



MAHARASHTRA CRICKET ASSOCIATION

(Affiliated to The Board of Control for Cricket in India 10-1-37),
(Registered Under Societies Reg. Act, 1860) (Maharashtra 565/Pune),
(Registered Under Bombay Public Trust Act, 1950 Reg. No. F-1042/Pune).

GSTIN 27AAATM2192D1ZS

Contact 020- 2995 3586 | 020- 2995 3587

Email cricketmaharashtra@yahoo.com

REQUEST FOR PROPOSAL (RFP) – LEAD SPONSOR

1. INTRODUCTION:

Maharashtra Cricket Association (MCA), affiliated with the **Board of Control for Cricket in India (BCCI)**, invites reputed organisations to partner with us as the **LEAD SPONSOR** for all MCA Teams participating in BCCI Domestic Cricket Tournaments.

This is an exclusive opportunity to align your brand with one of India's premier cricket associations and gain year-round visibility across national domestic cricket competitions.

MCA Teams: The sponsorship covers all **ten (10) official MCA Teams** competing in BCCI Domestic Cricket: **Men's Teams** - Senior, Under-23, Under-19, Under-16, Under-14 (Interstate – zonal), **Women's Teams** - Senior, Under-23, Under-19, Under-15 and U-17 (Interstate – zonal)

2. BRAND ASSOCIATION WITH INDIA'S LEADING CRICKETERS

As the Official Lead Sponsor, your brand will be associated with Maharashtra's top domestic and international cricketers representing the State in BCCI tournaments.

Notable players from MCA include: **Ruturaj Gaikwad, Rahul Tripathi, Smriti Mandhana, Tejal Hasabnis**, along with several current India 'A' players and emerging domestic stars. Your brand logo will feature on the Apparels worn by these players during BCCI domestic matches, practice sessions, training camps and official travel.

3. BIDDER'S BRAND ELIGIBILITY

The Bidder must not be directly or indirectly associated with, or have any affiliation/holding in, any entity engaged in betting, gambling, real money gaming, tobacco, alcohol, cryptocurrency, or any activity likely to offend public morals including but not limited to pornography ("Non-Permissible Categories"), and any such proposal shall be rejected. Further, the Bidder shall not be associated with any blockchain service provider, application, NFT, or Fan Token platform linked to the cryptocurrency sector. The Bidder represents and warrants that it is not, and shall not, directly or indirectly, engage in or be associated with any illegal, unlawful, fraudulent, unethical, or immoral activities. The successful Bidder shall also strictly comply with the directives of the Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India. The State Association reserves the right to reject any proposal found in violation of the above criteria, BCCI guidelines, or applicable laws.

4. SPONSORSHIP BENEFITS & DELIVERABLES

The successful **Lead Sponsor** shall be granted comprehensive branding rights on the official apparel of all MCA Teams for placing their Brand logo in below mentioned slot, which is:

1) Commercial logo on front of shirt – 154.8 sq cm (24 sq in)

In addition, the Lead Sponsor will receive extensive media and digital exposure through:

- 1) MCA's official social media platforms – Logo positioning on each post - player-related promotional content during training camps and domestic tournaments and all official MCA events.



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2) Display of logo on official MCA website.

5. COMMERCIAL BID PROCESS

5.1 Technical bid - Bidder's Eligibility - Bidders must satisfy the following:

- Registered Indian company / LLP / Partnership / Sole Proprietorship.
- Audited Financial turnover should be 50 crores or above as on 31/03/2025.
- Not blacklisted or debarred by any government or sports body.
- PAN and GST registration mandatory.

5.2 Documents to be Submitted:

- Company Profile with legal structure.
- Audited financial statements for last 3 Financial years.
- Net worth and Solvency certificates from CA.
- PAN and GST details.
- All above documents should be enclosed and sealed in Technical Bid envelope.

5.3 Financial Bid terms:

Bidders shall submit a sealed Financial Bid quoting the Bid amount (exclusive of taxes). Base/Reserve price for the same will be **2 crores**.

- Opening of Financial Bids: MCA shall open Bids of technically eligible bidders only.

5.4 Bid Submission Process:

Bidders must prepare two sealed envelopes:

- Envelope A (Technical Bid)– Eligibility Document required as per clause 3 & 5.2
- Envelope B – Financial Bid

Both envelopes to be placed in a larger sealed envelope marked: "Bid for Lead Sponsor – MCA"

5.5 Address for Submission:

Maharashtra Cricket Association MCA Head Office, 1 Modibaug, Narveer Tanajiwadi, Shivajinagar, Pune 411005.

6. Important Dates:

- Issue of Tender: 07/08/2026
- Last Date for Submission: 15/08/2026 by 6 pm.
- Declaration of Successful name of successful bidder 20/08/2026

7. General Terms & Conditions

- MCA reserves the right to reject any or all bids without assigning any reason. It is not obligatory on MCA to select/finalize the highest bidder.
- MCA's decision in evaluation and award of rights shall be final.
- The acceptance of the Bid shall be subject to the prior approval of the BCCI.
- Duration of sponsor – One Year/BCCI Domestic Season 2026-27 timeline (till 31st May 2027) extendable mutually.



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- Payment terms: The successful bidder will have to pay Entire Bid amount to MCA on or before execution of agreement.
- The Successful Bidder and the Maharashtra Cricket Association ("MCA") shall execute a definitive agreement within 5 days from the date of acceptance of the successful bid.
- All disputes shall be subject to Pune jurisdiction.

8. Contact for Clarifications-

Email: cricketmaharashtra@yahoo.com

Phone: 98501-75363

For Maharashtra Cricket Association

Ajinkya Joshi
CEO MCA

