



**CALLING 'EXPRESSION OF INTEREST' (EOI) FOR**

## **'SRI LANKA CRICKET PACE ACE 2020 BROADCAST MEDIA (TV/RADIO) SPONSOR'**

SRI LANKA CRICKET (SLC), an International Brand with Global Recognition is planning to conduct a District wise, Island wide talent search to find fast bowlers through the proposed Pace Ace program. This event is expected to have a significant contribution towards the talent identification process of Sri Lanka Cricket.

We wish to invite renowned organizations which are interested to be appointed as the 'Sri Lanka Cricket Pace Ace 2020 – Broadcast Media (TV/Radio) Sponsor' for the said event. The successful bidder/ sponsor will gain Island wide brand recognition, exposure and affiliation with SLC.

Interested firms are invited to submit their letters of Expression of Interest [EOI] together with a brief introduction and summary of credentials of the organization via e-mail to SLC on [sponsorship@srilankacricknet.lk](mailto:sponsorship@srilankacricknet.lk) to reach on or before 1.00 p.m. on 24<sup>th</sup> Sep 2020. If further information is required in relation to this EOI, please contact Manager Sales - SLC via 0764-127253.

A Request for Proposal (RFP) detailing SLC's Requirements, benefits offered and guidelines in relation to the captioned Tender process will be notified to the parties who submit Letters of EOI.

N.B.

- Companies related to Alcohol (surrogated and non-surrogated) will not be eligible to participate in this EOI Process.
- Nothing in this invitation is to be construed as creating any binding contract and or give rise to any right (express or implied), between SLC and any applicant, until SLC and the applicant enter into a final, binding contract.

SLC reserves the right to cancel, amend or vary this invitation for EOI at any time at its sole discretion, without assigning any reason whatsoever.

**Chief Executive Officer  
Sri Lanka Cricket**