



Request for Proposal (RFP) – United States Professional T20 Cricket League

1. PROJECT DESCRIPTION

America has one of the richest cricketing histories of any country in the world, with evidence of the sport being played here as early as 1709. It currently has one of the largest cricket fanbases in the world and an enormous potential for growth.

USA Cricket is looking for a partner to help capitalize on these interest levels in the sport and, specifically, to construct, fund, launch, and operate the first professional T20 cricket league (the “**League**”) in the United States. The creation of the League is a core pillar of an exciting new strategic direction for the game of cricket in the world’s most competitive sporting market.

The League should provide a match day experience that is comparable to fan experiences associated with the leading professional T20 leagues around the world and should promote and grow the awareness and popularity of cricket across the United States. More specifically the League (which should aim to launch its inaugural season by no later than 2021) should seek to:

1. increase the number of people following and watching cricket in the United States;
2. support the growth of youth cricket in schools and colleges so that cricket can establish itself as a mainstream sport in the United States;
3. foster the success of USA national teams in international cricket by developing world class players eligible to play for the United States;
4. generate new and significant commercial revenue streams and partnerships for the sport across the country; and
5. support the sustainable development of cricketing infrastructure across the United States.

2. THE INTERNATIONAL CRICKET COUNCIL (“ICC”) AND USA CRICKET

The ICC is the international federation responsible for the global governance of the sport of cricket.

Working in conjunction with its members, the ICC is responsible, among other things, for the promotion and development of cricket around the world, the governance and regulation of international cricket, the preservation of the integrity, ethics, and spirit of cricket and the organization of cricket’s major international tournaments, including the Men’s and Women’s Cricket World Cup and the Men’s and Women’s World T20 which, collectively, are core economic drivers of the international game and fund the ICC’s investment in its members and the global development program.

USA Cricket was established in 2017 to act as the national governing body for the sport of cricket in the United States and to bring together the entire cricket community within its cricketing governance structure. A copy of its stated purpose is attached as [Appendix A](#).

USA Cricket is a non-profit corporation incorporated pursuant to the laws of the state of Colorado. Its mission is to govern, regulate, develop, and promote the sport of cricket (including hardball, softball, disability cricket, and all other types of cricket) at all levels in the U.S., and to enable U.S. cricketers to successfully compete in national and international competition.

A “best practice” governance structure was developed for USA Cricket and in accordance with that structure, an election was held in 2018 to appoint the inaugural USA Cricket Board of Directors. The elected directors for the seven (7) Constituent Director positions are:

Individual Directors

Avinash Gaje (New Jersey)
Suraj Viswanathan (California)
Venu Pisike (Georgia)

League Director

Atul Rai (California)

Female Player Director

Nadia T. Gruny (Florida)

Male Player Director

Usman Shuja (Texas)

Club Director

Ajith Bhaskar (New York)

Additionally, three Independent Directors were appointed to bring a further wealth of knowledge and experience to the Board. They are:

- **Catherine Carlson**, Senior Vice President Corporate Partnerships and Premium Activation, Orlando Magic (NBA Team);
- **Paraag Marathe**, President of 49ers Enterprises and Executive Vice President of Football Operations, San Francisco 49ers (NFL Team);
- **Rohan Sajdeh**, Senior Partner and Managing Director, The Boston Consulting Group.

One of the Independent Directors, Paraag Marathe, was subsequently appointed as the inaugural Chairperson of USA Cricket.

With the full support of the ICC, USA Cricket has formally applied for membership of the ICC as its recognized National Governing Body for cricket in the United States—a process that is expected to be completed in December 2018. Once complete, USA Cricket will be the sole governing body of cricket in the U.S. that is fully recognized and supported by the ICC and its 104 members around the world. In such capacity, USA Cricket will, among other things, be authorized to sanction cricket matches played in the United States under the official global regulatory framework and select national teams to represent the U.S. in ICC competitions and events.

The ICC Board recently approved a transitional plan to support the activities of USA Cricket moving forward and, as part of that plan, has committed to provide financial and human resources, knowledge, expertise, and guidance to USA Cricket across all of its key activities, including the development of this professional T20 league. As such, this RFP process is fully supported by the ICC.

However, the awarding of any rights pursuant to this RFP is contingent upon: (1) the ICC appointing USA Cricket as an Associate Member; and (2) the League complying with all relevant ICC rules and regulations in force from time to time regarding the sanctioning of official cricket.¹

¹ The ICC is in the process of reviewing these regulations in order to ensure that they best: (a) ensure the proper organization and conduct of the sport; (b) preserve the integrity of the sport; (c) raise the operational standards and conditions in which the sport is played; (d) protect the health, safety, and welfare of its participants; (e) recognize and preserve the crucial role that international cricket plays in developing and promoting the sport globally and by underwriting the governance, regulatory, and development activities of the ICC and its members; (f) recognize the important role of such events to help promote and develop the sport globally by fostering talent and attracting new fans and commercial interest; (g) creating playing structures for elite professional cricketers; and (h) enabling and encouraging members to continue to invest in new facilities, coaches, and development programs so that the sport continues at the grassroots level to provide an important community service and talented players can be identified and provided with clear pathways to progress.

3. RFP RESPONSE SCOPE

USA Cricket is open to considering alternative and creative solutions to most effectively address the objectives of the League. Accordingly, any party wishing to respond to this RFP (“**Proposer**”) is free to put forth different options / proposals. However, in all cases, the RFP response should clearly address each of the following topic areas:

- 3.1. Analysis of prior attempts to establish a professional cricket league in the United States and how the Proposer would plan to use best practices and lessons learned from such events.
- 3.2. Competitive analysis of global T20 leagues and the international and domestic cricket calendar and how the Proposer will use best practices and lessons learned to ensure that the League coexists with (and does not compromise) the vibrancy and health of international cricket.
- 3.3. Short and long term vision and plan for the League.
- 3.4. Proposed League structure (e.g. league and team ownership model, duration of League license, teams and facilities, number of matches and structure of the League, strategy for the acquisition / use of foreign and domestic players, etc.).
- 3.5. Proposed financial model that will underpin the success of the League including the upfront capital available to start the League and the proposed income streams and operational expenditures of the League and teams, etc. The model should include a financial and headcount pro forma for the first five years of operation with conservative, balanced, and aggressive forecasts.
- 3.6. Proposed League management structure, operational org chart, and comprehensive bios on all management and ownership, including: (i) full details of any litigation brought against any of them in the last 10 years; (ii) all relevant previous experience within professional sport and other relevant professional experience and credentials; and (iii) any actual or potential conflicts of interest.
- 3.7. Proposed implementation timeline and optimal timeframe during the year to operate the League.
- 3.8. How the League will assist USA Cricket with the five objectives described in the Project Description and in delivering its purpose set out in Appendix A.
- 3.9. Strategy for the support and development of players qualified to play for USA Cricket’s national cricket teams, including men’s, women’s, and U19 teams.
- 3.10. Strategy for the acquisition and/or use of appropriate training and playing facilities by teams in the League.
- 3.11. Media rights valuation and proposed broadcast and digital delivery distribution strategy for the League’s content.
- 3.12. Commercial rights (excluding media rights) valuation and proposed strategy for the League’s content.
- 3.13. Additional revenue and/or profit-generating streams beyond League operations.

3.14. Unique value adds and/or differentiating factors of the Proposer versus other potential operators.

3.15. Any other additional content, comments, analysis or proposals that the Proposer would like to be considered as part of their RFP response.

4. SUBMISSION DETAILS

Please send an email to RFP@usacricket.org by 11:59PM PT on December 3, 2018 to acknowledge receipt of the RFP and declare intention to submit a written proposal.

Please submit the written proposal via email by 11:59PM PT on January 4, 2019 to RFP@usacricket.org. Please use the following subject line for the submission email:

SUBJECT: RFP Response – United States Professional Cricket League

5. INQUIRIES / QUESTIONS

No oral interpretation of this RFP or oral correction of any apparent ambiguity, inconsistency or error in this RFP will be made to any Proposer. Proposers may not rely on any oral information furnished by any person.

Any questions or inquiries regarding the RFP must be submitted in writing to RFP@usacricket.org by 11:59PM PT on December 27, 2018. Please note that all submitted questions (and responses) will be distributed at the same time and in the same format to all parties who have indicated that they intend to submit a written proposal.

6. PROPOSAL EVALUATION PROCESS

Following receipt of written proposals, USA Cricket may request some Proposers to provide further information prior to its final selection of its preferred partner.

USA Cricket will consider at least the following factors (neither listed in priority order nor fully comprehensive) when evaluating proposals, none of which will, standing alone, be conclusive:

- 6.1.** The quality and scope of the Proposer's response.
- 6.2.** Creativity reflected in the proposal for unique operational plans and related marketing and promotional ideas to attract new revenue and growth opportunities for USA Cricket.
- 6.3.** Proposer's financial condition, ownership structure, and ability to credibly secure and underwrite the costs of the proposal.
- 6.4.** Proposer's ability to execute a long term vision and plan.
- 6.5.** Experience / expertise with the commercialization of a sporting property (e.g. production, broadcast, market development, promotion, fan engagement, etc.).

USA Cricket reserves the right to select proposals for further consideration or reject any and all proposals for any reason whatsoever.

7. GENERAL PROVISIONS

All concepts, marks, documents, material and/or ideas submitted by any Proposer shall, upon their submission, be the property of USA Cricket.

At any time prior to the date of submission, USA Cricket, at its sole discretion, may amend the terms of the RFP. Any amendments will be notified in writing.

Appendix A – Purpose of USA Cricket

3.2. **Purposes.** USA Cricket shall be a nonprofit corporation incorporated pursuant to the laws of the State of Colorado. USA Cricket shall be organized and operated exclusively for charitable and educational purposes and to foster national and international sports competition within the meaning of Section 501(c)(3) of the Internal Revenue Code. Without limiting or expanding on the foregoing, it shall also have as its purpose:

- (A) To foster competitive domestic, regional, national and international cricket competition, including through membership of the ICC. Specifically, USA Cricket shall enable United States cricketers, coaches and other participants to achieve sustained competitive excellence, and promote and grow cricket throughout the United States;
- (B) To promote, encourage, foster and develop interest in and knowledge of cricket throughout the United States;
- (C) To encourage and assist in promoting, administering and hosting cricket matches within various states, Conferences, Zones and other areas of the United States;
- (D) To liaise with, make contracts with and sign agreements with any federal, state, municipal, city or regional governing bodies, or with the ICC or other national governing bodies, on matters pertaining to cricket in the United States and US representative cricket internationally;
- (E) To foster, encourage and develop the highest standards of officiating at all levels of cricket throughout the United States through the introduction of formal training and qualifications of coaches, umpires and scorers;
- (F) To foster the development of cricket at all levels throughout the United States, including the development of youth (boys and girls) and women's cricket;
- (G) To develop, strengthen and support all teams selected to represent the United States in regional, national and international matches, tournaments and events;
- (H) To ensure that all cricket matches sanctioned, organized by or staged under the auspices of USA Cricket are conducted in accordance with the applicable rules and regulations of cricket, the traditions and spirit of the game, and such rules and regulations promulgated by the ICC that may apply;
- (I) To establish and maintain efficient central and Zonal administration functions as may be required to control, regulate and direct the affairs of USA Cricket;
- (J) To own and/or lease land, and other property for the purpose of developing cricket grounds and other cricket facilities; and
- (K) To do all such other things as are incidental or conducive to the attainment of all or any of the above purposes.