

# **LANKA PREMIER LEAGUE [LPL]**

## **CALLING FOR EXPRESSIONS OF INTEREST (EOI)**

SLC is gearing up for the launch of the Lanka Premier League [LPL] in **August-September 2020** and seeks to identify:

a suitable International Sports Marketing Agency that will join hands with SLC in the launch and short, medium and long term brand development of the LPL, in determining areas and avenues in which to maximize the commercial value the rights and properties associated with the LPL, and the effective marketing of the said rights and properties.

The ideal Candidate should, amongst other qualifications, possess a proven track record as a Sports Marketing Agency and have a minimum of three (3) years' experience in similar mandates, possess expertise and experience in sports sponsorships and successfully commercializing sports rights - ideally in Cricket - media and advertising with the ability to deliver innovative solutions to maximize the Brand value of the LPL and of SLC internationally, an in-depth knowledge of the sports marketing landscape and access to top Global brands.

Candidates interested are called upon to submit their letters of Expression of Interest [EOI] together with a summary of credentials via e-mail to SLC on [LPL@srilankacricket.lk](mailto:LPL@srilankacricket.lk) , to reach on or before 1.00 p.m. on 30<sup>th</sup> April 2020.

A Request for Proposal (RFP) detailing SLC's Requirements and Guidelines in relation to the captioned subject will be notified to the Candidates who submit Letters of EOI.

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

**Chief Executive Officer**