



*International
Cricket Council*

REQUEST FOR PROPOSALS

**EVENT BRAND DESIGN AND IDENTITY
FOR THE ICC CRICKET WORLD CUP 2019**



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1. INTRODUCTION

ICC Development (International) Limited (“IDI”) is the financial and commercial arm of the International Cricket Council (“ICC”), the international governing body for cricket.

ICC has granted to IDI the right and responsibility to manage all aspects of the commercial rights to all ICC events, including the organisation and exploitation of the ICC Cricket World Cup 2019 which is currently scheduled to take place in England (the “Event”).

IDI has appointed the England and Wales Cricket Board as the host of the Event (the “Host”). The Host will in turn appoint an Organising Committee to oversee and monitor the delivery of the Event.

The ICC Cricket World Cup is the showpiece event of the cricket calendar and takes place every four years, with matches contested in a 50 over per side format. Ten national teams are scheduled to compete in the Event in 2019.

There have been nine previous Cricket World Cup events, with the first such tournament taking place in England in 1975 and the last ICC Cricket World Cup taking place in the Subcontinent in 2011, which was won by India. Australia and New Zealand will host the tenth edition in February and March 2015. The traditions and competitiveness of the sport, the atmosphere, the passionate ambition of taking home the illustrious title of ICC Cricket World Cup Champions and the welcoming and friendly nature of the host country culminate in one of the most thrilling eight weeks the game has ever seen.

Capitalised terms used in this Request for Proposals (“RFP”) have the meanings set out in Appendix A.

Services:

- 1) Currently the ICC Cricket World Cup brand (the ICC’s flagship major event) has been developed specifically for each staging and location of the event, and an insight should be given if this trend is to be continued. If so, the brand identity for the Event should reflect that the ICC Cricket World Cup is the ICC’s flagship major event. In addition, the identity should be modern, bright, and energetic, have cricketing reference and should reflect some of the core characteristics of the host country’s style and way of life.
- 2) An option for the ICC Cricket World Cup event brand to be designed in perpetuity. The logo should be strong and original in identity with longevity in mind for the use in latter editions with only the location and date to be changed out. IDI’s continued aim is to develop value in and awareness of the ICC Cricket World Cup and the ICC brand, and to reinforce the ICC Cricket World Cup as its major 50 over a side highly anticipated event in global cricket and international sporting calendars.

IDI **may** wish to appoint more than one company to provide the brand design and identity services in connection with the Event as are further detailed in Appendix B (the “Services”).

2. OBJECTIVES

- 2.1 The purpose of the RFP is to invite interested and qualified Applicants to submit Proposals for the right to provide the Services to IDI in connection with the Event, as described in the overview of Services set out in Appendix B and on the terms and subject to the conditions set out in the RFP.
- 2.2 The ICC brand is recognised internationally and ICC events provide a unique opportunity to showcase the sport of cricket to a global audience. In order to exceed the expectations of cricket fans and to expand the global audience for cricket, IDI has a responsibility to and will deliver world class events. Accordingly, and in particular because the Event is the ICC's flagship major event, IDI and the Host expect all suppliers for the Event, including in particular any supplier of the Services, to be capable of providing services of a standard comparable with those currently being provided to leading international sporting organisations and rights holders of world class international sporting events.
- 2.3 In that context, the RFP has been designed to invite Proposals from Applicants with:
- (a) extensive proven experience in providing services similar to the Services;
 - (b) a strong financial background;
 - (c) sufficient resources (including staff) to provide the Services;
 - (d) a substantial network of contacts throughout the countries of the Host and/or a proven ability to establish local contacts in order to provide the Services to the required standard and within the prescribed timeframes;
 - (e) a state-of-the-art information technology (IT) infrastructure; and
 - (f) adequately trained personnel (including in particular, but without limitation, experienced management personnel).
- 2.3 In the RFP, each Applicant is invited to submit its Proposal for the right to provide the Services in connection with the Event and each Applicant must:
- (a) complete, sign and return the form as set out in Appendix E, together with its detailed Proposal, by the applicable date specified in the Timetable; and
 - (b) provide adequate and detailed answers and information to meet the requirements of the Criteria (as set out in Appendix C).
- 2.4 In submitting its Proposal, each Applicant will have to establish that it satisfies (or will satisfy in a timely fashion) the Criteria and the Requirements. IDI will evaluate the Proposals based on the extent to which they reveal that such conditions and requirements have been or will be satisfied.
- 2.5 Each Applicant should seek to provide satisfactory evidence to IDI in its Proposal of its financial standing and of its ability to meet the commitments it makes in its Proposal. IDI reserves the right to require audited financial accounts and/or appropriate bank guarantees and/or parent company performance guarantees from each Applicant.
- 2.6 IDI may, in its absolute discretion, waive any of the conditions and / or requirements set out in the RFP in respect of any or all of the Applicants. Each Applicant will be evaluated on the overall merits of its Proposal and the Successful Applicant may not have satisfied all conditions

and requirements and may not necessarily be the one which offers the most competitive financial terms.

3. ENQUIRIES

- 3.1 IDI will, where possible, answer questions or provide additional information reasonably requested by Applicants at any time during the Selection Procedure with respect to the contents of the RFP or the means by which the Successful Applicant shall be appointed. Such queries should be addressed in writing by e-mail with the reference “RFP – ICC Cricket World Cup 2019 – Event Brand Design and Identity – Query” to:

Attention: Tulsa Woodham, Commercial Sponsor Operations Manager, ICC
E-mail: tulsa.woodham@icc-cricket.com

Copy: Steve Elworthy, Managing Director – Global Events & Marketing,
England and Wales Cricket Board
E-mail: Steve.Elworthy@ecb.co.uk

IDI will attempt to respond to all queries in as expeditious a manner as possible and in such a form as IDI considers appropriate. IDI reserves the right to make its response to any query from any Applicant available to all Applicants without revealing the identity of the initial enquiring party.

- 3.2 IDI may not be able to provide responses and/or additional information to all queries and it shall definitely not be able to do so if such requests are sent less than five (5) business days before the due date for receipt of Proposals as set out in the Timetable.

4. SELECTION PROCEDURE OVERVIEW

- 4.1 Each Applicant must submit its completed Proposal documents in English by no later than the due date prescribed in the Timetable via email (soft copy) and in hard copy (by courier) to each of the following contact details:

Attention: Tulsa Woodham, Commercial Sponsor Operations Manager, ICC
Address: International Cricket Council, P.O. Box 500070, Dubai, U.A.E.
E-mail: tulsa.woodham@icc-cricket.com

Attention: Steve Elworthy, Managing Director – Global Events & Marketing,
England and Wales Cricket Board
Address: England and Wales Cricket Board, Lord’s Cricket Ground, London
NW8 8QZ, UK
E-mail: Steve.Elworthy@ecb.co.uk

- 4.2 Each Applicant must attach all applicable documents in support of its Proposal in accordance with the requirements set out in clause 2.3 of the RFP as well as any other relevant materials, photographs and/or attachments. IDI may issue supplementary requests for information which, once issued, will form part of the RFP. IDI may also ask any Applicant for such further information, guarantees and/or documents as IDI deems necessary in connection with any Proposal at any time and any such further information, guarantee and/or document may be used at any point in the Selection Procedure by IDI to evaluate a Proposal.

- 4.3 Each Proposal, once submitted, constitutes a binding and irrevocable offer to provide the Services on the terms set out in the Proposal (or as amended by IDI), which offer that cannot be amended or withdrawn after its date of submission (unless requested by IDI).
- 4.4 IDI is not obliged to accept or consider any Proposal in full or in part or any responses or submissions in relation thereto and IDI may reject any Proposal, responses or submissions. IDI reserves the right to appoint the Applicant whose Proposal (in the absolute discretion of IDI) most successfully conforms to the Criteria and the Requirements in accordance with the terms and conditions described in the RFP or to make alternative arrangements for the provision of the Services, including (without limitation) issuing a revised or different RFP or providing the Services itself.
- 4.5 IDI shall conduct the Selection Procedure in accordance with the Timetable set out in Appendix D. Each Applicant is and shall be required to comply fully with the applicable deadlines in the Timetable as well as such other deadlines as are imposed by IDI throughout the Selection Procedure (unless otherwise approved by IDI on a case-by-case basis).
- 4.6 The Selection Procedure shall consist of:
- (a) a technical evaluation of each Proposal examining each Applicant's ability to provide the Services in accordance with the Requirements;
 - (b) a financial evaluation of each Proposal examining each Applicant's ability to secure or offer the best possible prices in connection with the Services; and
 - (c) an evaluation of each Applicant's suitability, experience and qualifications, including (without limitation) its compliance with the Criteria as well as the organisational structure and infrastructure proposed by the Applicant to provide the Services.
- 4.7 IDI has the right (in its absolute discretion) to determine how to progress any discussions and/or negotiations with Applicants following submission of the Proposals. However, IDI may prepare a short list of Applicants, following which each of the short-listed Applicants may (if invited by IDI, at its discretion) be given the opportunity to present its detailed Proposal to IDI in person (attendance at any such presentation shall be at the sole cost of the Applicant in each case).
- 4.8 IDI may, for any reason and at any time during the Selection Procedure, request any Applicant to supply further information and/or documentation. Each Applicant shall supply such further information and/or documentation requested by IDI within seven (7) calendar days after receipt of a written request for that information and/or documentation (or such other period of time determined by IDI). Any and all costs and/or expenses associated with the provision of the additional information and/or documentation shall be borne by the Applicant.
- 4.9 After careful consideration and thorough examination of the Proposals, IDI shall select the Successful Applicant whose Proposal most closely satisfies the Criteria and the Requirements. The relative competitiveness of the financial terms offered may not necessarily be a decisive factor in choosing between Proposals. IDI reserves the right to make the appointment of the Successful Applicant subject to such further terms and conditions as it considers appropriate in relation to the RFP process and/or the provision of the Services. Applicants which have not been selected shall be informed accordingly in writing. IDI shall not be obliged to give any reason(s) for the selection and/or rejection of any Proposal or any part thereof.
- 4.10 The appointment of the Successful Applicant is subject to the conclusion of an Agreement between IDI and the Successful Applicant governing all rights and obligations related to the Services. The Agreement shall be prepared by IDI to include such terms and conditions

commonly included in agreements of such nature, together with any other terms and conditions which are required by IDI (whether arising from the specifications of the Proposal of the Successful Applicant or otherwise). It is intended that the Agreement shall be concluded and signed following good faith negotiations within sixty (60) days following the date of submission of the draft Agreement by IDI to the Successful Applicant. Each Applicant agrees and acknowledges that IDI shall have the absolute right to determine at its absolute discretion whether or not negotiations shall be conducted on an exclusive basis.

- 4.11 IDI reserves the right, at any time and in its absolute discretion, to accept or reject Proposals (or to permit any Applicant to resubmit its Proposal in the event that such Proposal fails to meet any or all of the Criteria and/or the Requirements), to pursue negotiations with any number of Applicants, to withdraw from negotiations with any Applicant at any time and to suspend, discontinue, modify and/or terminate the RFP process at any time.

5. LEGAL PROVISIONS

In participating in the RFP process, responding to the RFP and/or submitting a Proposal, each Applicant accepts and agrees to be bound by and to comply with the terms of the RFP generally, including (without limitation) the following terms and conditions (which apply in each case equally to all Applicants):

- 5.1 Nothing in the RFP or in any communication made by IDI or its officers, employees, representatives, agents and/or advisers shall constitute an offer of a contract or a binding contract between IDI and any Applicant, nor shall it be taken as constituting any representation that rights or licences will be granted in accordance with the RFP and/or the Selection Procedure.
- 5.2 IDI reserves the right, at any time during the Selection Procedure, to change any aspect of the RFP, to issue any separate amendment or addendum to the RFP (which will become part of the RFP upon issue) or to issue an amended RFP in place of the RFP, to refuse to consider any Applicants or to withdraw the RFP. Applicants acknowledge that IDI may decide to organise the Services on its own or without appointing any third party.
- 5.3 IDI has taken all reasonable care to ensure that the RFP is accurate in all material respects. The RFP is provided by way of explanation of the Services required by IDI and neither IDI, nor any of its officers, employees, representatives, agents and/or advisers makes any representation or warranty or accepts any responsibility for the accuracy or completeness of the information contained in the RFP or in any subsequent correspondence by IDI in relation to the RFP, nor shall they be liable for any loss or damage suffered by any Applicant or any other third party in reliance on the RFP or any subsequent communication with IDI.
- 5.4 Without prejudice to clause 5.3 above, the RFP does not contain any representation upon which any Applicant or other recipient may be entitled to rely at any point in time in order to bring any claim, action or proceedings against IDI and/or its associated entities and/or any of their respective officers, employees, representatives, agents and/or advisers (whether for misrepresentation or otherwise). The RFP is incapable of creating any liability for IDI and/or its associated entities and each Applicant hereby irrevocably and unconditionally waives any and all rights it may have, now or at any time in the future, to bring any claim in any court of competent jurisdiction in relation to the appointment or manner of appointment of any Applicant, the Selection Procedure or otherwise in relation to the RFP process.
- 5.5 Each Applicant represents, warrants and undertakes to IDI that any and all information contained in its Proposal and/or submitted in connection with its Proposal, and any and all representations made by or on its behalf to IDI, during the course of the Selection Procedure shall not be false, inaccurate or misleading in any respect (including, without limitation, by the omission of any material, information or facts) and that if, after submitting its Proposal there is

any change in the Applicant's circumstances or any other event occurs which may adversely affect and/or impact such information and/or representations and/or the manner in which they may be interpreted by IDI, the Applicant shall promptly notify IDI in writing setting out the relevant details in full. IDI is and shall be fully able to rely on the accuracy and authenticity of any and all information contained in any Proposal and/or submitted in connection with any Proposal in assessing any Applicant's ability to perform and deliver the Services.

- 5.6 Each Applicant agrees to keep confidential at all times, whether during or after the Selection Procedure, all Confidential Information and to take all necessary steps to preserve the strict confidentiality of such Confidential Information, including (without limitation) by disclosing relevant material to its officers, employees, representative, agents and/or advisers only on a strictly "need to know" basis and only for the purpose of this Selection Procedure.
- 5.7 Each Applicant agrees that it will not discuss any part of the RFP, any Proposal it is considering or which it has submitted and/or any other aspect of the Selection Procedure with any other Applicant at any time for any reason. Any breach of this obligation by an Applicant may result in its immediate elimination from the Selection Procedure.
- 5.8 No Applicant is entitled to make any announcement relating directly or indirectly to the RFP, the Selection Procedure and/or its Proposal. Each Applicant acknowledges and agrees that IDI shall have the absolute right to make any announcement in connection with the RFP and/or the whole or any aspect of the Selection Procedure.
- 5.9 Each Applicant is responsible for any and all costs, expenses and liabilities incurred (directly or indirectly) by or on its behalf in the preparation and submission of its Proposal and/or otherwise in relation to the Selection Procedure and/or any negotiations with IDI following receipt by IDI of its Proposal (whether or not an Agreement is entered into with such Applicant). Under no circumstances will IDI and/or its associated entities and/or any of their respective officers, employees, representatives, agents or advisers be responsible for any costs of any Applicant associated in any way (whether directly or indirectly) with the Selection Procedure.
- 5.10 Each Applicant acknowledges that any and all intellectual property rights of IDI (including, without limitation, to the name, logo and trophy for the Event) remain the exclusive property of IDI. Furthermore, any materials provided by IDI to any Applicant shall belong and/or accrue exclusively to IDI. No Applicant shall claim ownership over any rights including (without limitation) intellectual property rights, in relation to the ideas, concepts, material or any other rights contained in the RFP.
- 5.11 In consideration of IDI receiving and reviewing its Proposal, each Applicant confirms and warrants that it has read, understood and accepted the terms and conditions set out in the RFP, which take precedence over any provisions contained in any other communications between the Applicant and IDI. Each Applicant further acknowledges that, except as set out in the Proposal and in any subsequent Agreement (if any), there is no existing agreement, arrangement or understanding in place (whether in writing or oral) between IDI and the Applicant in relation to the RFP, its subject-matter and/or the provision of the Services.
- 5.12 Each Applicant acknowledges that, save as set out in an Agreement (as applicable), all rights and opportunities in and in relation to the Event shall be exclusively reserved by IDI.
- 5.13 IDI shall be able to rely on any and all representations made by each Applicant in its Proposal and/or in connection therewith.
- 5.14 No terms seeking to restrict in any way the discretion of IDI in the Selection Procedure will be accepted.

5.15 The RFP, the Selection Procedure and any and all related documentation shall be governed by and interpreted in accordance with English law and any dispute arising from or in relation to the same shall be subject to the exclusive jurisdiction of the English courts.

APPENDIX A

DEFINITIONS

"Agreement"	Means the long-form written agreement to be entered into between IDI and the Successful Applicant governing the provision by the Successful Applicant of the Services in respect of the Event.
"Applicant"	Means any party which is considering whether or not to submit or which submits from time to time a Proposal in response to the RFP.
"Confidential Information"	Means any and all aspects of the RFP, the Selection Procedure, the Event and/or the business and/or affairs of the ICC and/or IDI and/or IDI which is or which comes into an Applicant's possession (except where such information is generally available to the public).
"Criteria"	Means the list of criteria to be addressed by each Applicant in its Proposal as set out in Appendix C.
"Event"	Means the ICC Cricket World Cup 2019 as set out in the introduction to the RFP (or as amended from time to time by IDI, acting in consultation with the Host).
"Host"	Means England and Wales Cricket Board which has been appointed by IDI to host the Event.
"ICC"	Means International Cricket Council, the international governing body for the sport of cricket, having its administrative office at Street 69, Dubai Sports City, Emirates Road, P.O. Box 500070, Dubai, United Arab Emirates.
"IDI"	Means ICC Development (International) Limited, a company incorporated under the laws of the territory of the British Virgin Islands and having its administrative office c/o ICC at Street 69, Dubai Sports City, Emirates Road, P.O. Box 500070, Dubai, United Arab Emirates.
"Match"	Means any official cricket match played as part of the Event.
"Proposal"	Means all documents and information submitted by an Applicant supporting its bid to provide the Services to IDI, as required under the RFP.
"RFP"	Means this Request for Proposals, including all of its appendices and as amended, supplemented or replaced from time to time.
"Requirements"	Means the guidelines, directions, requirements, instructions and requests of IDI issued to any Applicant with respect to the Selection Procedure and/or the Services from time to time.
"Selection Procedure"	Means the entire procedure conducted by IDI to select and appoint the Successful Applicant for the provision of the Services pursuant to the RFP process and the subsequent negotiation, finalisation and execution of the Agreement.

"Services"	Means those services in respect of the Event referenced in the introduction to the RFP and detailed in Appendix B.
"Successful Applicant"	Means the Applicant selected by IDI to provide the Services pursuant to the Selection Procedure.
"Timetable"	Means the timetable for the Selection Procedure as set out in Appendix D.
"Venue"	Means the premises of any stadium, ground or place at which any Match is scheduled to be played and/or any other stadium or ground that may be selected by IDI (acting in consultation with IDI) for any Match.

APPENDIX B

SERVICES

The Successful Applicant shall be required to provide the services listed below in connection with the Event, such services to be delivered by the Successful Applicant always in accordance with any instructions issued by or on behalf of IDI from time to time. The following list is for illustrative purposes only and is non-exhaustive. IDI reserves the right to amend the scope of the Services at any time prior to execution of an Agreement by the Successful Applicant.

Please submit a cost proposal (as outlined further in Appendix F) detailing the process of a brand creation for the Event from a brief strategic positioning of the new brand to the provision of a full suite of logos, fonts, colour palette, sub-graphics, composite logos and guidelines.

Please note that **NO CREATIVE** material is being requested in this stage of the process. We are seeking interested parties to outline the process and forecast costs of that process. The cost proposal should cover the specific aspect / line items listed in Appendix F.

A single core creative idea is sought that would underpin the identity development. Once established, this core creative idea would direct all future creative development of the identity for the Event, with sufficient stretch and flexibility for on-screen, print, web, embroidery, signage use and allows the flexibility of an in house department or local agency to create effective advertising for the Event.

Brand elements

- Logotype(s) in colour and B/W (to work online, signage, embroidery)
- Colour, B/W, Mono, RGB and Embroidery reproduction of logotype(s)
- Minimum size guide for logotype(s)
- Exclusion zone guide for logotype(s)
- Composite logos (eg: use with Official Travel Agents and Sponsor logos)
- Colour palette (Primary and Secondary)
- Typeface(s)
- Subgraphic / Graphic Device / Visual language
- Tagline
- Brand Guidelines with:
 - In-Stadium / Host City Dressing examples
 - Staff Event clothing examples
 - Match Ticket examples
 - Licensing, Retail and Merchandise packaging examples
 - Event Photography use
 - Layout examples
 - Broadcast layout and use
 - Other elements
- Event Mascot and Guide lines (both should be costed separately) – The Mascot is to crystallise the feelings and action of the sport and our fans in a graphic form that reflects the visceral tone and emotion that ICC Cricket World Cups create. It also emphasises the enthusiasm of youth both in general and for cricket itself. The Event Mascot gives an instantly recognisable strength so that with exposure, create a friendly face and helps to connect directly to the emotion and heart of the Event, to distil the feelings and the spirit of our brand.
- 5 / 15 / 30 second Animations
- Supply of a secured, online storage system to house creative assets for downloading by external parties for 5 years

Additional Tools

- Letterhead (electronic and print version)
- Media Press folder (print version)
- Press release (electronic version)
- Email Signature (with use of Sponsor Block)
- Website design (2 pages)
- Event launch campaign targeting awareness within host nations
- Communications platform development
- Powerpoint template

APPENDIX C

CRITERIA

Each Proposal must include the following key criteria about the Applicant (together the "Criteria") including the provision of documentary evidence in support of each of the criteria:

1. The following "Minimum Criteria" about the Applicant (in detail):
 - (a) its experience and expertise in providing services of a similar nature to the Services;
 - (b) the range and level of resources that will be used to provide the Services; and
 - (c) the extent and sophistication of its external business network and industry contacts.
2. The following "Organisational Criteria" about the Applicant (in detail):
 - (a) its internal office network;
 - (b) its management structure proposed for the Services (including identifying key account management personnel);
 - (c) any proposed sub-contracting of the provision of the Services with full details about proposed sub-contractors and any other material information; and
 - (d) the type of organisational structures proposed for co-operation with IDI and the Host.
3. The following "Operational Criteria" about the Applicant (in detail):
 - (a) its service levels and acceptance procedures;
 - (b) provision of information and reporting to IDI and the Host;
 - (c) its processes for concluding and managing contracts as well as maintaining relationship with clients;
 - (d) pricing structures, pricing caps, options and cancellation policies;
 - (e) management of relationships with IDI and the Host and any relevant third parties; and
 - (f) implementation and use of information technology (IT) to streamline the Services

APPENDIX D

TIMETABLE

The current timetable for the Selection Procedure is as follows:

Occasion	Date *
Submission of RFP by IDI	15 April 2014
Deadline for receipt by IDI and the Host of Cost Proposals and Credentials from Applicants. NO CREATIVE is required at this time	5 May 2014
Selection and notification of short listed Applicants*	15 May 2014
Selected Applications will be invited to present their respective Creative Proposals at a venue to be confirmed (all costs are at the expense of each Applicant)	Week commencing 16 th June 2014
Selection and appointment by IDI of the Successful Applicant**	30 June 2014
Completion of brand identity for the Event, sub graphics and presentation of initial Event mascot identity	4 August 2014
Delivery of brand identity and brand guidelines for the Event	15 September 2014
Event identity launched at the end of the ICC Cricket World Cup 2015	29 March 2015

* Short listed Applicants will be provided with further information to assist with their creative presentation for the brand identity for the Event.

** Selected Applicant will be provided with further information to assist with the full brand design / identity for the Event.

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

APPENDIX E

DETAILS OF APPLICANT

IDI shall treat the following information as confidential:

1. Full name of Applicant: _____
2. Type of business activity: _____
3. Address and headquarters: _____

4. Phone number: _____
5. Fax number: _____
6. Internet address: _____
7. Contact person, position in company and contact details: _____

8. Trade register entry and legal status: _____

9. Composition of Board of Directors/Management: _____

10. Management: Current organisational chart and functions with proposed management structure options on the basis of both of the Business Models.

(to be attached)
11. Comprehensive, yearly accounts of the two (2) last fiscal years certified by the company auditors including balance sheets (as well as its appendices including a table of liquid assets) and profit and loss account worldwide including split between:
 - turnover in sport-related business;
 - turnover in non-sport business or major events; and
 - other turnover.
(to be attached)
12. Staff: _____

13. Staff involved in the sport-related or other major event-related business:
-
14. Shareholders/associates with a holding/stake of > 5%:
-
15. How many rights of votes have these shareholders?
-
16. Are there any binding contracts involving these shareholders/associates?
If so, indicate the parties:
-
-
-
17. Parent company and/or holding structure:
-
18. Substantial shareholdings in other companies (> 25%):
-
19. References (previous business involvement in sport events and other major events); please indicate name, title/function, phone, email:
-
-
20. Community of interests (joint ventures, contracts of cooperation and similar) with sports organisations and/or other organisers of major events:
-
-
-
21. Years of experience in the current business:
-

APPENDIX F

COSTS

Strategic development and brand definition

- Brand strategy / platform development (to demonstrate an understanding of our audiences and their needs)

Creative development and artwork

- Design development of the brand identity for the Event

Brand guidelines

- Comprehensive Brand guidelines development
- Event Mascot and Brand guidelines (costed separately)
- 5/15/30 second Animations
- Supply of a secured, online storage system to house creative assets for downloading by external parties for 5 years

Additional tools

- Letterhead (electronic and print version)
- Media Press folder (print version)
- Press release (electronic version)
- Email Signature (with use of Sponsor Block)
- Website design (2 pages)
- Event launch campaign targeting awareness within host countries
- Communications platform development
- Powerpoint template

Further by submitting a Proposal, the Successful Applicant accepts that IDI will not be obliged to consider approval of any claims for additional payment unless the scope of the Services has been fundamentally altered causing a material change to the cost of performing the Services

APPENDIX G

EXAMPLES OF PREVIOUS ICC CRICKET WORLD CUP LOGOS
AND PICTURE OF THE TROPHY FOR THE EVENT

Previous ICC Cricket World Cup logos



The Trophy for the ICC Cricket World Cup



By submitting a Proposal, I confirm for and on behalf of my organisation that I have read and understood the terms and conditions of the RFP issued by IDI for the appointment of an organisation to provide the Services in connection with the Event, and I agree for and on behalf of my organisation that the organisation which I represent is and shall remain bound by such terms and conditions.

Signature: _____
Name: _____
Title: _____
Organisation: _____
Place: _____
Date: _____