



ExpatSport

SPONSORSHIP SALES AGENT - GCC & PAKISTAN





# THE ICC



The ICC is the governing body and custodian of cricket

Sitting alongside FIFA, UEFA, the IOC as one of the world's leading sports federations

Responsible for the governance and management of the world's second largest sport

Managing cricket's pinnacle events (ICC Cricket World Cup etc.) resonating with 1 Billion fans world-wide

# GLOBAL EVENTS

UNITING THE WORLD IN SPORT



ICC Cricket World Cup



Olympic Games



FIFA World Cup

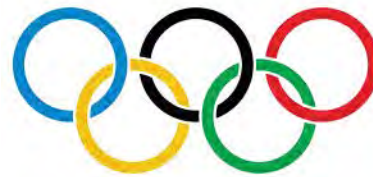
# FREQUENCY PER 4 YEAR CYCLE



**FIFA**<sup>®</sup>



**1**  
PER 4 YEARS



**2**  
PER 4 YEARS



**3**  
PER 4 YEARS



# ICC GLOBAL STRATEGY FOR THE GAME



## PURPOSE

Uniting, empowering and inspiring people and communities

## VISION THEMES

Grow, enjoy, excite, innovate, inclusive, global

## STRATEGIC FOCUS AREA

Formats and events (the game), fans, participants, women and girls, sustainability, integrity & values, cricket's purpose and technology

WORLD CRICKET



**1 BN+**  
FANS

**300 M+**  
PARTICIPANTS

**61:39**  
MALE:FEMALE  
GENDER SPLIT



# GEOGRAPHIC FOCUS



**INDIA**

**#1 SPORT**

**AFGHANISTAN**

**#1 SPORT**

**WEST INDIES**

**#1 SPORT**

**PAKISTAN**

**#1 SPORT**

**AUSTRALIA**

**#1 SPORT**

**SOUTH AFRICA**

**#3 SPORT**

**BANGLADESH**

**#1 SPORT**

**NEW ZEALAND**

**#2 SPORT**

**ZIMBABWE**

**#2 SPORT**

**SRI LANKA**

**#1 SPORT**

**ENGLAND**














**#1 SUMMER SPORT**



# ICC EVENT SCHEDULE

13 MAJOR TOURNAMENTS OVER 4 YEARS



YEAR	EVENT	HOST	MONTH	TELEVISED MATCHES
2019	 ICC MEN'S T20 QUALIFIER (51 MATCHES)	UAE	OCT - NOV	51
2020	 ICC U19 CRICKET WORLD CUP (48 MATCHES)	SOUTH AFRICA	JAN - FEB	20
2020	 ICC WOMEN'S T20 WORLD CUP (23 MATCHES)	AUSTRALIA	FEB - MAR	23
2020	 ICC MEN'S T20 WORLD CUP (45 MATCHES)	AUSTRALIA	OCT - NOV	45
2021	 ICC WOMEN'S WORLD CUP (51 MATCHES)	NEW ZEALAND	NOV - DEC	31
2021	 ICC MEN'S T20 QUALIFIER (51 MATCHES)	TBC	TBC	40
2021	 ICC WORLD TEST CHAMPIONSHIP FINAL (1 MATCH)	ENGLAND	JUNE	1 (5 Days)
2021	 ICC MEN'S T20 WORLD CUP (45 MATCHES)	INDIA	OCT - NOV	45
2022	 ICC U19 CRICKET WORLD CUP (48 MATCHES)	WEST INDIES	JAN - FEB	20
2022	 ICC MEN'S CWC QUALIFIER (34 MATCHES)	ZIMBABWE	FEB - MAR	34
2022	 ICC WOMEN'S T20 WORLD CUP (23 MATCHES)	SOUTH AFRICA	OCT - NOV	23
2023	 ICC MEN'S CRICKET WORLD CUP (48 MATCHES)	INDIA	FEB - MAR	48
2023	 ICC WORLD TEST CHAMPIONSHIP FINAL (1 MATCH)	ENGLAND	JUNE	1 (5 Days)
TOTAL	469			382

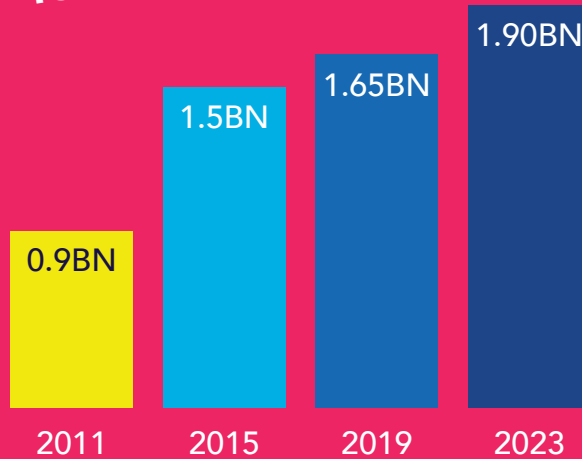


# TV AUDIENCE

PAST & PROJECTED



## ICC CRICKET WORLD CUP

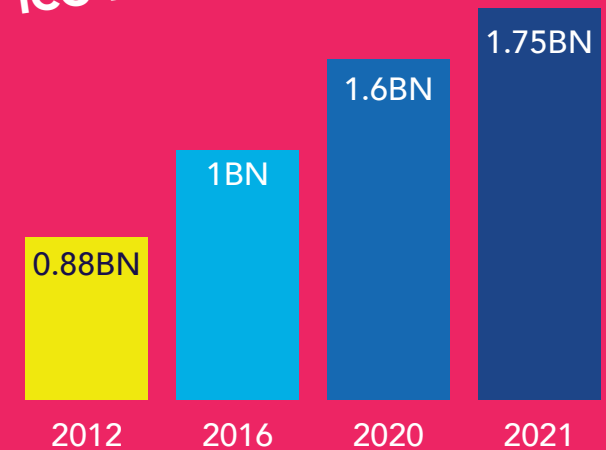


**2020-2023**

**CUMULATIVE AUDIENCE  
FOR ICC EVENTS**

**5.5BN+**

## ICC TWENTY20 WORLD CUP



SOURCE: ICC, TWO CIRCLES, SMG INSIGHT

# ICC DIGITAL CLIP LICENSEES



## ICC CHAMPIONS TROPHY (UK)

**170M**  
TOTAL VIEWS  
(VIEWS OF ALL CLIPS)

**32M**  
UNIQUE USERS

**180**  
COUNTRIES



## ICC TWENTY20 WORLD CUP (INDIA)

**68.1M**  
TOTAL VIEWS  
(VIEWS OF ALL CLIPS)

**10M**  
UNIQUE USERS

**27**  
COUNTRIES





# ICC SOCIAL & DIGITAL

## INTERACTIVE ENGAGEMENT WITH FANS



ICC APP



**10M+**  
LIFETIME  
DOWNLOADS

ICC TWITTER



**9.3M**  
FOLLOWERS

ICC INSTAGRAM



**9.3M**  
FOLLOWERS



**26M**  
UNIQUE USERS  
2018

ICC WEBSITE



**24M**  
LIKES

ICC FACEBOOK



**5.5M**  
SUBSCRIBERS

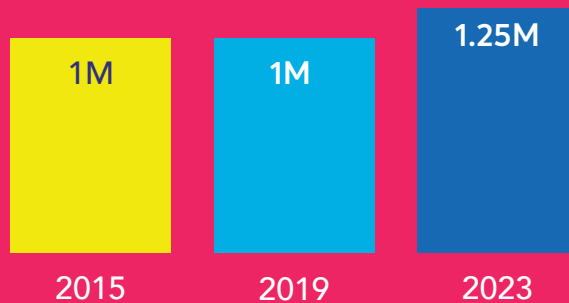
ICC YOUTUBE

# ATTENDEES

CONSISTENT GROWTH ACROSS FORMATS



## ICC CRICKET WORLD CUP

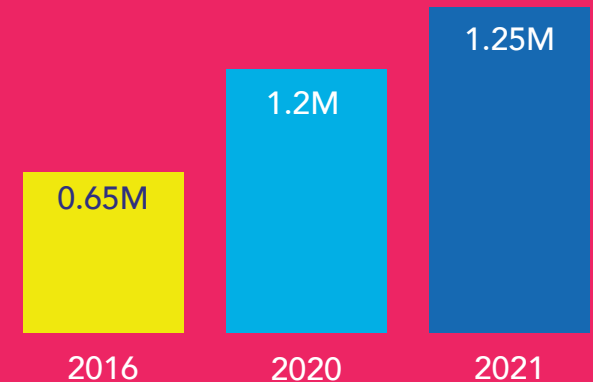


**2020-2023**

**CUMULATIVE ATTENDEES  
FOR ICC EVENTS**

**4M+**

## ICC TWENTY20 WORLD CUP



SOURCE: ICC, TWO CIRCLES, SMG INSIGHT



# ICC COMMERCIAL PARTNER FRAMEWORK

SIT ALONGSIDE GLOBALLY REPUTED BRANDS AS  
AN OFFICIAL PARTNER



## GLOBAL PARTNERS



## OFFICIAL PARTNERS



## BESPOKE PARTNERS





A photograph of a cricket match. In the foreground, three West Indies players in maroon uniforms are celebrating. One player is being carried piggyback by another, and a third player is embracing them. The player being carried has his mouth open in a shout. The player in the middle has "GAYI" written on his back in yellow. In the background, two England players in red uniforms and helmets are visible. The scene is set in a stadium with a large crowd. A pink diagonal banner with white text is overlaid on the image. In the bottom right corner, there is a graphic of colorful, jagged lines in blue, yellow, and pink.

# OFFICIAL PARTNER RIGHTS

# USE OF ICC & ICC EVENT MARKS



OFFICIAL PARTNER OF THE ICC



# LED PERIMETER BRANDING





# LOGO AT MID-WICKET





# GIANT SCREEN BRANDING

LOGO & ADVERTISEMENT





# PRESS & MEDIA BACKDROPS



MANCHESTER



MANCHESTER





# IN-VENUE BRANDING





# INCLUSION IN ICC MARKETING CAMPAIGNS



GLOBAL PARTNERS

NISSAN

oppo

MRF  
TYRES

Emirates

EVENT PARTNER

MoneyGram.  
money transfer

TIMING PARTNER

HUBLOT

WINE PARTNER

WOLF BLASS

BROADCAST PARTNER

STAR  
SPORTS



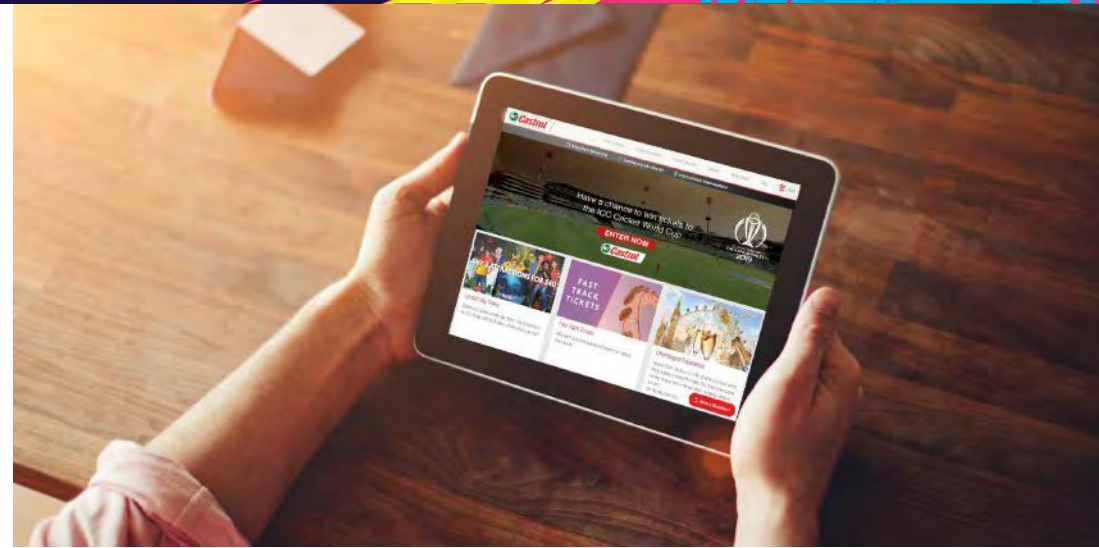
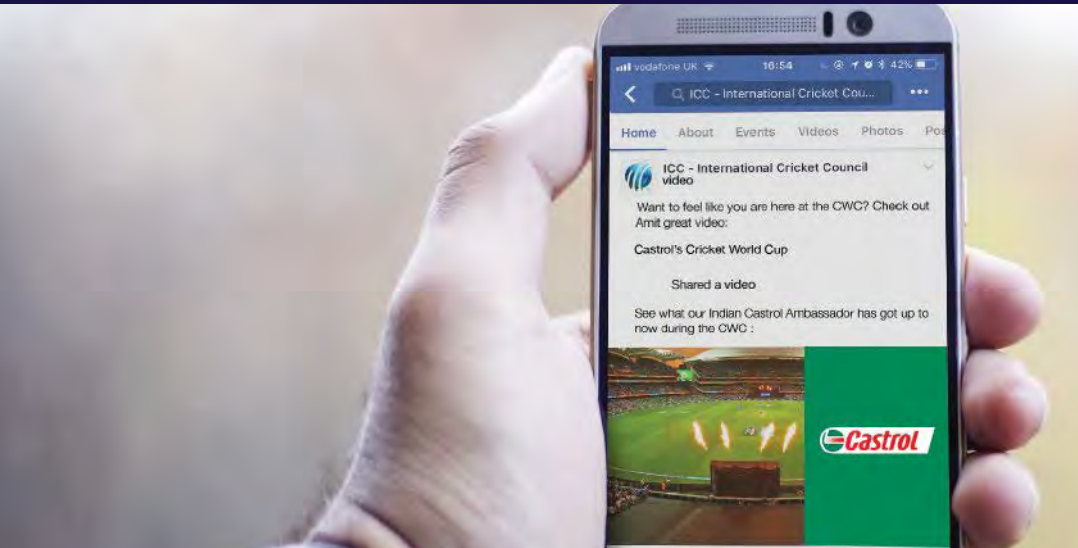
# BROADCAST GRAPHICS



6 DISTANCE  
**102m**



# CO-CREATED DIGITAL CAMPAIGNS





# ICC FOOTAGE & IMAGERY





# TICKETS & HOSPITALITY





# EXPERIENTIAL ZONES





# BRANDED GIVEAWAYS





# ADVERTISEMENT IN THE TOURNAMENT PROGRAMME





# BEHIND THE SCENE'S TOURS OF ICONIC STADIA





# ICC AMBASSADORS



# OTHER RIGHTS



Right to run consumer promotions



Invitation to all ancillary *ICC* functions



Right to accreditation and parking passes



Right to research data from the *ICC*





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