





SPONSORSHIP SALES AGENT - GCC & PAKISTAN



# EXECUTIVE SUMMARY



A powerful sales, marketing & engagement channel

Ability to target a key demographic – The Cricket Fan – through engaging content and event activation

Innovative brand platform

Flexibility in relation to passing on rights to promote multiple brands across regions



# ICC T20 WORLD CUP

MEN'S & WOMEN'S TOURNAMENTS



## WOMEN'S TOURNAMENT

**Dates:** 21 February – 8 March, 2020

**Number of teams:** 10

**Numbers of games:** 23

## MEN'S TOURNAMENT

**Dates:** 18 October – 15 Nov, 2020

**Number of teams:** 16

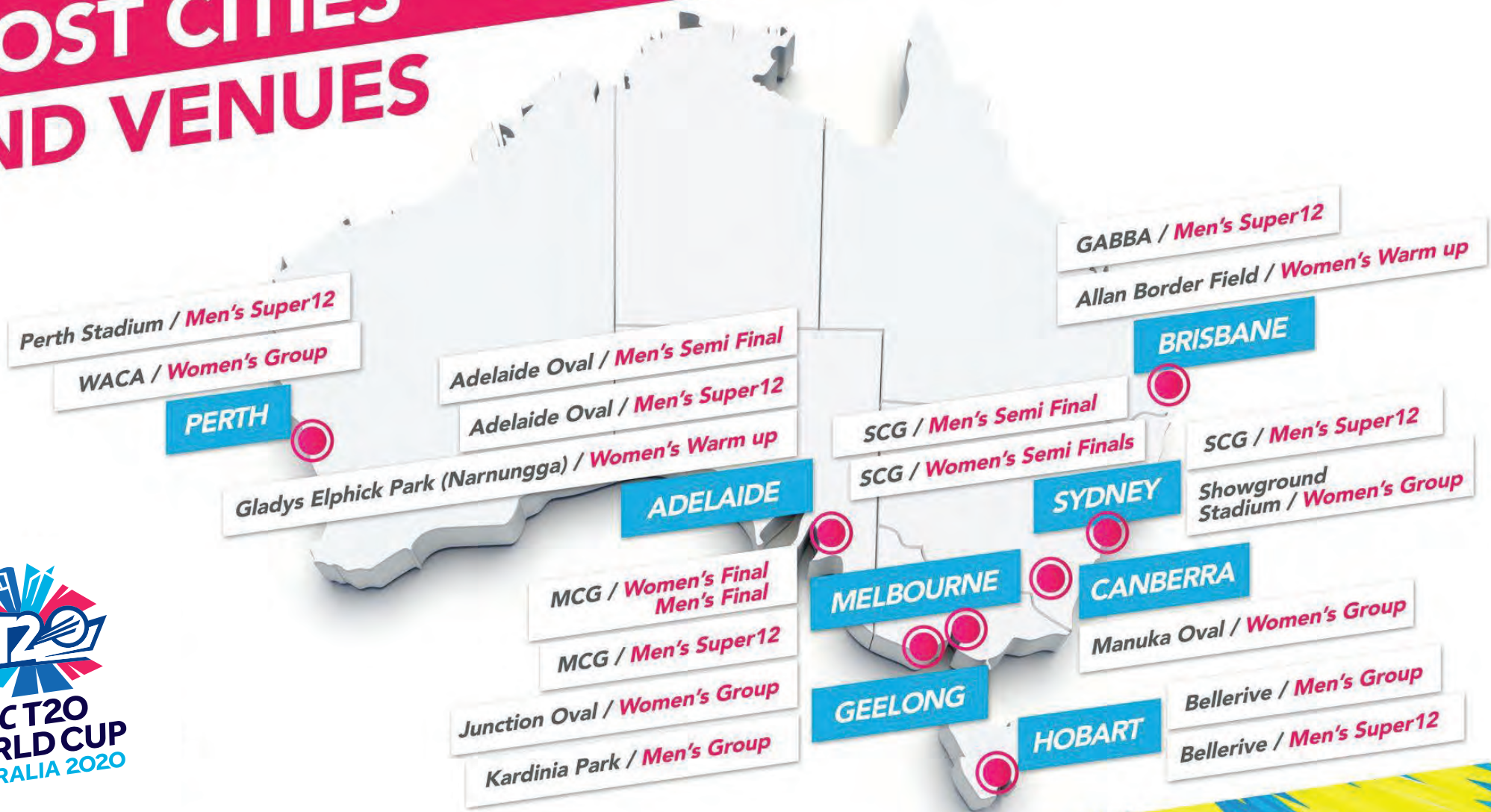
**Numbers of games:** 45



# HOST CITIES & VENUES



## HOST CITIES AND VENUES

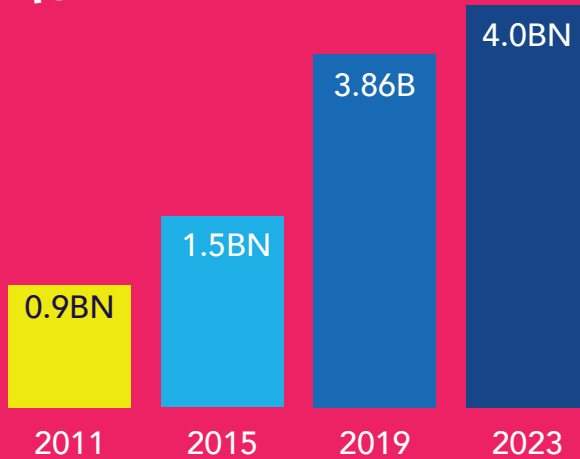




# PROJECTED TV AUDIENCE



## ICC CRICKET WORLD CUP

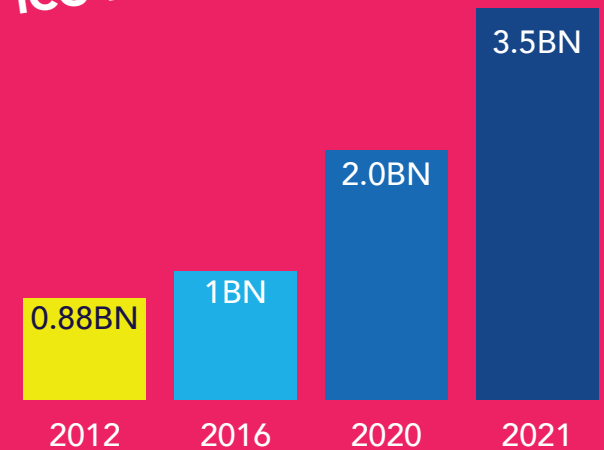


**2020-2023**

**CUMULATIVE AUDIENCE  
FOR ICC EVENTS**

**9BN+**

## ICC TWENTY20 WORLD CUP



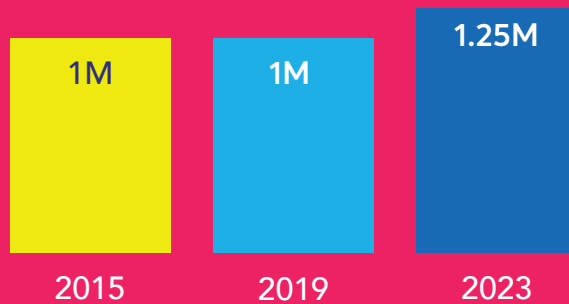
SOURCE: ICC, TWO CIRCLES, SMG INSIGHT



# ATTENDEES



## ICC CRICKET WORLD CUP

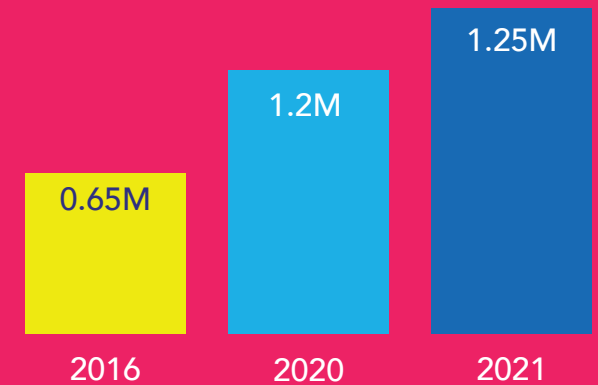


**2020-2023**

**CUMULATIVE ATTENDEES  
FOR ICC EVENTS**

**4M+**

## ICC TWENTY20 WORLD CUP





# ICC SOCIAL & DIGITAL

## INTERACTIVE ENGAGEMENT WITH FANS



ICC APP



**10M+**  
LIFETIME  
DOWNLOADS

ICC TWITTER

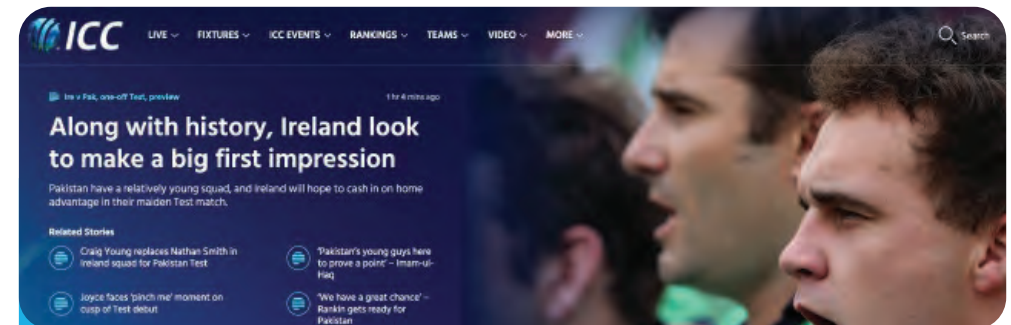


**10.5M**  
FOLLOWERS

ICC INSTAGRAM



**11.8M**  
FOLLOWERS



**75M**  
UNIQUE USERS  
DURING CWC 19

ICC WEBSITE



**31.7M**  
LIKES

ICC FACEBOOK



**5.5M**  
SUBSCRIBERS

ICC YOUTUBE



# ICC COMMERCIAL PARTNER FRAMEWORK

SIT ALONGSIDE GLOBALLY REPUTED BRANDS AS  
A LOCAL PARTNER



## GLOBAL PARTNERS



2015 - 2019



2016 - 2023



2016 - 2019



2016 - 2023



2019 - 2023



## OFFICIAL PARTNERS



2016 - 2023



2019 - 2023



2018 - 2019



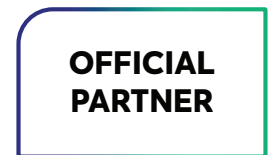
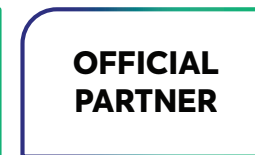
2019 - 2023



2019



2019 - 2023



## BESPOKE PARTNERS







# LOCAL PARTNER RIGHTS



LOCAL PARTNER



# USE OF ICC & ICC EVENT MARKS



LOCAL PARTNER OF THE ICC



LOCAL PARTNER  
OF THE ICC T20 WORLD CUP



RIGHT TO RUN CONSUMER/  
TRADE PROMOTIONS IN  
CONJUNCTION WITH ICC  
PARTNERSHIP



#fansofbr

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**BRILLIANT  
CRICKET  
STORIES**

& stand a chance to fly to New Zealand/Australia  
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or give a missed call to 1800 200 8373



# ICC FOOTAGE & IMAGERY

**ICC T20  
WORLD CUP  
AUSTRALIA 2020**





# ICC AMBASSADORS





# ACCESS TO THE ICC T20 WORLD CUP TROPHY





# GIANT SCREEN BRANDING

LOGO & ADVERTISEMENT





# BRANDING ON WEBSITE & APP



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COMMERCIAL PARTNERS



BROADCAST PARTNER



SOCIAL RESPONSIBILITY



FOLLOW ICC ON SOCIAL



CHAMPIONING WORLD CRICKET

CRICKET

Live Scores Index  
Men's Results  
Women's Results  
Men's Calendar

ICC EVENTS

ICC Cricket World Cup  
ICC World Twenty20  
T20 World Cup  
ICC Champions Trophy

RANKINGS

Overview  
Team Rankings  
Player Rankings  
Rankings Predictor

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Create an account for free





# TICKETS & HOSPITALITY





# EXCLUSIVE RETAIL

**T20**  
ICC T20  
WORLD CUP  
AUSTRALIA 2020





# BEHIND THE SCENE'S TOURS OF ICONIC STADIA

**T20**  
ICC T20  
WORLD CUP  
AUSTRALIA 2020





# HALF PAGE ADVERTISEMENT IN THE TOURNAMENT SOUVENIR PROGRAMME



## ICC CRICKET WORLD CUP 2019 FIXTURES

30 MAY - 14 JULY 2019 • ARE YOU IN?

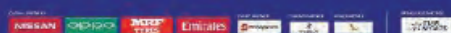
☾ DAY/NIGHT  
☾ DAY/NIGHT  
☾ DAY/NIGHT

THU 30 MAY  
FRI 31 MAY  
SAT 1 JUNE  
SUN 2 JUNE  
MON 3 JUNE  
TUE 4 JUNE  
WED 5 JUNE  
THU 6 JUNE  
FRI 7 JUNE  
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MON 8 JULY  
TUE 9 JULY  
WED 10 JULY  
THU 11 JULY  
FRI 12 JULY  
SUN 14 JULY  
MON 15 JULY

ENGLAND v SOUTH AFRICA  
WINNERS v PAKISTAN  
NEW ZEALAND v SRI LANKA  
AFGHANISTAN v AUSTRALIA  
SOUTH AFRICA v BANGLADESH  
ENGLAND v PAKISTAN  
AFGHANISTAN v SRI LANKA  
SOUTH AFRICA v INDIA  
BANGLADESH v NEW ZEALAND  
AUSTRALIA v WINNERS  
PAKISTAN v SRI LANKA  
ENGLAND v BANGLADESH  
AFGHANISTAN v NEW ZEALAND  
INDIA v AUSTRALIA  
SOUTH AFRICA v WINNERS  
BANGLADESH v SRI LANKA  
AUSTRALIA v PAKISTAN  
INDIA v NEW ZEALAND  
ENGLAND v WINNERS  
SRI LANKA v AUSTRALIA  
SOUTH AFRICA v AFGHANISTAN  
INDIA v PAKISTAN  
WINNERS v BANGLADESH  
ENGLAND v AFGHANISTAN  
NEW ZEALAND v SOUTH AFRICA  
AUSTRALIA v BANGLADESH  
ENGLAND v SRI LANKA  
INDIA v AFGHANISTAN  
WINNERS v NEW ZEALAND  
PAKISTAN v SOUTH AFRICA  
BANGLADESH v AFGHANISTAN  
ENGLAND v AUSTRALIA  
NEW ZEALAND v PAKISTAN  
WINNERS v INDIA  
SRI LANKA v SOUTH AFRICA  
PAKISTAN v AFGHANISTAN  
NEW ZEALAND v AUSTRALIA  
ENGLAND v INDIA  
SRI LANKA v WINNERS  
BANGLADESH v INDIA  
ENGLAND v NEW ZEALAND  
AFGHANISTAN v WINNERS  
PAKISTAN v BANGLADESH  
SRI LANKA v INDIA  
AUSTRALIA v SOUTH AFRICA

SEMI-FINAL (1 v 4)  
RESERVE DAY  
SEMI-FINAL (2 v 3)  
RESERVE DAY  
FINAL  
RESERVE DAY

THE OVAL, LONDON  
TRENT BRIDGE, NOTTINGHAM  
CARDIFF WALES STADIUM, CARDIFF  
BRISTOL COUNTY GROUND, BRISTOL  
THE OVAL, LONDON  
TRENT BRIDGE, NOTTINGHAM  
CARDIFF WALES STADIUM, CARDIFF  
HAMPSHIRE BOWL, SOUTHAMPTON  
THE OVAL, LONDON  
TRENT BRIDGE, NOTTINGHAM  
BRISTOL COUNTY GROUND, BRISTOL  
CARDIFF WALES STADIUM, CARDIFF  
COUNTY GROUND, TUNTON  
THE OVAL, LONDON  
HAMPSHIRE BOWL, SOUTHAMPTON  
BRISTOL COUNTY GROUND, BRISTOL  
COUNTY GROUND, TUNTON  
TRENT BRIDGE, NOTTINGHAM  
HAMPSHIRE BOWL, SOUTHAMPTON  
THE OVAL, LONDON  
CARDIFF WALES STADIUM, CARDIFF  
OLD TRAFFORD, MANCHESTER  
COUNTY GROUND, TUNTON  
OLD TRAFFORD, MANCHESTER  
EDGECASTON, BIRMINGHAM  
TRENT BRIDGE, NOTTINGHAM  
HEADINGLEY, LEEDS  
HAMPSHIRE BOWL, SOUTHAMPTON  
OLD TRAFFORD, MANCHESTER  
LORD'S, LONDON  
HAMPSHIRE BOWL, SOUTHAMPTON  
LORD'S, LONDON  
EDGECASTON, BIRMINGHAM  
OLD TRAFFORD, MANCHESTER  
THE RIVERSIDE, DURHAM  
HEADINGLEY, LEEDS  
LORD'S, LONDON  
EDGECASTON, BIRMINGHAM  
THE RIVERSIDE, DURHAM  
EDGECASTON, BIRMINGHAM  
THE RIVERSIDE, DURHAM  
HEADINGLEY, LEEDS  
LORD'S, LONDON  
OLD TRAFFORD, MANCHESTER  
OLD TRAFFORD, MANCHESTER  
EDGECASTON, BIRMINGHAM  
LORD'S, LONDON



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## INNOVATION. IN THE LABS AND ON THE TRACKS.

At MRF, motorsport is more than a passion: it's our testing ground too. With multiple victories in the gruelling FIA Asia Pacific Rally Championship and developing tyres for one of Asia's fastest racing cars, the MRF F2000, our expertise in tyres goes beyond our labs to the punishing terrains and race tracks around the world. MRF's cutting-edge tyre technology that gives racing drivers unmatched reliability and performance is the same technology that goes into all of our two and four-wheeler tyres.

When it comes to innovation, we don't just cross milestones, we set benchmarks.



MRF TYRES





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