



# Jammu & Kashmir Cricket Association

(Affiliated to Board of Control for Cricket in India)

**Jammu Office: Pavilion Building, Hostel Ground, GGM Science College, Jammu 180016**

**Srinagar Office: Sher-i-Kashmir Cricket Stadium, Sonwar, Srinagar- Kashmir, 190001**

**Tel :- 0191- 4015572 Mob :- 8899002224**

Email: jkcags\_srinagar@yahoo.com

Ref. No. JKCA/MSU/MA/Jmu/23-24/1554

Expression of Interest - EOI

Dated 12-03-2024.

1. JKCA will be purchasing Clothing and accessories (as per attached list) for upcoming season **2024-25** (both coloured & White) for various teams representing JKCA in the National Tournaments organised by BCCI. Only Original Equipment Manufacture's needs apply. The store will have to be delivered at Jammu / Srinagar .OEMs are required to adhere the instructions contained the BCCI Cricket Commercial Regulations 2023-24. A copy of the same is available on our website.
2. OEM's are required to send their catalogue/quotation by mail/post at the following address latest by 10<sup>th</sup> April 2024. Also, the samples should be sent by courier or delivered in situ at Jammu.

Jammu Kashmir Cricket Association

Pavilion Building, Hostel Ground,


GGM Science College, Canal Road,

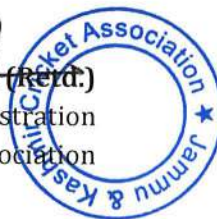
Jammu 180016

Emails: jkcags\_srinagar@yahoo.com

[jkcacricketopraddvl@gmail.com](mailto:jkcacricketopraddvl@gmail.com)



  
**Brig. Anil Gupta (Retd.)**  
Member Administration  
J&K Cricket Association



**LIST OF CLOTHING & ACCESSORIES**

S.N o.	Article (Men & Women)
1	Match Trouser (Colour & White)
2	Match Polo - Half Sleeves (Colour & White)
3	Match Polo - Full Sleeves (Colour & White)
4	Training T Shirt Half Sleeves (Colour only)
5	Training T Shirt Full Sleeves (Colour only)
6	Training Trouser (Colour only)
7	Training Shorts - Men (Colour only)
8	Vest Training - Men (Colour only)
9	Leggings - Women (Colour only)
10	Track Suit (Colour only)
11	Sweater (Sleeveless) (Colour & White)
12	Sweater (Full Sleeve) (Colour & White)
13	Jacket (Hoodie) (Colour only)
14	Travel Polo (Colour only)
15	Cap (Colour & White)
16	Hat (Colour & White)
17	Kit Bag
18	Trolly Bag
19	Sport Back pack
20	Bibs
21	Woollen Cap
22	Winter Gloves



## BCCI DOMESTIC CRICKET COMMERCIAL REGULATIONS 2023 – 2024

### SECTION 1

#### INTRODUCTION

These regulations contain statutes for clothing and staging commercial activations during the Domestic Tournaments for the 2023 – 2024 seasons. It is the duty of the BCCI and esteemed members to ensure professional and appropriate standards of appearance is maintained by players and team officials during the course of the Domestic Tournament season.

BCCI intends to clarify what constitutes as permissible activity in relation to sponsorship on ground as approvable by the prevalent law so as to prevent any inadvertent infringements of BCCI Names, BCCI Marks and BCCI Proprietary Content by State Association/State Association Partners or promoting messages which are against the social and moral fabric of the country.

Unless specifically mentioned or unless otherwise indicated in writing by the BCCI, the following rules and general principles shall apply:

- The State Association is advised not to use BCCI proprietary names ("**BCCI Names**"), BCCI proprietary marks ("**BCCI Marks**") and other BCCI proprietary and protected content ("**BCCI Proprietary Content**") in their marketing communications or promotions.

BCCI recognises and acknowledges that by virtue of their commercial relationship with the State Associations, the in-stadia advertising/digital display of State Association Partner may enjoy certain rights in relation to usage of each State Association's proprietary names and marks, however, this doesn't grant the State Association Partner the right to use the BCCI logo or its marks.

- The State Association is requested not to undertake a partnership or any kind of association with an entity that is in any way connected/related to an entity that is involved/operates, directly or indirectly, in the betting/ gambling/ real money gaming/ tobacco/ cryptocurrency sector or is one which is likely to offend public morals such as, including but not limited to, pornography. The State Association may engage in partnerships with entities in the fantasy sports sector (limited to jersey sponsorship only) that do not operate in any of the above listed sectors. Furthermore, no state association should engage in any contractual arrangement with any blockchain service provider/ application/NFT/ Fan Tokens, that are directly/indirectly affiliated to the cryptocurrency sector.
- The State Association is requested not to engage with any entity that may utilize its partnership to propagate surrogate advertisements (i.e., an advertisement that duplicates the brand image of one product to promote another product of the same brand) to promote any entity having any kind of association or operating/functioning in the non-permissible categories mentioned above.



- The State Association is requested not to feature any competitive league branding or content of any sport in any promotional, marketing and advertising material and activities, or their names, images, likeness or attributes in-stadia, concourse, gates and in any stadium structure.
- Branding in the stadium that may be televised on BCCI.tv or any medium who holds the right under the BCCI media rights contract in the locations are separately reserved for BCCI partners and State Association partners.
- The State Association is requested to share all the partnerships details and logo applications to the BCCI no later than 14 days before usage. The State Association is requested not to display a brand on any application in-stadia, concourse, gates and in any stadium structure which conflicts with the BCCI partner category (*Refer to section 4*) as notified to the State Associations.
- The State Association is requested not to sticker/tape/hide logos across the playing uniform and cricket equipment that may dismiss the consistent approach while the player takes the field.
- The State Association is requested not to use any branding or content which contains material related to players, umpires, referees or other officials or other spectators in a manner which offends, insults, humiliates, intimidates, threatens, disparages or vilifies that other person on the basis of that other persons' race, religion, colour, nationality or ethnic origin.
- The State Association is requested not promote a product or category, which is in violation with Indian law and will need to adhere to the prevalent law on advertising prohibited categories, if applicable.
- Any kind of additional branding next to the sight screen is prohibited. BCCI at its sole discretion, has the right to remove any such branding (Print or LED) found installed around the sight screen.

## Definitions and Interpretations

Any capitalised term not defined in this document shall have the meaning as per industry standards.

### 1. Betting Logo

logo that is either perceived, or likely to be perceived, by spectators and viewers, as being associated or connected in some way with betting, gaming or gambling of any kind.

### 2. Champions Emblem

as defined under Section 2D.

### 3. Commercial Logo

means any form of identification or branding including (without limitation) any corporate name, business name, internet domain name, title, flag, emblem, crest, mascot or trademark (whether registered or not and including any symbol, device or colour(s) which functions or is intended to function as a trademark) that is approved by BCCI to be displayed on clothing and/or equipment in accordance with Section 2 of these regulations.



#### **4. Cryptocurrency**

any digital currency designed to work as a medium of exchange through a decentralised network based on blockchain technology, that is not reliant on any central government or bank or monetary authority, to uphold or maintain it, and shall also include stable coins.

#### **5. Domestic Tournament**

any such tournament in India as and when classified by the BCCI.

#### **6. Official Kit Manufacturer**

This refers to the team's official kit manufacturer.

#### **7. Manufacturer**

in relation to any item of cricket clothing or cricket equipment, "Manufacturer" shall mean any entity carrying on the business of both:

- ❖ manufacturing or procuring the manufacture of the cricket equipment or the cricket clothing of the type in question; and
- ❖ supplying it from readily available stock for sale throughout outlets of several kinds to members of the public in a country, with the aid of published price lists and catalogues, and with profit directly from the sale of such cricket clothing or cricket equipment as its main aim.

No entity shall qualify as a Manufacturer of any item of cricket clothing or cricket equipment by virtue of its involvement in the manufacture of cricket clothing or cricket equipment of any other type. In particular (but without prejudice to the generality of the foregoing), no entity shall qualify as a Manufacturer of bats by reason of its manufacture of any other item of Cricket Equipment or cricket clothing.

#### **8. Manufacturers Logo**

approved logo of the Manufacturer of the item of cricket equipment or cricket clothing in question excluding, however:

- ❖ any Logo which (notwithstanding some connection with a Manufacturer) is also (either at the time of its adoption or subsequently) a Logo of, confusingly similar to or which suggests a connection with any entity which is not a Manufacturer;

However, all Manufacturer's Logos shall fall into one of the following five categories:

- Design Feature – means any design feature of a Manufacturer which is distinctive to that Manufacturer and is used for the purposes of brand identification and/or cosmetic appeal but which does not contain any Manufacturer's Identification.
- Identification Strip – a tone on tone or contrasting strip containing a Manufacturer's Identification once or repeatedly.
- Manufacturer's Identification – means any express form of Manufacturer identification, including but not limited to a Manufacturer's name, model name, internet domain name, emblem, logo and/or trademark, but shall not include any Design Feature.
- Official Product – means the label which identifies an item as an official product of the Manufacturer.
- Quality Feature – means the label of the Manufacturer which promotes a quality feature used by the Manufacturer.



#### 9. Nominated Beverage Company

beverage supplier is any company that bottles, cans, or otherwise fills beverage containers, or imports filled beverage containers, for sale to distributors, dealers, or consumers.

#### 10. State Association

The state cricket association that is either an Associate Member or Full Member of BCCI as defined in the Memorandum of Association and Rules and Regulations of BCCI ("**BCCI Constitution**"). The BCCI Constitution can be accessed via the link <https://www.bcci.tv/about/bcci-constitution>.

#### 11. State Association Logo

BCCI approved Logo of the State Association.

#### 12. State Association Partner (SAP)

any entity, which is granted commercial rights by the State Association. All State Association Partner agreements must be provided to the BCCI as per the State Association Agreement. A State Association Partner is an entity whose brand is visible on the said locations mentioned under the State Association Rights.

## SECTION 2

### CLOTHING & EQUIPMENT REGULATIONS

#### A. INTRODUCTION

This section outlines the full list of sponsorship rights that are available to State Associations clothing and equipment in the Domestic Tournaments in the calendar year 2023-2024. The objective that BCCI seek to achieve through these clothing and equipment regulations is:

- ❖ to ensure consistent approach and to treat all the State Associations equally.
- ❖ to ensure professional and appropriate standards of appearance of players and support staff;
- ❖ to allow an opportunity for players to obtain some revenue from controlled bat advertising; and
- ❖ to prohibit advertising connected with the restricted categories mentioned in these regulations.

#### B. A State Association may have up to four different Commercial Logos and one Official Kit Manufacturer Logo that are visible on the designated positions of the playing clothing:

- a) Commercial Logo on front of shirt (Position A)
- b) Official Kit Manufacturer on upper right (Position B)
- c) State Association Logo on upper left (Position C)
- d) Commercial Logo on the non-leading arm (Position D)
- e) Commercial Logo on the leading arm (Position F)
- f) State Association Logo on cap (Position K)
- g) Official Kit Manufacturer Logo on cap side or back of cap (Position J)
- h) Official Kit Manufacturer Logo on right side of the trouser (Position N)
- i) Commercial Logo on the left side of the trouser (Position M)
- j) Champions Emblem (Position P)



### C. Playing Shirt

- ❖ The colour and design of the playing shirt as per format should be uniform across all the team members.
- ❖ Effective from season 2023-2024, the names and numbers of players carried on the playing shirts shall correctly reflect the identity of the player. The number on the shirts shall be clearly legible, positioned in the center back of the shirt. The range of permitted numbers is 1 – 99.
- ❖ The numbers shall be sewn on or fixed by heat transfer and not affixed by velcro or any temporary means.
- ❖ Players shall not be permitted to wear, display or otherwise convey personal messages through arm bands or other markings on the clothing or equipment, unless approved in advance by the player's State Association and the BCCI. Approval shall not be granted for messages which relate to political, religious or racial activities or causes. BCCI shall have the final say in determining whether any such personal message is permitted.
- ❖ There should be a minimum of 20mm of clear space between any two Logos or elements of clothing regulations on any items of cricket clothing or cricket equipment.

Playing Shirt		
Elements	Test Format (3 Days to 5 Days)	T20 & ODI
Colour	<p>A) It is mandatory for the playing shirts to be plain white/cream, save the coloured piping or trim shall be permitted but not mandatory and is subject to the following restrictions.</p> <p>B) The colours and design of the playing shirts shall be uniform to all members of the same team.</p>	<p>A) Each State Association shall be entitled to choose the colours and design of its playing shirt. The playing shirts shall be coloured other than white, cream or any light colour which is likely to make sighting of a white ball difficult.</p> <p>B) The colours and design of the playing shirts shall be uniform to all members of the same team.</p>
Name & Number	<p>A) The height of the player's name should not exceed more than 5 cm.</p> <p>B) Only number is mandatory</p>	<p>A) The height of the player's name should not exceed more than 5 cm.</p> <p>B) Only number is mandatory</p>
Design Element	<p>A) Piping is restricted to 0.5 cm (0.2 in) in width.</p> <p>B) Only one colour of piping/trim is permitted on any shirts.</p> <p>C) Piping is restricted to the edge of the shirt collar, shirt seams and cuffs.</p> <p>D) The inside of the placket may be of a plain colour other than white.</p>	<p>A) There is no restriction on the design element.</p>





<p><b>Additional Element</b></p>	<p>Teams participating in the final of any Domestic Tournament may display the name of the competing teams, tournament name and date of the final below the State Association Logo. Such shall not exceed 12 sq.cm (1.86 sq.in)</p>	<p>Teams participating in the final of any Domestic Tournament may display the name of the competing teams, tournament name and date of the final below the State Association Logo. Such shall not exceed 12 sq.cm (1.86 sq.in)</p>
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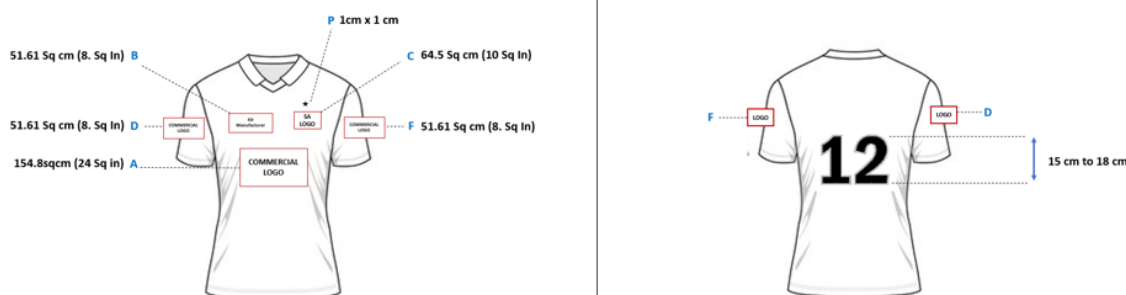


Figure 1

#### D. Champions Emblem

BCCI recognizes the effort of the State Associations participation in the Domestic Tournaments that keep creating history and keeping the same in mind, BCCI would like to take an initiative to introduce the involvement of Champions Emblem on the jersey for the defending champions of the current tournament.

The State Association is permitted to add a Champions Emblem above the State Association logo and statutes for the same are given below:

- ❖ The Champions Emblem is permitted to include on the jersey only for the tournament that the State Association has won in the previous year For e.g. Saurashtra Cricket Association can add the Champion Emblem mark across the Ranji Trophy 2023-2024 season.
- ❖ Kits that include Champions Emblem will not be used for other tournaments unless the team has won the same tournament in the previous year.
- ❖ The size of the Champions Emblem will be 1.5 cm x 1.5 cm as depicted in figure 1 above (Position P).
- ❖ Usage of Champions Emblem is not mandatory.
- ❖ The champions emblem file will be provided to the State Association by BCCI in .EPS format.





## E. Playing Trouser

- ❖ The colour and design of the playing trousers as per format should be uniform across all the team members.
- ❖ Name, number and other marks are not permitted.

Playing Trousers		
Elements	Test Format (3 Days to 5 Days)	T20 & ODI
<b>Colour</b>	It is mandatory for the Playing Trousers to be plain white/cream, save that coloured piping or trim shall be permitted but not mandatory and is subject to the following restrictions.	The colour can be anything other than white, cream or any light colour which is likely to make the sighting of a white ball difficult.
<b>Design Element</b>	<p>A) Piping is restricted to 0.5 cm (0.2 in) in width.</p> <p>B) Piping is restricted to the edge of the pockets and the outside seam of the leg of the trousers.</p> <p>C) Only one colour of piping/trim is permitted and shall be the same colour as the piping/trim, if any, on the playing shirt.</p> <p>D) If coloured piping/trim is used, the colour and design of the trousers (including Logos) shall be uniform to all members of the same team.</p> <p>E) The inside of the pocket may be of a plain colour other than white/cream.</p>	A) There is no restriction on the design element.

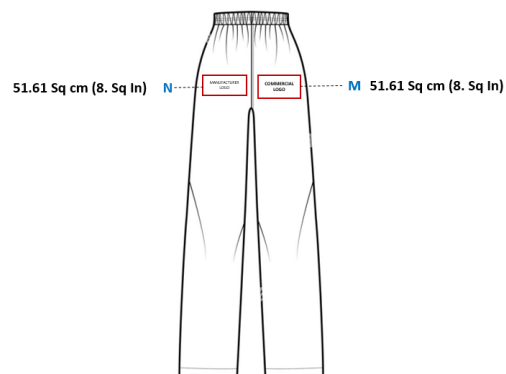


Figure 2



## F. Playing Cap

Playing Cap		
Element	Test	T20 & ODI
Colour	Caps and sunhats must be the same colour to all members of the same team. As an alternative, a white sunhat may be worn.	The colour can be anything other than white, cream or any light colour which is likely to make sighting a white ball difficult.
Design	The design of the cap and sunhat shall be uniform to all members of the same team.	The design of the cap and sunhat shall be uniform to all members of the same team.

- ❖ No Commercial Logo permitted on the caps; However, State Association Logo and one Manufacturer Logo is permitted as mentioned in the diagram.

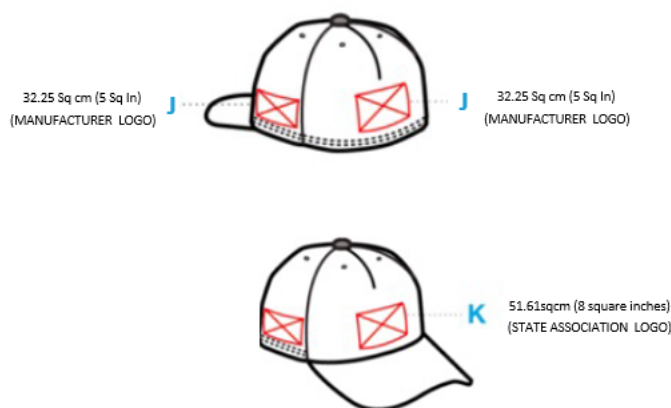


Figure 3

## G. Playing Helmet

- ❖ Helmets shall be one plain colour across all formats.
- ❖ The colour of the helmet shall be uniform to all members of the same team.
- ❖ While the wearing of helmets is not mandatory, all helmets worn must be certified to BS7928:2013.
- ❖ No Commercial Logo on the helmet is permitted apart from State Association Logo and Official Kit Manufacturer Logo on the position same as the playing cap.

## H. Cricket Bat

- ❖ One player's bat logo is permitted on the back of the bat. The area of the logo must not exceed 64.5sqcm (10 square inches) with all sides of the logo being at least 2.54cm (1 inch) long.
- ❖ Unless a player has an arrangement for a player's bat logo as part of an existing agreement as disclosed in his player contract with the State Association, the entity's brand on the bat cannot be a company which operates within a product category that conflicts with any one of the BCCI Partners



(as provided in Section 4(H) and as updated from time to time) or otherwise, inappropriate as determined by BCCI at its sole discretion.

- ❖ The Manufacturer's Identification can be displayed on the bat in the following positions:
  - Front of bat: any number and size of Manufacturer's Logos and/or Design Feature may be displayed but only within the top 22.86sqcm (9 inches) of the front of the bat, measured from the centre of the top of the face of the bat. No maximum size of the Logo(s) and/or Design Feature as long as they fit within this space.
  - Back of bat: any number and size of Manufacturer's Logos and design feature may be displayed on the back of the bat provided that they do not exceed 50% of the total surface area of the back of the bat.

#### **I. Batting and Wicket-keeping Pads**

- ❖ The colour of the batting and wicket keeping pads for the test format should be plain white. However, for T20 and ODI, the colour should be same as the primary colour of the playing kit.
- ❖ Pads shall be one plain colour save that the straps may be in the house colours of the manufacturer.
- ❖ Coloured piping shall be permitted below the ankle strap of the pad only.
- ❖ Manufacturer Logo for batting pads and wicket keeping pads - Three Manufacturer's Logos may be displayed on each pad as follows:
  - one on the front of the pad, either on the instep or on the outside of the knee roll immediately above the outside of the knee roll.
  - The area of the Manufacturer's Logo not to exceed 25.81sqcm (4 square inches).
  - one on the inside top of the pad. No size restriction.
  - one on, one of the pad straps. The area of the Manufacturer's Logo not to exceed 25.81sqcm (4 square inches).

#### **J. Batting and Wicket-Keeping Gloves**

- ❖ More than 50% of the protective area of the glove must be white across all formats.
- ❖ Manufacturer Logo on batting gloves - Three Manufacturer's Logos may be displayed on each glove as follows:
  - two on the back of the glove with the area of neither logo exceeding 12.9sqcm (2 square inches).
  - one on the inside of the wristband with the area not exceeding 12.9sqcm (2 square inches).
  - Design features are permitted on the wristband and on the back of the glove. There is no restriction on the number, size or position of such Design Features.
- ❖ Manufacturer Logo on wicket-keeping gloves –
  - Two Manufacturer's Logos may be displayed on the back of each glove. The area of one such Logo shall not exceed 38.71sqcm (6 square inches) and that of the other shall not exceed 12.9sqcm (2 square inches).
  - Any visible stitching, ventilation, stencil effect, or other design aspect of the glove which is in the shape or form of the Manufacturer's Logos shall be considered as one of the permitted Logos.



## SECTION 3

### STATE ASSOCIATION STAGING COMMERCIAL REGULATIONS

The State Association has the commercial rights with respect to the following, subject to the brand not being in one of the Blocked Categories, as provided in Section 4 (H) of these regulations, and updated and notified to the State Associations from time to time. To clarify, State Association is not permitted to activate the following brandings if the brands are in the same brand category as any of the BCCI Partner.

#### A. Advertising Boards

A State Association has the right to activate static advertising boards/LED (5m x 1m) across the field of play behind the circumference of the boundary except areas in front of the sight screen. A clear patch of 25 meters to be kept empty for the BCCI title sponsor.

Second layer branding is not permitted above the LED perimeter board/static boards. The start point of the branding should be 15ft from the top of the LED perimeter board.

#### B. Boundary Ropes

Branding on the boundary rope shall be split between all the partners of the State Association.

#### C. Inner bowl stadium branding

State Association has the right to brand the tier/roof branding in the stadium inner bowl. The size of the boards has to be of the same size of the supporting wall and cannot exceed 5ft in height at any given circumstance.

#### D. Nominated Beverage Company

The State Association can appoint one nominated beverage company as a pouring partner. Single brand water bottles/soft drinks/ energy drinks to be placed at the dressing room. All dugout fridges, ice boxes and handheld pourers branding must be consistent and should display only one nominated company of the beverage partner.

## SECTION 4

### BCCI PARTNER RIGHTS

This section outlines the full list of rights that are available to BCCI in the Domestic Tournaments for the 2023-2024 season.

#### A. Trophies

BCCI has the right to craft and provide the tournament trophy/match awards for all the Domestic Tournaments.

#### B. Advertising Boards

BCCI has the right to activate static advertising boards/LED (5m x 1m) in front of sight screen. This will not exceed more than 25 meters.

#### C. Pitch Mats (Behind wickets and mid-wickets)



BCCI has the right to add 3D signs/mats behind the wickets on pavilion as well as opposite pavilion end along with the 3D signs on either side of the mid-wicket

**D. Backdrops**

The backdrop present at the Post match Presentation and commentators' room will contain all the BCCI sponsors. State Association shall have no right to activate any partner logos on any backdrops.

**E. Stump Branding**

The stumps shall be exclusively branded with the logo of the BCCI title sponsor.

**F. Cheque Branding**

A presentation will take place at the final of the Domestic tournament. The cheque for the 'Man of the Match' and 'Man of the Series' will be branded by the BCCI or BCCI Partner.

**G. Tournament Naming Rights**

The naming right to the Domestic Tournament is exclusively with the title partner of BCCI.

**H. BCCI PARTNERS\***

Brand	Association	Blocked Category
IDFC First Bank	Title Sponsor	Banking, Banking & Financial Company and Non-Banking Financial Company
Dream11	Lead Partner	Fantasy Sports (including Fantasy Gaming and Fantasy Gaming Content)
Adidas	Official Kit Partner	Athleisure wear & sports merchandise

*\*Note – State Association to be notified about the upcoming partners of BCCI as and when updated. The State Associations are not permitted to activate branding if such brand falls under any of the Blocked Categories (i.e., is in the same brand category as any of the BCCI Partner(s), as updated and notified to the State Association(s) from time to time)*

