



## CRICKET SOUTH AFRICA

### INVITATION TO BID

**BID DESCRIPTION:** SPORTS PRESENTATION AND BRANDING MANAGEMENT FOR A PERIOD OF THREE (3) YEARS.

**BID NO:** CSA/02/2025/26

Cricket South Africa ("CSA") is the national governing body for the sport of cricket in South Africa. It administers all aspects of South African cricket, men and women, both in the professional and amateur spheres.

### **NATURE OF SERVICE REQUIRED**

Cricket South Africa NPC ("CSA") would like to invite suitably qualified companies to submit Sports Presentation and Branding Management.

CSA requires a proposal that articulates the approach to delivering on the objectives with a focus on (but not limited to):

- a) Managing the entire branding and signage for CSA.
- b) Scoping all the venues for potential branding and signage opportunities.
- c) Presenting a complete Branding and Signage plan for each tournament.
- d) Designing a comprehensive look and feel for all the branding elements being used during each of the Events.
- e) Designing all branding and signage elements required.
- f) Installing all branding and signage for each Event at all the necessary venues.
- g) Managing the branding and signage budget in its entirety, including storage requirements.
- h) Consulting to the event organizers on all matters relating to signage and branding for the Event and its associated functions.
- i) Strike down of all branding and signage at each venue once the last activity is complete and return the venues to the operators in the same condition it was left in.
- j) Use its best endeavors not to damage any branding during the installation and de-installation, but cannot be held responsible for factors beyond its control.
- k) Supply a monthly review of the Events activation on behalf of CSA and provide quarterly reports to CSA in this regard.
- l) Activate 50 ad hoc Event days during the course of each cricket season. Once this has been reached, any further events which require branding will be quoted on by the Agency before the work can take place. For the purposes of calculating the 50 ad hoc Event days, as a guideline all work conducted by the Agency under 3 hours in duration shall be regarded as half a day. The Parties shall, during the monthly review process above, discuss the calculation and apportionment of the Event days in good faith, having regard to the circumstances in which the work was undertaken, the nature of the work undertaken and the requirements of CSA.

- m) The agency at a minimum should have 4 regional branding teams based in each region to deliver the work in those areas (Western Cape, Eastern Cape, Free State, KZN, Gauteng). This reduces the amount of travel required for the domestic tournaments.
- n) Agency should have 1 dedicated branding team, which will travel to each of the Protea home matches during the season.
- o) Ensure all elements comply with all relevant applicable laws and regulations.
- p) Branding logistics and management for ad-hoc corporate events
- q) Rate card for production of new sponsor branding on an ad-hoc basis.

**Sports Presentation Services Required:**

- a) Corporate and match day venue dressing / branding including new venue site visits
- b) 2-way radios sourcing and management
- c) Trophy management
- d) In stadium match day , and other campaign activations i.e. concept development, production and management (CSA will pay for production and match day management separately but the concept development must be include the proposal fee structure)
- e) Zings & Stumps storage, transportation and management
- f) Player signing markers

**OBTAINING OF BID DOCUMENTS AND DEADLINE**

Bid documents can only be obtained on presentation of proof of payment to [bongat@cricket.co.za](mailto:bongat@cricket.co.za)

- **Non- Refundable deposit is payable for the bid document:** R 5 000.00 (Incl. Vat), Five Thousand Rands only. Payable through EFT on the Following Banking Details:
  - Bank:** Standard Bank
  - Branch:** 004305 **Account No:** 001640267
  - Ref:** CSA/02/2025/26
- **Obtaining of Bid Documents:** bid documents are to be obtained from [bongat@cricket.co.za](mailto:bongat@cricket.co.za) before or by Thursday, 24 July 2025 at 16:00
- **Compulsory Briefing Session Date:** Thursday, 24 July 2025 at 11:00 (via MS Teams)
  - **Closing Date for Questions:** Friday, 25 July 2025 at 16:00 PM
  - **Closing Date and Time for Bid Submissions:** Monday, 04 August 2025, at 12:00 PM. The proposal must be emailed to [bongat@cricket.co.za](mailto:bongat@cricket.co.za)

**NB:** *It is the bidder's responsibility to ensure that all parts of the bid submission have been delivered by the closing date and time*

**Briefing Session Link:** **Microsoft Teams**  
[Join the meeting now](#)  
Meeting ID: 390 165 399 952 8  
Passcode: av27qu94

**Contact Details**

**All Enquiries:** Mr. Bonga Thwala email: [bongat@cricket.co.za](mailto:bongat@cricket.co.za)