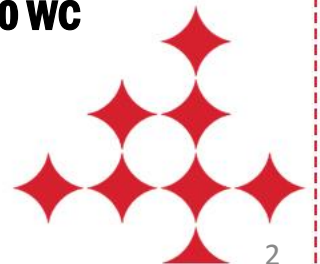
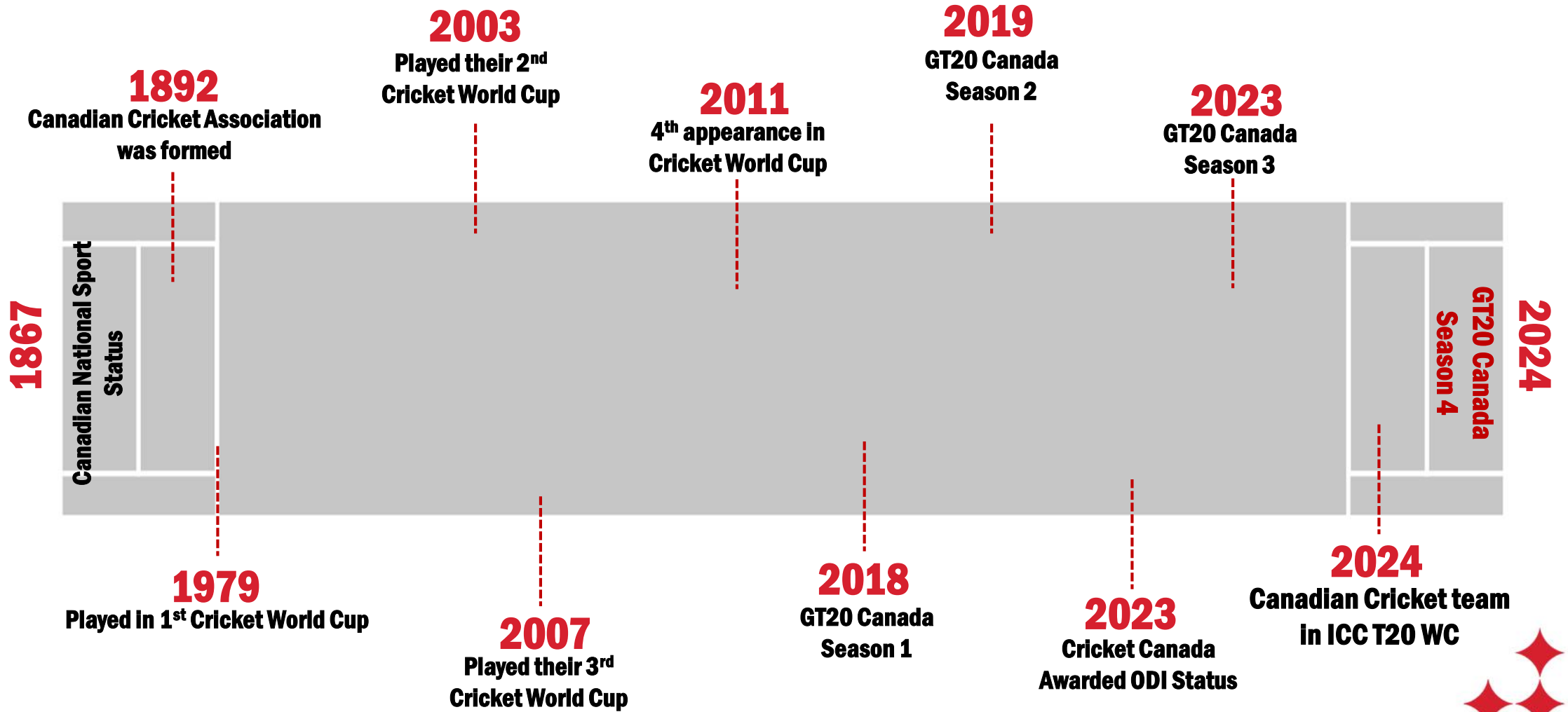




CITY OF BRAMPTON SPONSORSHIP DECK



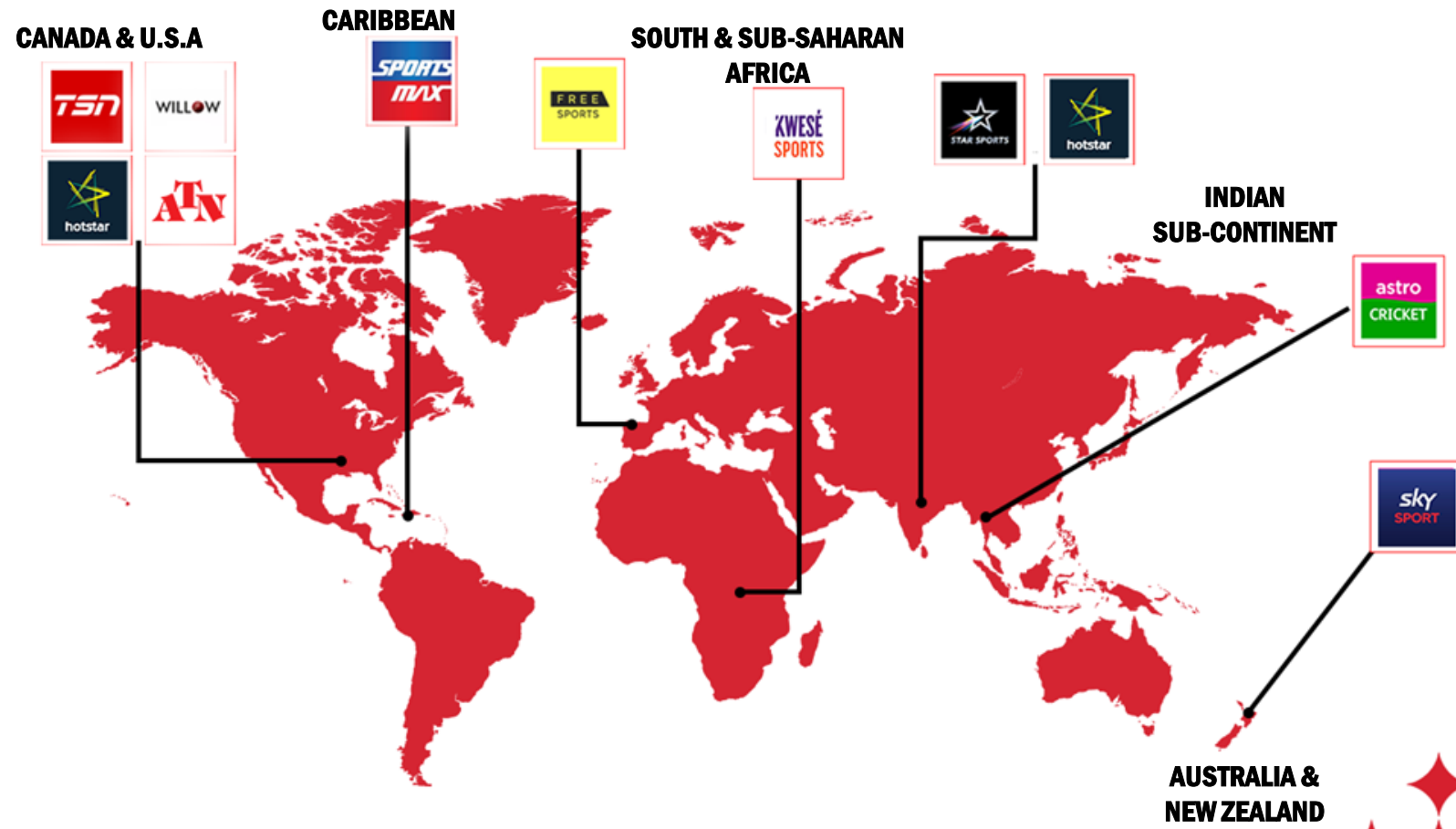
IMPACT OF GT20 CANADA



BROADCAST CHANNELS & REGIONS (SEASON 2)

133
MILLION+
VIEWERSHIP

84
COUNTRIES
BROADCAST



BROADCAST CHANNELS & REGIONS (SEASON 3)

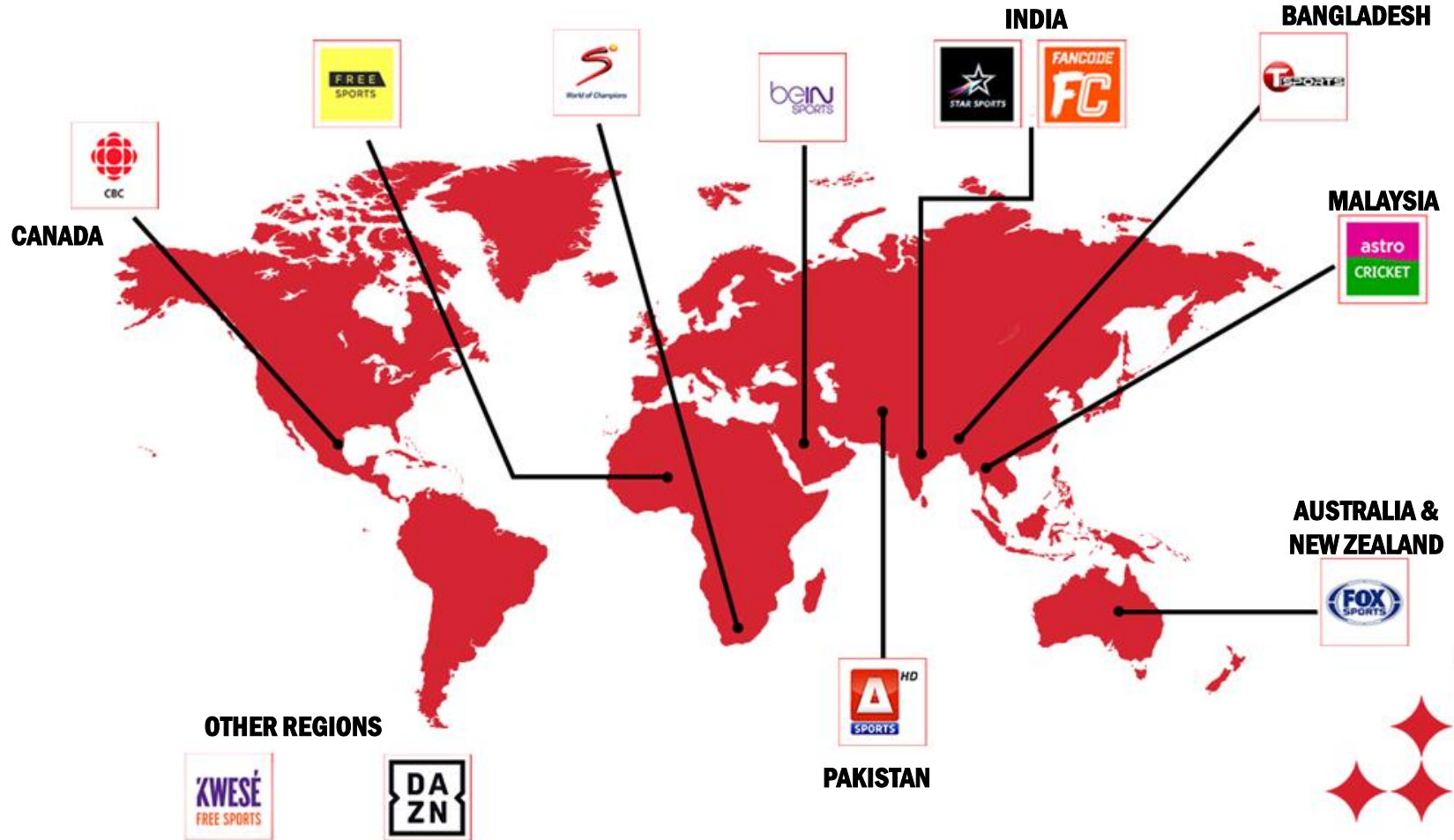
SOUTH & SUB-SAHARAN AFRICA

180

MILLION+
VIEWERSHIP

133

COUNTRIES
BROADCAST



SOCIAL MEDIA IMPRESSIONS

(SEASON 3 – 20TH JULY TO 6TH AUGUST)

94M+
FACEBOOK

11.2M+
TWITTER



749M+
YOUTUBE

23M+
INSTAGRAM



MEDIA COVERAGE



CORPORATE PARTNERS



GT20 CANADA SEASON 3 ECONOMIC IMPACT



Equivalent to **183.3**
Full Time Jobs



Total Impact of **\$12.6M**
In wages and salaries



Generated over **\$3.2M**
In spending on
accommodations, food,
services and restaurants



GT20 CANADA SEASON 3 ECONOMIC IMPACT



\$30,746,500



\$34,787,555



\$43,147,866



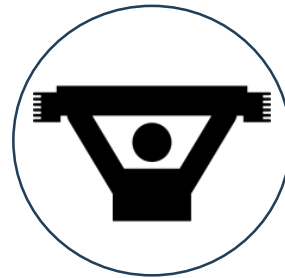
GT20 CANADA SEASON 3

ECONOMIC IMPACT



68,500

Fans



21,259

Out of town Fans



\$9.9M

**Visitor direct & indirect
impact**





POWERED BY



**SPONSORSHIP
PROPOSAL**

**Scoreboard
Static / Video**



Perimeter LED Board



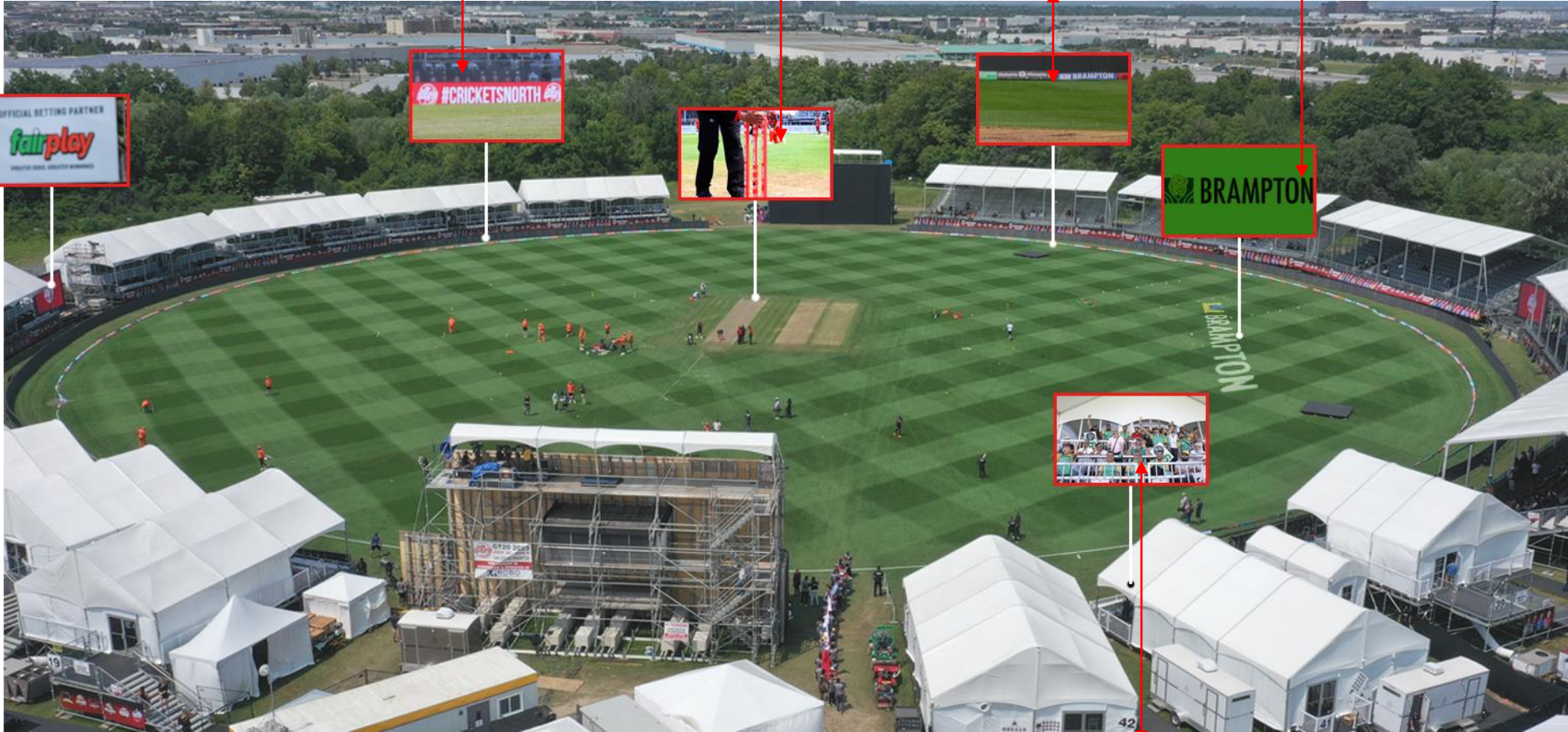
Stumps



**Boundary
Rope**



**Ground Mat
(physical/virtual)**



Hospitality



ASSET DELIVERABLES



GENERAL

ASSETS	POWERED BY
Sponsor/Partner Level	Powered By Partner
Category Exclusivity	Yes

IN STADIUM

ASSETS	POWERED BY
PA Announcement (Announcements per game)	2
Logo on Ticket	Yes
Activations (10*10 Canopy for sponsor experiential on weekends – 6 days)	Yes

ASSET DELIVERABLES



IN CAMERA RANGE

ASSETS	POWERED BY
Perimeter Boards	440 Minutes
Boundary Rope	60'
Stumps/Wickets	-
Ground Mat (Physical)	Yes
Ground Mat (Virtual)	Yes
Scoreboard Static Logo (During Each Match)	4
Scoreboard Video Ad (During Each Match)	2
Presentation & Media Backdrop	Yes
Sight Screen	-

ASSET DELIVERABLES



BROADCAST

ASSETS	POWERED BY
Indian Broadcaster (15 sec slots per game)	6 (Total - 2250 secs)
Global & Canadian Broadcaster (15 sec slots per game)	8 (Total - 3000 secs)
TV Interview	Yes
On Screen Bug	12
Aston Bands	2
Commentator Mentions	3
Live Chat	Yes
Graphic Integration	Yes
AV/VR	2

ASSET DELIVERABLES



MARQUEE PLAYERS

ASSETS	POWERED BY
Access	Yes
Image Rights	Yes
Meet & Greet	Yes
Player Bytes	Yes
Ad Campaigns & Player Shoots	Yes

ADVERTISING & PROMOTION IN INDIA & NORTH AMERICA

ASSETS	POWERED BY
Pre-Tournament Billboards	Yes
Pre-Tournament Print	Yes
Pre-Tournament TV	Yes
Pre-Tournament Radio	Yes

CURATED CONTENT & ASSET DELIVERABLES



ASSETS	POWERED BY
Coaching Clinics with the Legends	We can have cricket coaching clinics for the kids of Brampton featuring our Ambassadors and Marquees
Community Meet & Greet	We can setup community Meet & Greets with our Ambassadors (2) and Marquees (2)
City Walk with the Legends	A content segment where we take around the Legends of the game in and around the Brampton city
Color Stories showcasing the City	We can have one of our presenters go in and around the city of Brampton, showing various hotspots, indulging in various cuisines, etc.
Fun Segments with the People of Brampton	We can have fun segments on the streets of Brampton with the people, with Giveaways such as – Signed Bats/Balls, GT20 Merch, Match Tickets, etc.
Mayor Brown on Comms	Guest appearance on Comms box during BW games to talk about City
Garden Square	GT20's official Fan Zone for viewing party(s)

note: content shoot to be lead by COB, supported by GT20

1 YEAR POWERED BY SPONSORSHIP FEES	CAD 500,000
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note: 10% to be re-invested in local media

PROPOSAL TARGETS



ASSETS	KEY PERFORMANCE INDICATOR (estimates with YOY growth)
Broadcast	200+ million views
Brand Sentiment	Uplifting community and “home” feels for immigrants
Digital Reach / Impression	50+ million
Branded Watch Time (all)	5k+ minutes
Footfall	100K+
Engagement rates (COB curated content)	+17%
Brand Recall	50%+

note: above subject to we kick off 30 days before tournament start



**THANK
YOU**

