

# **KERALA CRICKET ASSOCIATION**

## **Expression of Interest (EOI) for Brand Strategists for Kerala Cricket League (KCL) - Revised**

**EOI NO.KCA/EOI/Brand Strategists/01/2026**

**Kerala Cricket Association (KCA)** hereby invites Expression of Interest (EOI) from professional/ qualified/ experienced Brand Strategists to conceptualise, develop, and execute a comprehensive brand strategy for Kerala Cricket League (KCL).

This is a single-stage EOI process wherein both technical credentials, and financial proposal are invited for evaluation and selection.

### **1. Scope of Work**

The selected Brand Strategist shall be responsible for:

- Current brand perception analysis
- Defining brand positioning, vision, and long-term brand roadmap
- Developing brand identity guidelines (tone, voice, visual direction)
- Strategy for digital, on-ground, and media communication
- Fan engagement, sponsorship branding, and visibility strategy
- Support for tournaments and events related promotional campaigns
- Any other branding initiatives as required by KCA

### **2. Eligibility Criteria**

**Applicants must:**

- Have a minimum of 10 years of proven experience in brand strategy / large-scale brand communication

- Demonstrate prior experience with sports bodies, leagues, federations, or large brands (preferred)
- Possess a qualified in-house team for strategy, creative, and execution
- Provide a strong portfolio and case studies

### 3. Submission Requirements

Interested applicants should submit:

- Company / Individual profile
- Detailed approach & methodology for KCA branding
- Relevant work samples and case studies
- Team credentials
- Commercial proposal / fee structure
- Any additional value propositions
- Annexure A – Conflict of Interest Declaration To be typed on letterhead and signed (enclosed with EOI notice)

### 4. Submission Mode & Deadline

**Mode:** The EOI along with all required documents must be submitted, either:

- Via email to: [office@keralacricket.in](mailto:office@keralacricket.in)                      **or**

- In physical form at:

The Secretary

Kerala Cricket Association

KCA Complex, T.C. 28/152

Thycaud, Thiruvananthapuram – 695003

**Last Date for Submission: 07.02.2026, 5.00 PM**

## **5. Evaluation & Selection**

- Proposals will be evaluated based on experience, strategic approach, creativity, and commercial viability.
- Shortlisted applicants may be invited for presentations.
- KCA's decision shall be final and binding.

## **6. EOI Opening Schedule**

**Opening Date and Time: 09.02.2026 :11.00AM**

## **7. Important Notes**

- Submission of proposal does not guarantee selection.
- All intellectual property developed during the engagement will vest with KCA.
- Selected Brand Strategist must comply with KCA's policies and timelines.

## **8. Contact for Clarifications**

 Email: [office@keralacricket.in](mailto:office@keralacricket.in)

 Phone: 0471 2326522

Secretary KCA, reserves the right to accept/reject any or all application of Expression of Interest (EOI) and may also cancel the Expression of Interest (EOI) notice and call fresh notice for Expression of Interest (EOI) without assigning any reason thereof.

**Secretary**

**Kerala Cricket Association**

Date: 02.02.2026