



USA CRICKET - PARTNERSHIP OPPORTUNITY

OFFICIAL KIT AND EQUIPMENT SUPPLIER PARTNERSHIP(S)

1. THE OPPORTUNITY

USA Cricket is looking to partner with a leading kit and cricket equipment supplier or suppliers to forge a strong relationship which fulfils all of its International Men's, Women's and U-19s (Boys and Girls) team requirements, as well as the overall kit and equipment requirements of USA Cricket's domestic tournaments (including its National Championships and similar) planned to take immediate effect and through until the end of December 2022.

A supplier will also be appointed to offer officially endorsed playing kit and equipment to the entire USA Cricket community (Leagues, Clubs, Academies, Players, Officials and Fans) through the USA Cricket membership program, including bats and balls.

The partnership will play a critical role in helping USA Cricket to lay a platform for American cricket upon which it is able to establish its vision of making cricket a mainstream sport in the USA and establishing USA Cricket as a Full Member of the ICC by 2030.

2. THE TIME IS NOW

The growth and popularity of cricket in the United States continues to soar, fuelled by a strong foundation and support from the global and domestic cricketing community. The United States has been identified as the **#1 market worldwide** for future cricket growth and development:

- **Fans:** 10-20 Million existing cricket fans nationwide, more likely to skew younger, affluent and tech-savvy than the average sports fan in the US
- **USA Cricket Membership:** 150 Leagues/Academies and 20,000 individuals already signed up for the recently announced membership program, with multi-factor growth expected in the months to follow
- **Broadcast Viewership:** The U.S. is one of the biggest broadcast media markets for the sport worldwide
- **National Teams:** USA Cricket men's and women's national teams on the rise, and participating in increasing numbers of ICC global events and enhanced programs of international fixtures
- **New Player Development / Talent Pathway Programs:** Increased numbers of players within newly established zonal and national playing squads, supported by enhanced coaching structures and domestic competitions
- **New Nationwide and Professional Leagues & Competitions:** Launch of fully professional Major League Cricket in 2022; launch of first ever nationwide T20 tournament, Minor League Cricket in 2021; USA Cricket senior and junior national tournaments for men and women.
- **New Cricket-Specific Stadiums & Facilities:** Ongoing development of cricket specific venues in major metros and investment into improving local cricketing infrastructure across the country
- **Future global events:** Bidding to host future ICC global events in the USA; and supporting cricket's inclusion in the LA 2028 Olympic Games.



3. PARTNERSHIP WITH PURPOSE

Partnering with USA Cricket presents a major opportunity to play an integral role in helping USA Cricket to achieve its vision of making cricket a mainstream sport in the USA and establishing USA Cricket as a Full Member of the ICC by 2030.

In particular, the supplier(s) will play a central role in helping deliver the following strategic objectives:

- **Increasing the rate of participation** within all levels of the sport
- **Increasing the number of fans, players, officials and members, and increasing their engagement** levels with the sport
- **Improving the performances of the national teams**
- Growing the sport in a **sustainable fashion**
- **Supporting the entire cricket community** across the country

USA Cricket's approach to partnerships is guided by its values of Courage, Teamwork, Community, Inclusivity, Integrity, and Accountability.

4. DETAILS OF PARTNERSHIP SOUGHT

4.1 Categories of Partnership

USA Cricket through this Request for Proposal (RFP) document is looking to exclusively appoint Official Kit and Equipment Supplier(s) in the following three categories:

1. Playing kit and equipment suppliers for **all USA Cricket National Teams** (Senior Men's & Women's; U-19 Boys and U-19 Girls).
 - Playing kit
 - Equipment (e.g. guards, pads, helmets, tracksuits, bags etc.)
2. Playing kit and equipment for **all USA Cricket organized domestic competitions and events** (e.g. National Championships)
 - Playing kit
 - Equipment (e.g. guards, pads, helmets, tracksuits, bags etc.)
 - Cricket balls
3. Playing kit and equipment which can be offered directly and through the membership portal as 'officially endorsed by USA Cricket' to **USA Cricket members across the country (Leagues, Clubs, Academies, Players, Officials)** for all cricket competitions, training and events that they organize
 - Playing kit
 - Equipment (e.g. guards, pads, helmets, tracksuits, bags etc.)
 - Cricket balls
 - Cricket bats



As such, there are the following seven different positions available for suppliers to partner with USA Cricket across the three categories:

	USA Cricket National Teams	USA Cricket domestic competition/events	USA Cricket membership
Playing Kit	SUPPLIER 1		SUPPLIER 2
Equipment	SUPPLIER 3		SUPPLIER 4
Cricket balls	SUPPLIER 5		SUPPLIER 6
Cricket bats			SUPPLIER 7

Depending upon the nature of the bids received, USA Cricket may end up appointing various suppliers into the different positions identified in the table above, although it would prefer to identify and appoint as small a number of suppliers as possible across the different positions.

As part of their response, all interested parties are requested to identify which of the positions they are interested in being considered for, and all parties are encouraged to express interest in as many of the different positions (and combinations of the positions) as they feel they have the capability to service effectively.

4.2 Term

The successful bidder(s) shall be appointed with immediate effect and will be in place until 31 December 2022. They will be offered an exclusive period of negotiation with a view to agreeing an extension of the agreement(s) towards the end of the contract term.

4.3 Rights Granted by USA Cricket

The full set of rights of the Official Kit and Equipment Supplier(s) will be determined as part of this process and will depend on the overall structure that is eventually concluded and the nature of the bids received.

However, suppliers will likely enjoy rights that are typically granted to national team and governing body kit and equipment suppliers, for example:

- Right to use the official designation (e.g. Official Kit/Equipment Supplier to USA Cricket).
- Right to use USA Cricket logo and related artworks for promotional purposes
- Right to use imagery of national team players in national team kit/with equipment to promote the Official Kit/Equipment Supplier brand



- Right to have Official Kit/Equipment Supplier identified prominently on USA Cricket website and in USA Cricket materials.
- Right to have Official Kit/Equipment logo on all USA national team kits/equipment in accordance with relevant ICC Clothing & Equipment Regulations (where applicable)
- Right to have a fully branded on-line shop within the USA Cricket website and/or to display kit/equipment for sale through the on-line shop within the USA Cricket website
- Right for USA Cricket to promote kit/equipment to its membership
- Right to be recognized as the preferred US Cricket kit/equipment partner for supplies to all recognized leagues, clubs, academies and other members of USA Cricket, and to provide such kit/equipment to those members at discounted prices
- Right to use one photo-shoot of the National teams wearing the official kit or using the official equipment for the purposes of the suppliers' promotion and marketing.
- Right to in-venue branding opportunities (at own cost), where available.

**Rights granted for separate official ball or bat supplier shall be a subset of the above granted rights and will be discussed with interested parties upon receipt of relevant proposals.*

4.4 Minimum VIK Commitment from the Official Kit & Equipment Supplier(s)

It is expected the Official Kit & Equipment Supplier(s) in Supplier Positions 1, 3 and 5 (see table above) will provide USA Cricket with playing kit, equipment and balls to a minimum reserve value of:

- **SUPPLIER 1:** US Dollars One Hundred Thousand (\$150,000) for the Term
- **SUPPLIER 3:** US Dollars Fifty Thousand (\$75,000) for the Term
- **SUPPLIER 5:** the provision of 1,000 cricket balls across the Term that have been approved by the ICC for international competition

in each case, to be considered a Value in Kind amount (VIK).

The aggregate VIK amount shall be determined through the final itemized price list agreed between the two parties upon execution of contract.

The financial proposal from suppliers in respect of each of Positions 1, 3 and 5 shall include the total VIK and rights fee (where applicable), but shall at all times keep in mind the minimum reserve value set out in the table above.

Where USA Cricket's needs in any contract year are in excess of the agreed VIK amount, then USA Cricket agrees to purchase such additional supplies from the Official Kit & Equipment Supplier(s) at a 50% discount from the costs on the approved price list.

All price lists shall be inclusive of shipping costs to within the continental United States and include any and all applicable taxes and fees.

An indicative (**non-binding**) requirement of US Cricket playing kit/equipment needs for the period up until December 31st, 2022 is included for reference in **Appendix B**.



In respect of Supplier Positions 2, 4, 6 and 7 (i.e. playing kit, equipment, balls and bats to be offered to the USA Cricket membership), the financial proposal shall include a proposed royalty payment to USA Cricket for all sales made.

4.5 Design and Physical Samples

The supplier(s) shall be responsible for finalizing the design for USA Cricket playing kits and equipment in conjunction with USA Cricket. As part of the submission in reply to this RFP document the supplier is required to provide a minimum two playing kit design samples for review. These samples will not be the final designs but shall be used to judge the creative design output of the interested party and will be part of the selection process criteria.

Interested parties shall be required to provide physical samples for review and inspection by USA Cricket at the designated address. The samples shall be used for quality control purposes only. All playing apparel needs to be comprised of moisture managed fabric equivalent to Dry-Fit/Cool Max.

4.6 Women's Playing Kit Design

All proposals need to address specifically the difference between sizing, cut, and style in Women's design. This needs to include a dedicated range and not just an extension or adaption of men's/boys sizing.

4.7 Selection Process and Timeline

Submissions should be returned to USA Cricket no later than 3pm Pacific Time on August 2nd, 2021.

Short-listing and the selection of the preferred suppliers will be based on a two-stage process:

- Short-listing based on documentation, designs, fabric quality and written proposals.
- Final selection based on an overall view of the credibility and expertise of shortlisted companies, as evaluated after in-person/virtual presentation(s).

The following criteria will form the basis of the proposal evaluation:

- **Suitability of the proposal:** Proposal meets the needs and criteria set forth in the RFP
- **Quality of product:** Designed for elite athlete performance or community cricket support (as applicable)
- **Value proposition:** Including the VIK component, rights fees, royalties, price list of items, discounts and any other commercial offering within the proposal
- **Logistics:** Ability to fulfil and turn around requirements within designated time frames
- **Fit:** suppliers' fit for partnership with and commitment to the growth of USA Cricket and cricket in the USA

Complete proposals and queries should be sent to RFP@usacricket.org.

All queries must be submitted by July 30th, 2021.



Thereafter, submissions should be returned to USA Cricket no later than 3pm Pacific Time on August 2nd, 2021.

4.8 Confidentiality

This RFP is confidential and USA Cricket reserves the right to recall the RFP in its entirety or in part. Suppliers cannot and agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of USA Cricket.

4.9 Governing Law

The contract will be governed and interpreted in all respects by the law in California.

4.10 Declaration of Interest

Tenderers are required to explain, as part of any proposal, any relationship with any of the employees, coaches, contractors, directors or member organisations of USA Cricket, including details of work carried out on their behalf. USA Cricket may contact these individuals/organisations to discuss these projects.

4.11 References

Tenderers are required to provide two external references of relevant work carried out for comparable sports organizations. USA Cricket may contact these individuals/organisations to discuss these projects.

July 23rd, 2021



APPENDIX A – RESPONSE TO RFP
OFFICIAL KIT AND EQUIPMENT SUPPLIER PARTNERSHIP(S)

Please provide the following information as part of any response to the RFP:

1.1 Details of Applicant

USA Cricket shall treat the following information as confidential:

1	Names of business:	
2	Type of business activity:	
3	Address and headquarters:	
4	Phone number:	
5	Fax number:	
6	Email address:	
7	Website:	
8	Contact person, position in company and contact details:	
9	Trade register entry and legal status	
10	Composition of board of directors and management, including total number employees:	
11	Summary of key personnel, including name, position, summary of skillset, estimated time commitment to servicing USA Cricket as part of the proposed partnership	
12	Parent company and/or holding structure and substantial shareholdings	



	in other companies (> 25%):	
13	Details (including supporting documents) of the Applicant's financial status including, but not limited to, details of the most recent audited reports and accounts (last 2 years), copy of trade licence, general financial performance	
14	References (previous business involvement in sports events and other major events); please indicate name, title/function, phone, email:	
15	Years of experience in the current business:	

By submitting a proposal in response to this RFP document, I confirm for and on behalf of my organisation that I have read and understood the terms and conditions of the RFP issued by USA Cricket for the appointment of an organisation to provide the Services and/or exploit the Commercial Rights, 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.

I also understand that everything detailed in the RFP document is non-binding and subject to approval and contract.

Signature: _____

Name: _____

Title: _____

Organisation: _____

Date: _____

5.2 Applicant Overview



Please provide an introduction to your company - a company introductory sales or pitch deck will be sufficient

5.3 Applicant History

Please provide:

- a short summary on your company's history and involvement in supplying for professional sporting organizations
- a summary of your company's supply experience with national governing bodies in the sport of cricket
- details of any current or past relationships with leagues/teams/clubs (or other entities) within the USA cricket community.

5.4 Service delivery

Please provide information related to your product range which would satisfy the indicative playing kit/equipment needs detailed in **Appendix B** (as applicable), including by reference to:

- Availability of garment in your range
- Quality of the garment (samples to be provided at designated address upon request)
- Any specific technical properties
- Origin of garment
- Size range
- Lead times on first order
- Top up lead times
- Ability to subliminate, as well as stick on commercial partner logos; lead times associated with both

5.5 Range of Products

Please provide a full list of the range of playing kit and equipment items that are:

- Produced in house;
- Planned to be sourced from a third-party, and if outsourced, please identify from where;

5.6 Marketing and other support to grow cricket in the USA

Please provide an overview on how you will plan to market your products within the US cricket community and any other ways that you can help to contribute towards the development of cricket in the USA through this partnership.



5.7 Supplier Position(s) sought

Please identify (with reference to the table below), each of the supply positions that you wish to be considered for:

	USA Cricket National Teams	USA Cricket domestic competition/events	USA Cricket membership
Playing Kit	SUPPLIER 1		SUPPLIER 2
Equipment	SUPPLIER 3		SUPPLIER 4
Cricket balls	SUPPLIER 5		SUPPLIER 6
Cricket bats			SUPPLIER 7

5.8 Financial Proposal

Please provide a detailed financial proposal **in respect of each of the Supplier Positions** that you are interested in being considered for, including by addressing (as applicable) each of the following:

- Rights fee,
- VIK component,
- Royalty arrangements,
- Preferred supplier price lists,
- Discounts;
- Any other financial, VIK or other component that makes up part of your offer.



APPENDIX B – INDICATIVE KIT/EQUIPMENT REQUIREMENTS
OFFICIAL KIT AND EQUIPMENT SUPPLIER PARTNERSHIP(S)

Indicative per series/event requirements of all USA Cricket International Teams
(Includes Men's and Women's Senior Teams; Boys and Girls U-19 Teams)

Apparel Items	Quantity
Playing Shirt Half Sleeves	56
Playing Shirt Long Sleeves	66
Training Shirt Half Sleeves	66
Playing Pants	63
Training Pants	63
Travelling Polos	63
Track Top	22
Track Pants	22
Sleeveless Training Tops	66
Training Shorts	22
Socks (White)	132
Bibs	14
Caps	72

Equipment Items	Quantity
Cricket Ball Carry Bags	2
Pads	20
Batting Gloves	42
Thigh Guards	20
Guards	20
Wicket Keeping Pads	2
Wicket Keeping Gloves	2
Helmets	20
Kit Bags	30



Indicative requirements of USA Cricket Men's National Domestic Event

Apparel Items	Quantity
Playing Shirt Long Sleeves	72
Playing Pants	72
Training Pants	72
Track Top	24
Track Pants	24
Sleeveless Training Tops	72
Training Shorts	72
Caps	48

Indicative requirements of USA Cricket Women's National Domestic Event

Apparel Items	Quantity
Playing Shirt Short Sleeves	81
Playing Shirt Long Sleeves	81
Playing Pants	81
Training Pants	81
Track Top	27
Track Pants	27
Sleeveless Training Tops	81
Training Shorts	81
Caps	54

Indicative training kit requirements for USA Cricket Staff

Apparel Items	Quantity
Training Pants	146
Polo	246
Sleeveless Training Tops	96
Training Shorts	96
Caps	165