



PARTNERSHIP
RUNS TO WIN
OVERS LEFT
RATE ACHIEVED
RATE REQUIRED
YOUR BRAND HERE



COMMERCIAL PARTNER

Harness the power
of a cricket partnership

Are you looking to...

- ✓ Increase brand awareness?
- ✓ Drive loyalty?
- ✓ Create new reasons to engage with your customers?
- ✓ Develop compelling content?
- ✓ Build PR stories about your organisation?
- ✓ Develop your corporate hospitality offering?
- ✓ Work with sporting icons?
- ✓ Create memorable content and 'moments' for your brand?

**The perfect solution:
a world class cricket partnership**

Watch the video at <https://vimeo.com/184483405> or Scan the QR code >





ICC Academy

"To Become and Remain the World's Leading Cricket Development, Performance and Education Institution."

TM

Exclusive sponsorship opportunities from Expat Sport at ICC Academy

As an official commercial partner of ICC Academy, Expat Sport offers brand partnerships at the heart of global cricket

ICC Academy is a world class cricket facility with high profile opportunities to strengthen market awareness of your products and highlight your position as key industry leader

ICC Academy sponsors gain:

- Access**
- Exposure**
- Credibility**
- Engagement**
- Success**



Harness the power of a cricketing partnership | 3

ICC Academy, Dubai Sports City

ICC Academy is the world's leading cricket development, education and performance institute.

The ICC Academy has hosted teams from the IPL, Pakistan Super League and 15 international teams, including current World Twenty20 champions West Indies. Associate your brand with these teams and the international players that train at ICC Academy.

Over 5,000 adults regularly playing in leagues and tournaments.

45 professional teams and 15 international teams played at ICCA in the last 12 months.

Over 2,000 children coached with over 160,000 hours of participation.

90% of the world's top players have trained at ICCA, gaining attention from global media.



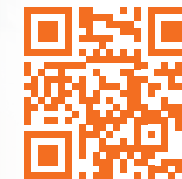
Why ICC Academy?

Strengthen your company's association with cricket

Reach an influential audience of families, executives, professional and international cricket teams.

Access diverse partnership opportunities that appeal to a wide range of companies.

ICC Academy - SPIA Silver Winners
Best Outdoor and Recreation Facility



Watch the video at
<https://vimeo.com/184187406>
or scan the QR code

"We have a very large community in this country that are just passionate about cricket. This is our way of connecting with our community in a much more meaningful way, which we cannot do on a TV campaign."

Tarun Sablok,
Marketing Manager, Coca-Cola



Other partners include: Nissan, Landmark Group, BLK, Sprite, MoneyGram, Emirates and Starsports

Harness the power of a cricketing partnership | 5

Breadth of Opportunity: Naming Rights

The [your brand] ICC Academy:

A small sample of benefits include:-

- Extensive **branding** across all indoor and outdoor areas
- **Participate** – enter two teams into every tournament/indoor league
- Invite your VIP customers to meet their **cricketing heroes**
- **Collect data** and offer **product samples** to ICC Academy visitors
- Free use of ICC **Academy pitches** and training areas
- **VIP passes** to all matches, events, tournaments and functions
- Utilisation of ICC and Dubai Sports City marketing support and **PR opportunities**
- [Your Brand] ICC Academy used in all international and local **press coverage** and on media board during player interviews
- Category exclusivity during the association





Breadth of Opportunity: ICC Academy Warriors

Naming rights: [your brand] ICC Academy Warriors

- An annual open coaching programme for boys and girls under 18 as well as adults
- Target more than 65,000 cricket-loving families every year
- Holiday camps and international tours, giving a wider reach:
 - Your logo on all player and coach uniforms
 - Branding across the Academy facility: indoor centre, ovals and training areas
 - Branding on programme collateral, in press and all online channels
 - Use of ICCA venue to host your events and cricket tournaments
 - Press announcement regarding your sponsorship
 - Access to ICC Academy's network of teams and players

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Breadth of Opportunity: Venue Branding

Display your brand to thousands of cricket fans and professionals

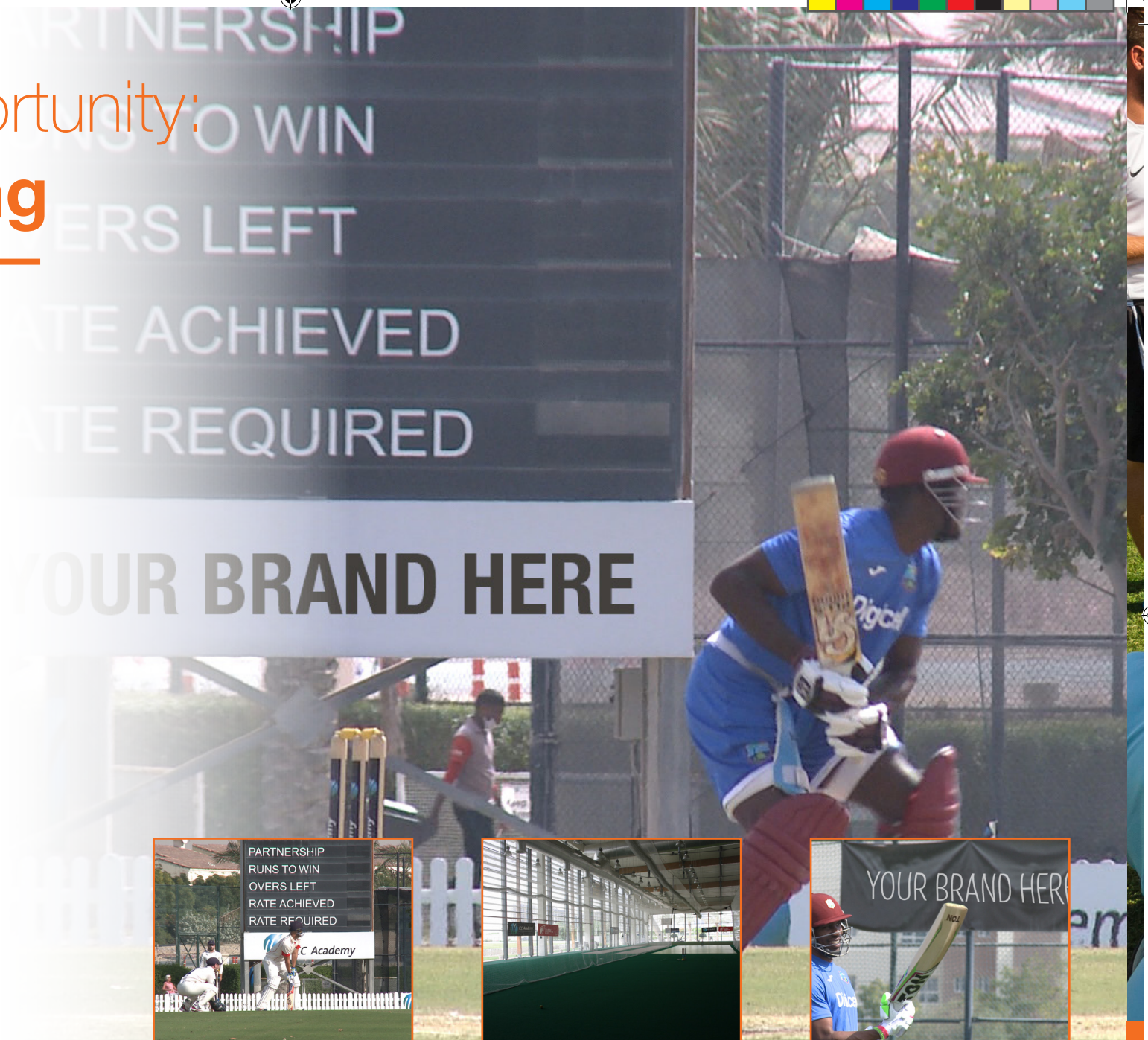
Profit from the ICC Academy's daily exposure on TV, press and social media

Associate your company with sporting legends and international teams

BRANDING OPPORTUNITIES INCLUDE:

- Oval 1 and 2 - boundary boards 3m x 0.6m
- Indoor Nets - banners 3m x 1m
- Backdrops to 34 outdoor nets
- Whole back wall of outdoor cricket court
- Pavillion Clocks
- Scoreboard Branding – 4.9m x 1m

**Great exposure from only
AED 5,000 for the whole year**





Breadth of Opportunity: Schools Programme

Complimentary cricket coaching to school children throughout the UAE

ICC certified coaches visit schools to develop children's skills

Corporate Social Responsibility Initiative

Company logo on all coaching clothing

Naming rights: e.g. The "Brand" Schools Programme

Option to advertise at all school sessions e.g. roll-up banners, use of company mascot

Option to brand cricket equipment used at the sessions



Watch the video at <https://vimeo.com/184651018> or Scan the QR code >

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Breadth of Opportunity: Master Class

England Captain Alastair Cook at ICC Academy

Invite customers to a master class from a cricket icon.

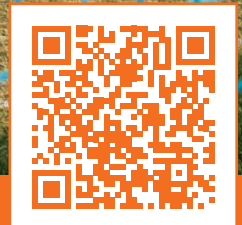
Associate your brand with an international cricketer.

Amplify in promotions, incentives and marketing activations to engage your target audience.

Receive a branded video edit of your Master Class; use in your marketing to consolidate your reputation as a supporter of cricket.

Stand out from the competition; offer a unique and engaging prize and deliver rich content for your company.

Only a limited number of places available.



Watch the video at <https://www.facebook.com/englandcricket/videos/10152751193805194/> or Scan the QR code >





Harness the Power

As sponsor, you also gain access to:

PR in international media to the value of AED 2,000,000

Hundreds of logo locations, including signage, stumps, banners and staff uniforms

Press conferences

Team and player meet and greet

VIP passes to events

Event hosting, customer entertainment and employee engagement

16,000 Twitter followers, 31,300 Facebook fans

Virat Kohli,

Indian international cricketer:

"I'm thoroughly impressed with these facilities"



About Expat Sport



As official commercial partners of ICC Academy, we help brands tailor sponsorships to suit them perfectly.

We are here to support and guide you throughout the partnership and to maximise your opportunities.

For example, when international players train at ICCA we will ensure they are photographed/filmed in front of your brand.

As official agents for world class sporting events, we can compliment your ICC Academy partnership with access to sought-after events locally and internationally – from sports dinners to majors tournaments.



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