage Zone	Key Target Countries
Zone 1 – South Asia	India, Pakistan, Bangladesh, Afghanistan, Sri Lanka, Nepal
Zone 2 – Middle East & GCC	UAE, Saudi Arabia, Qatar, Oman, Kuwait, Bahrain
Zone 3 – United Kingdom & Europe	UK, Ireland, Netherlands, Germany, Italy
Zone 4 – North America	USA, Canada
Zone 5 – Oceania	Australia, New Zealand
Zone 6 – Sub-Saharan Africa	South Africa, Zimbabwe, Namibia, Uganda, Kenya
Zone 7 – Caribbean	West Indies cricket-playing territories
Zone 8 – Southeast Asia	Malaysia, Singapore, Hong Kong, Thailand
Zone 9 – Rest of World	Other eligible international territories

Brand Exposure on Digital and Social Media



Terms and Conditions

- The Marketing Agencies and Business entities must be in operation for at least 03 (three) years. The Proposal needs to be accompanied with the following documents:
  - Updated Trade License Copy
  - Company Profile
  - Bank Solvency Certificate along with bank Statement
- Any person or entities with an existing unresolved dispute with ACB or any other ICC Member Countries on a point of law or fact shall be ineligible to participate in process.
- National brands of Afghanistan are strongly encouraged to apply for this opportunity.
- Any party with outstanding dues to ACB, ICC, or ACC is ineligible to apply for this opportunity until all payables are cleared.
- Rights will be awarded to a single brand. Marketing agencies or companies interested in bidding must introduce their brand for a clearance check process.

Terms and Conditions

- The bid shall not include prize money or ground branding costs. Prize money awards will be mutually agreed upon closer to the events, as per the ACB manual for prizes. Ground branding costs are subject to the specific brand. ACB can only provide details of the assigned vendor, who is usually hired through a procurement process.

- **Prohibited Brand Categories or its Surrogates:**
  - ✓ Beverages
  - ✓ Cloth Manufacturer
  - ✓ Gaming Platform
  - ✓ Alcohol Products or its surrogate brands
  - ✓ Betting or its surrogate brands
  - ✓ Tobacco or its surrogate brands

Disclaimer

The Afghanistan Cricket Board (ACB) reserves the right to accept or reject any or all proposals, wholly or in part, without assigning any reason whatsoever. Issuance of this proposal does not constitute a commitment by ACB to award any sponsorship rights. All information contained in this document is subject to change, and ACB reserves the right to modify, suspend, or terminate the sponsorship process at any stage, without incurring any liability towards any participant. Participation in this process shall be deemed as an acceptance of all terms and conditions stated herein.

Offer Submission

- Offers Submission/Opening: The interested parties shall submit their financial bid in a sealed envelope in hard copy or through email to following addresses on or before **16:00Hrs, 5th December 2026**:
  Marketing@afghancricket.af | n.azizi@afghancricket.af
- Interested parties with higher financial offer, who meets the eligibly criteria will be announced as winner.