

# PAKISTAN CRICKET BOARD

## INVITATION FOR BIDS

### **ON-SCREEN BRANDING RIGHTS (TRUCK BRANDING, VIRTUAL ADVERTISEMENT, STRATEGIC TIMEOUT, POWERPLAY SPONSOR, PRODUCTION ENHANCEMENTS BRANDING AND IN-VENUE ACTIVATION) FOR THE PAKISTAN SUPER LEAGUE (PSL) - 2026 TO 2029.**

Pakistan Cricket Board invites bids from interested parties who wish to acquire the On-Screen Branding Rights (Truck Branding, Virtual Advertisement, Strategic Timeout, Powerplay Sponsor, Production Enhancements Branding and In-Venue Activation) FOR THE PAKISTAN SUPER LEAGUE (PSL) - 2026 TO 2029.

The Bid Document, containing detailed terms and conditions, eligibility criteria, and scope of rights, may be obtained from the undersigned.

The deadline for submission of Technical and Financial Proposals is 16<sup>th</sup> March 2026 at 02:00 PM. Technical Proposals will be opened on the same day at 02:30 PM. Only technically qualified bidders shall be allowed to participate further in the bidding process. The Financial Proposals of technically qualified bidders shall be opened at a date and time to be communicated separately.

Any additional information or clarification may be obtained in writing by sending an email to the address mentioned below:

**Email:** [bidning.psl@pcb.com.pk](mailto:bidning.psl@pcb.com.pk)

Information obtained from any other source shall not be considered official.

Pakistan Cricket Board reserves the right, at its sole discretion, to cancel, amend, or reject any or all bids at any stage of the bidding process prior to acceptance.