



BRAMPTON WOLVES – CENTRE OF EXCELLENCE

BRAMPTON WOLVES



- Brampton Wolves was established in 2019 for the second season of GT20 as a cricket team based out of Brampton, Canada.
- In the 2019 season, the team finished top on the league table.



**International
Cricket Council**



- The International Cricket Council (ICC) is the world governing body of cricket.
- It is responsible for the organisation and governance of cricket's major international tournament, along with the appointment of umpires and works against corruption with its Anti-Corruption and Security Unit (ACSU).
- It has its headquarters in Dubai, UAE.

- Cricket Canada is the official governing body for the sport of cricket in Canada.
- The organisation looks after the governance of the national team of Canada along with any of the local leagues which happen in cooperation with Cricket Canada.

- Cricket is a growing sport in Canada and GT20 provides the platform for international and national players to perform at the highest level in Canada.
- This helps up and coming talents in the country an opportunity to showcase their skills in the biggest stage and set up a career in cricket in Canada.

CRICKET IN CANADA

2019 GT20 EXECUTIVE SUMMARY

- Cricket is the fast growing sport in Canada with over 130,000 players and 820 clubs playing the sport in the country.
- This is mostly due to the influence of Youth coming into Canada.

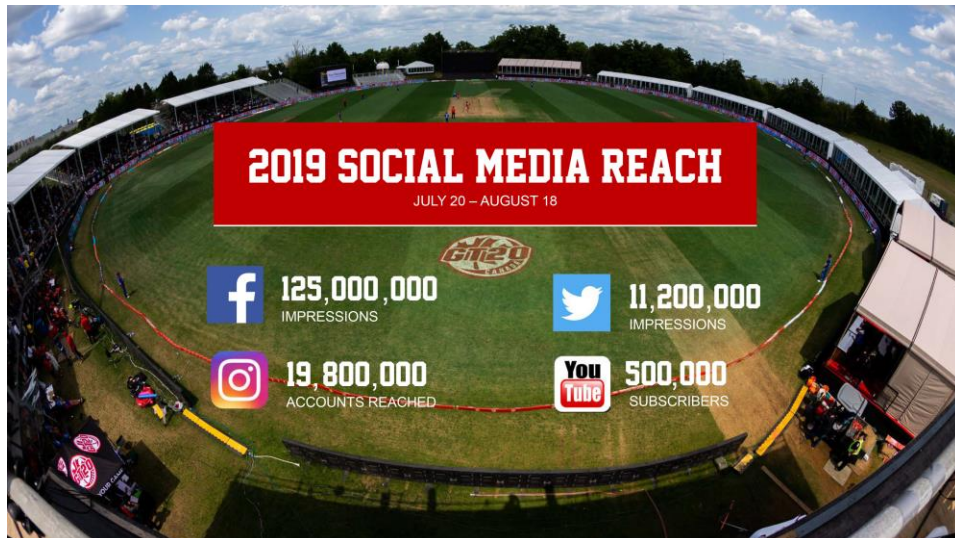
+115 MILLION
Worldwide viewership
in 84 countries.

+100 MILLION
Social Media Reach

ATTENDANCE
+75,000

CAD \$750,000
Total Prize Money

2019 CHAMPIONS
Winnipeg Hawks



**Household & Subscriber confirmed by
Broadcasters to date:**

(see next page for breakdown)

46,393,990

**Estimated Worldwide Broadcast
Audience**

Industry acceptable measurement assumes an average of 2.5 viewers per household or subscriber, therefore the estimated worldwide viewership is currently

+ 133,234,975

CENTRE OF EXCELLENCE

What is a Centre of Excellence?

- The Centre aims to encourage competitive and recreational athletes, professional coaches, sports academies and aspiring young talent to excel in Cricket.

Purpose of Centre of Excellence?

- A tailor-made programme ensures that the needs of the players are met and addresses all aspects of what makes a successful cricketer.
- From strength and conditioning, nutritional advice to playing matches of a high calibre, players are given pathways to become the best possible cricketer.

Why Canada?

- Cricket being the most developing sport in Canada, it seems like the right opportunity to set up a camp in the country and help develop players to represent the country.

OPPORTUNITY

- A Centre of Excellence will enable us to enhance the development of young male and female athletes to produce the best teams, players and officials in the world.
- Cricket is the most developing sport in the country and with the opening of a COE it will only boost participation in the sport.
- Brampton to become the Cricketing hub in Canada
- COE will help create an ecosystem suitable for athletes to perform at the highest level.
- COE will encourage locals to contribute towards the development of the athletes which will help improve engagement with the public.
- COE will also help in merchandising products among the community to help the growth and business opportunity for businesses in Brampton

THANK YOU!