

JHARKHAND STATE CRICKET ASSOCIATION

INTERNATIONAL STADIUM COMPLEX,
H.E.C. CAMPUS, DHURWA, RANCHI- 834004

JSCA/RNC/256/647/ 2025-26

31st March, 2026

Name of work:- **Expression of interest (EOI) for Appointment of Strategic Partner / Event Management & Commercial Rights Holder for Organising the Jharkhand T20 League.**

1. INTRODUCTION:-

The Jharkhand State Cricket Association (JSCA) invites Expressions of Interest (EOI) from reputed, experienced and financially sound entities for partnering with the Association in conceptualizing, organizing, managing, marketing, and commercially exploiting the proposed Jharkhand T20 League, a state-level T20 cricket tournament comprising teams constituted of players from Jharkhand State.

2. OBJECTIVE:-

The objective of this EOI is to appoint a competent and experienced entity ("Bidder"/ "Strategic Partner") who shall assist the Association in end-to-end execution of the Jharkhand T20 League and maximize the commercial value of the tournament while safeguarding the financial and reputational interests of the Association.

3. SCOPE OF WORK:-

The selected Bidder shall be responsible for inter alia the following:

- a. Conceptualization, planning, and execution of the Jharkhand T20 League (T20 format).
- b. Creation and structuring of six (6) franchise teams, comprising players registered with the Jharkhand State Cricket Association, in accordance with eligibility criteria approved by the Association.
- c. Marketing and sale of franchise rights for the six teams.
- d. Conduct of players' auction in consultation with and subject to approval of the Association.
- e. Overall event management including venue branding, logistics, hospitality, accreditation, scheduling and operational execution.
- f. Securing broadcast and/or OTT rights and ensuring telecast/streaming of all matches.
- g. Sponsorship acquisition, advertising, branding and commercial tie-ups.
- h. Production and broadcast management, including feed generation.
- i. Media management, publicity, digital promotion and fan engagement.
- j. Compliance with all statutory, tax, and regulatory requirements.
- k. Any other work incidental to successful organization of the tournament.

4. TOURNAMENT STRUCTURE (INDICATIVE):-

- a. Format: T20
- b. Number of Teams: 6
- c. Players: Jharkhand-registered players only
- d. Venues: To be finalized by JSCA
- e. Tentative Window: To be decided by the Association

5. ELIGIBILITY CRITERIA:-

Interested parties must satisfy the following:

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- a. Proven experience in organizing professional sporting leagues/events of similar scale.
- b. Demonstrated experience in sports marketing, media rights, or sponsorship acquisition.
- c. Minimum financial net worth (to be specified by JSCA at RFP stage).
- d. No blacklisting by any government authority, sports body, or court of law.
- e. Strong operational capability and technical resources.

6. BIDDER RESPONSIBILITIES (COMMERCIAL & FINANCIAL)

The selected Bidder shall:

- a. Be responsible for monetization of franchise rights.
- b. Conduct player auction and manage franchise agreements.
- c. Generate revenues through sponsorships, media rights, and licensing.
- d. Ensure minimum guaranteed financial return to the Association (to be finalized).
- e. Maintain transparent accounts subject to audit by the Association.

7. FINANCIAL SAFEGUARDS:-

To protect the financial interests of the Association, the following shall be mandatory:

- a. Submission of Earnest Money Deposit (EMD) (amount to be specified).
- b. Successful Bidder shall furnish an unconditional and irrevocable Bank Guarantee in favour of JSCA towards performance obligations.
- c. Minimum Guaranteed Revenue (MGR) payable to the Association.
- d. Revenue sharing mechanism (details to be finalized at RFP stage).
- e. Escrow mechanism for collection and disbursement of tournament revenues.
- f. Right of JSCA to audit accounts and inspect records.
- g. Penalty and termination clauses for non-performance.

8. DOCUMENTS TO BE SUBMITTED:-

Interested parties shall submit:

- a. Company/firm profile and organizational structure
- b. Certificate of incorporation and statutory registrations
- c. Details of Board of Directors/Partners/Key Personnel
- d. Financial/Bank statements for last three years
- e. Net worth certificate from Chartered Accountant
- f. Details of similar events organized
- g. Client references
- h. Proposed commercial model (indicative)
- i. Declaration of non-blacklisting/payment defaults in earlier engagements.
- j. Pan Card, GST Certificate and Income Tax Return for the last three years.
- k. Any other relevant credentials.

9. SELECTION PROCESS:-

The selection shall be conducted in two stages:

Stage 1 – Evaluation of Expression of Interest (Technical Qualification)

Stage 2 – Request for Proposal (RFP) / Financial Bid from shortlisted entities

The Association reserves the right to accept or reject any or all EOIs without assigning any reason, especially if any information provided by the bidders is found to be false.

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10. KEY RIGHTS RESERVED BY THE ASSOCIATION:-

JSCA shall retain:

- a. Ownership of the tournament.
- b. Final approval over teams, auction rules, and player eligibility.
- c. Right to approve sponsors and broadcasters.
- d. Right to terminate agreement in case of breach.

11. APPLICABLE LAW AND JURISDICTION:-

This EOI process and any subsequent agreement arising therefrom shall be governed by and construed in accordance with the laws of India. Any disputes arising out of or in connection with this EOI or the resulting contract shall be subject to the exclusive jurisdiction of the courts at Ranchi, Jharkhand.

12. SUBMISSION DETAILS:-

Interested parties may submit their EOI along with supporting documents in a sealed envelope or via email on or before **04:00 PM, 3rd April 2026**, at the Office of the Honorary Secretary, Level-2, Amitabh Choudhary Pavilion, JSCA International Stadium Complex, Dhurwa, Ranchi – 834004.

Email: jscaranchi@gmail.com

13. DISCLAIMER:-

This EOI is not an offer and does not create any contractual obligation. JSCA reserves the right to modify the terms, cancel the process, or invite fresh bids at its sole discretion.

For Jharkhand State Cricket Association



(Saurabh Tiwary)
Honorary Secretary.