





# GLOBAL CRICKET SCENARIO



**2 BILLION+**

GLOBAL CRICKET TV AUDIENCE

**2<sup>ND</sup>**

MOST FOLLOWED SPORT

**US\$ 900 MILLION**

ICC REVENUE

**106**

ICC MEMBERS

**200**

BROADCAST TERRITORIES

**300 MILLION+**

PARTICIPANTS WORLDWIDE

**8 BILLION+**

DIGITAL VIDEO VIEWS ACROSS ALL PLATFORMS  
(COMBINED STATS OF LAST 2 MAJOR ICC TOURNAMENTS)





# CRICKET FANS

92%

Interested in T20 format

87%

Wants to see Cricket in Olympics

61%

Male

39%

Female





# PROFESSIONAL T20 TOURNAMENTS AROUND THE WORLD

**OPPORTUNITY**





# THE NORTH AMERICAN CRICKET OPPORTUNITY

Attracting corporate partners to own and develop the sport's economic fortunes is the primary opportunity for the game. With an estimated 25 million cricket fans in the United States and 5 million in Canada the total addressable market and its spending capacity presents possibilities to generate new revenue.

Bringing the North American sport business expertise, institutional capital and professionalism to a sport that has largely been driven by weekend warriors.





# WHY CANADA?



25 MILLION+

Estimated North American cricket fans



In venue spectator demos



Male

55%



Female

35%



Children

10%



500,000

Immigrants from cricket playing nations  
(2015-2020)



# NORTH AMERICAN AUDIENCE

## CANADIAN CRICKET FANS

### Who are they?



**63.5%**

Male Viewership



**48.5%**

Aged 25-49



**71%**

More likely to have  
been born outside of  
Canada

### Buying Behaviour



**65.6%**

Always look for  
special offers



**67%**

More likely to search for  
products they see advertised  
on TV

### Media habits



**25.6 HOURS**

Spent on internet per  
week



**15.4 HOURS**

Spent on social  
media per week



**71.9%**

Would fast forward  
through commercials

### Views on Advertising



**42.4%**

Says ads influence  
purchasing decisions



**52.2%**

Feel advertising is  
a good thing

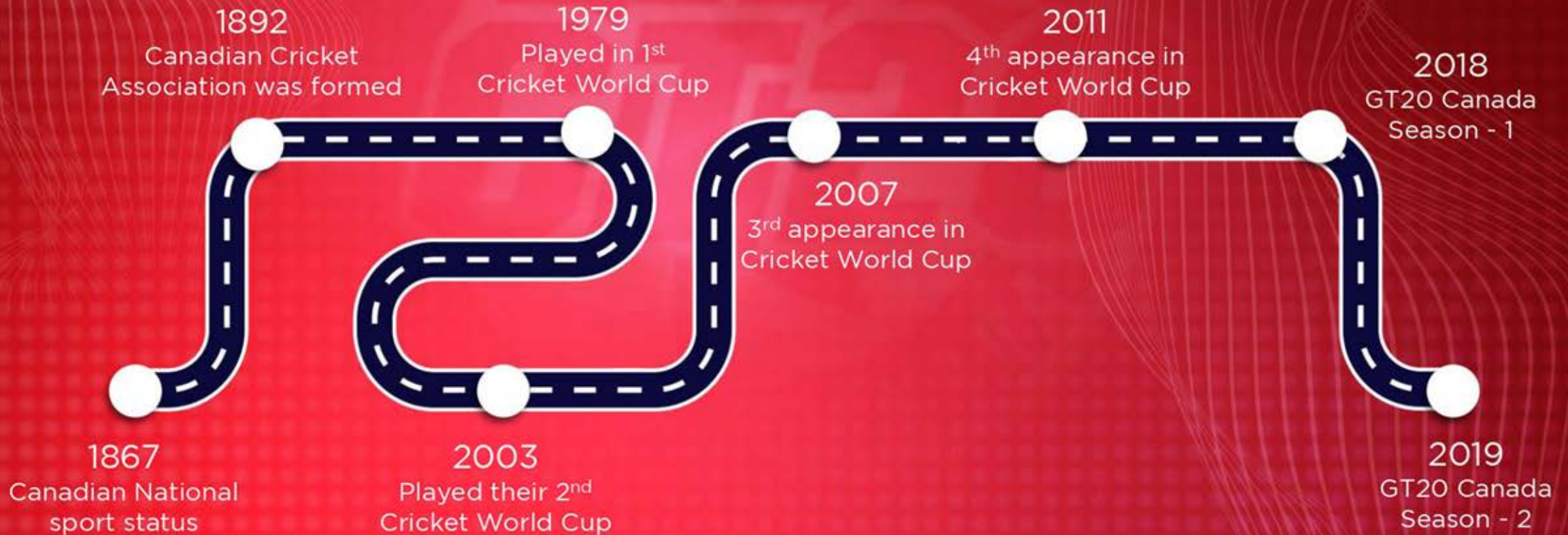


**59.5%**

Says ads keep them  
informed of products  
& services avail.



# CRICKET IN CANADA





# WHAT IS GT20?

GT20 Canada is North America's first-ever major T20 tournament aimed at popularising and developing the game of cricket in this part of the world. The tournament provides a platform not only to the local Canadian cricketers but also to the other associate nation cricketers to share the field and dressing rooms with the legends and the biggest names of the game.

Over 2 seasons, GT20 Canada has become one of the premier franchise T20 tournament in the world. An action-packed tournament featuring 6 teams battling it out over the course of 3 weeks to become the ultimate champions of the great white north.





**133**  
**MILLION+**  
**2019 VIEWERSHIP**

**84**  
**COUNTRIES**  
**2019 BROADCAST**



# SOCIAL MEDIA IMPRESSIONS

20<sup>TH</sup> JULY – 18<sup>TH</sup> AUGUST 2019  
(DURING SEASON 2)



**100K+**

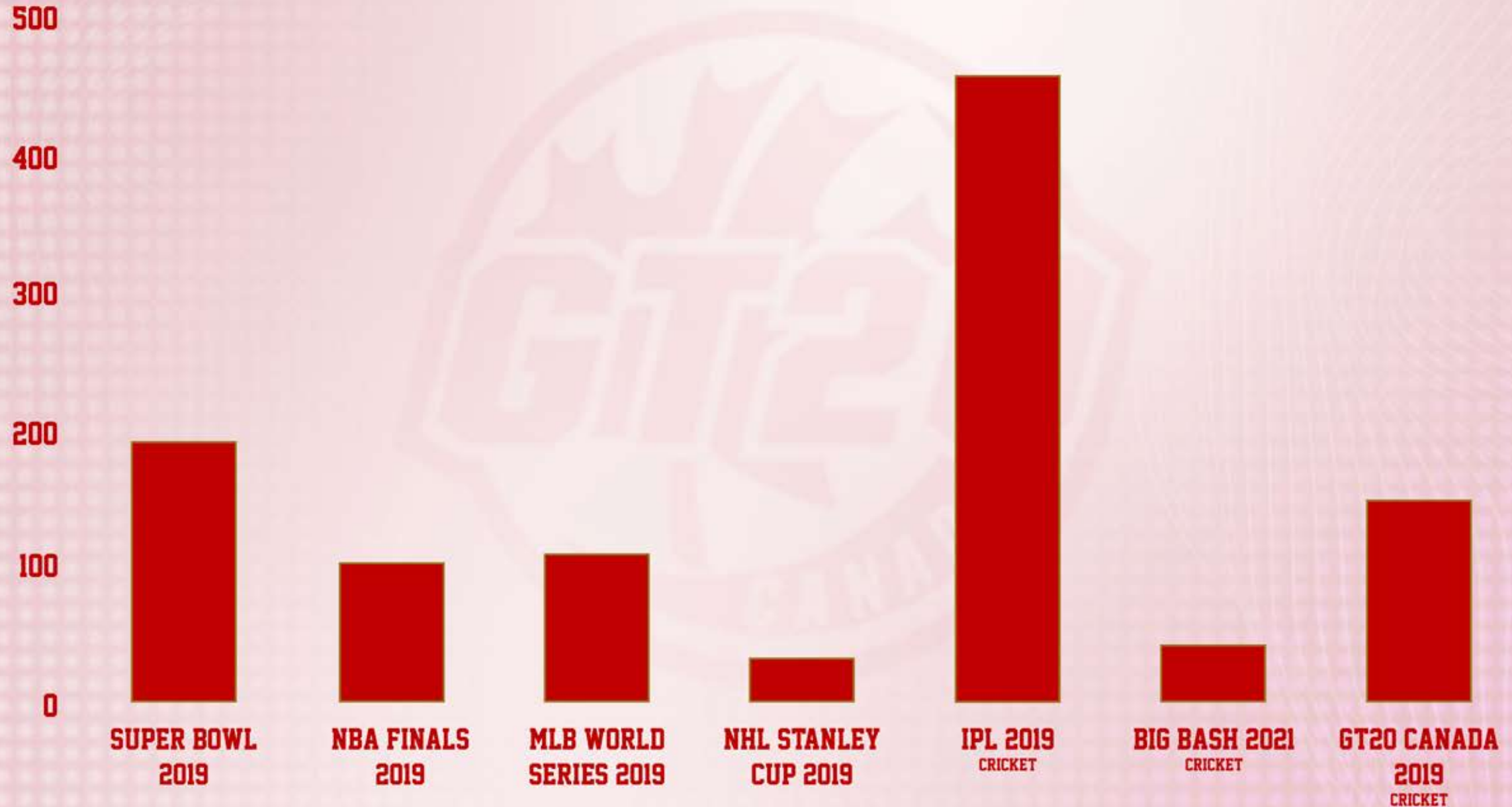


LIVE ATTENDANCE ACROSS 2 SEASONS

**2B+** IMPRESSIONS CREATED ACROSS ALL PLATFORMS



# BROADCAST VIEWERSHIP BY SPORTS





# PLAYERS AND COACHES



Yuvraj Singh



Chris Lynn



Shahid Afridi



Chris Gayle



Lasith Malinga



Kieron Pollard



Faf du Plessis



Steve Smith



Dwayne Bravo



Shoaib Malik



David Warner



Andre Russell



Tom  
Moody



Stephen  
Fleming



Lalchand  
Rajput



Donova  
Miller



Geoff  
Lawson



Phil  
Simmons

170

MILLION+

Followers on Social  
Media

450+

Years of International  
Experience

\$6

MILLION

Cost of Players & Coaches





# OUR MENTORS AND AMBASSADORS

BRIAN LARA,  
WASIM AKRAM,  
MAHELA JAYAWARDENE,  
DILIP VENGSARKAR





# MEDIA COVERAGE



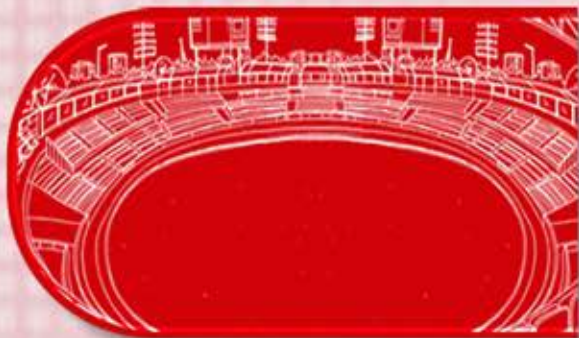


# OUR CORPORATE PARTNERS





# TOURNAMENT FORMAT



**1 VENUE**



**96 PLAYERS**



**6 TEAMS**



**25 GAMES**



**1 CHAMPION**



# THE 6 PRO TEAMS





# GT20 KEY INSIGHT

2018	2019
Social Media Reach - 45 Million	Social Media Reach - 100 Million
Worldwide linear broadcast viewership - 55 Million	Worldwide linear broadcast viewership - 133 Million
69,000 tickets sold	75,000 tickets sold
55 countries reached by international broadcast	84 countries reached by international broadcast
YouTube subscribers - 145,000	YouTube subscribers - 502,000
	City of Brampton Economic Impact - 30 Million
	Province of Ontario Economic Impact - 35 Million



# BENEFITS OF GT20 IN BRAMPTON

## ECONOMIC IMPACT

The 2019 edition of the tournament contributed significantly to the economy of Ontario and Brampton, according to **North 45** a company which specializes in analyzing the impact of sports events, GT20 contributed **30 million** dollars plus to the city of Brampton's economy directly and indirectly. Local businesses in Hospitality, Tourism, Logistics and sports benefited directly from GT20.





## EMPLOYMENT GENERATION

The tournament creates employment for a wide variety of skilled and unskilled professionals across various roles and creates a new sporting industry ecosystem for skill development while **adding 400 plus jobs** both in short and long-term roles to Brampton and Ontario.



## TOURISM IMPACT

GT20 sold 75000 tickets for the 2019 event out of which 44% of those tickets were sold to people living outside the province (including more than 6700 tickets in the USA) contributing directly towards the tourism industry in the province. Also helping Brampton reach a global audience through its unparalleled Television exposure.





## **SPORTING IMPACT**

GT20 aims and invests in grass roots cricket development in Canada and the aim with the tournament is to create a launch pad for the future Canadian cricket superstars. Running training and mentorship programs across both Mens and Women's cricket at all age groups. The Goal for us at GT20 is to see the Canadian teams and players compete at the highest levels of the game.

## **SOCIETAL BENEFITS**

Societal Benefits: Sport is a great medium to deliver messages of discipline, teamwork and achievement. GT20 through all its development programs and activations aims for the betterment of the local community and has a lasting impact across the diaspora. Promoting a healthy, active and dedicated lifestyle to the youth and cultivating a better and stronger next generation of Canadians.





## COMMUNITY ENGAGEMENT

**Ticketing** - In our attempt to increase the awareness of the Sport and introduce the citizens to the world of cricket, we will give out free tickets for our matches to School Kids, College Students, Senior Citizens, etc.

**Coaching Clinics** - To support our Mission of growing the sport of Cricket in Canada, we will be hosting some Coaching Clinics under the supervision of the Legends of Cricket who are our League Ambassadors.

**Ambassadors and Marquee Visits** - The Ambassadors and Marquees of our League are the greatest players to have played the sport. We will host special visits of our Ambassadors/ Marquees to Government Institutions, Hospitals, Schools, Colleges and other significant places.





## COMMUNITY ENGAGEMENT

**Promote Women's Cricket in Brampton** - With Cricket Canada's help we can have a special event where Women Cricketers from the Canadian National team will motivate school girls to take up the sport

**Cricket Awareness Events** - Create awareness events to promote the sport of cricket in the community and educate people about its rules, benefits, and cultural significance.

**Charity Cricket Match** - A cricket match where our League Ambassadors and Canadian National player will play for a Charitable Cause.





# BUILDING CANADA'S CRICKETING HOME

The lack of a permanent cricket stadium in Brampton means that we incur significant additional costs each time we hold a tournament. As temporary stadiums must be set up, they are not as large as a permanent structure would be. This translates into substantially less tickets being available for sale for each game, which means significantly lower profit margins.

That's why GT20 is striving to work towards building a world class fit for purpose stadium in Brampton to serve as a beacon for the sport in North America.



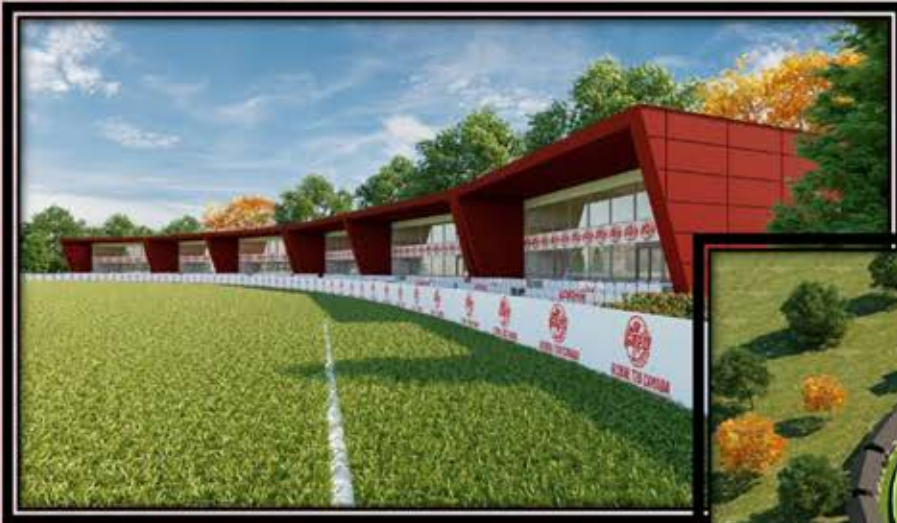
# GT20 SEASON 2 STADIUM





# CANADA'S FIRST FULLY ACCREDITED STADIUM FOR INTERNATIONAL GAMES

**MAKING BRAMPTON THE HOME OF CRICKET IN CANADA**





# HOSTING PARTNER ASSET PROPOSAL

## General

- Category Exclusivity
  - Sponsor / Partner Level
  - Official Logo(s)
- Hosting Partner (Brampton)
  - Executive Category
  - Use of official GT20 event and team logos.
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## GT Team Assets

- Category exclusivity of the 6 Global T20 teams
  - All advertising and marketing creatives is centered on the jerseys of the marquee players
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## In-Camera Range

- Perimeter Boards
  - Boundary Rope
  - Ground Mat
  - Scoreboard Static Logo
  - Scoreboard Video Ad
  - Presentation Backdrop
- Logo on 400' of LED perimeter boards for 15 minutes / match (330 minutes total)
  - 60' of the boundary rope, displaying Sponsor Logo
  - Sponsor Logo placement on one side of the pitch
  - Logo displayed on the scoreboard twice during each match of the tournament
  - Video shown on the scoreboard twice during each match of the tournament
  - Logo placement on post-match ceremony presentation backdrop



# HOSTING PARTNER ASSET PROPOSAL

## Broadcast

- Star TV / Sony (India) - 4 x 15 sec ad spots per broadcast, for a total of 1320 seconds (22 minutes) during the entire tournament
  - Canadian Broadcaster - 4 x 15 sec ad spots per broadcast, for a total of 1320 seconds (22 minutes) during the entire tournament
  - Global Broadcaster - 4 x 15 sec ad spots per broadcast, for a total of 1320 seconds (22 minutes) during the entire tournament
  - Commentator Mentions - 2 mentions per match
  - On-screen Score Bug - Logo displayed for 2 minutes during each match
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## Marquee Players

- Access - Access to all marquee players
  - Image Rights - Access to all marquee players images
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## Social Media

- Social Media Posts - 1 Social Media posts each day during the entire tournament



# HOSTING PARTNER ASSET PROPOSAL

## Hospitality Suites & Tickets

- Hospitality Suite - 1 suite for all 25 matches, including complimentary food, beverage and parking, Suite
- Match Tickets - 50 Silver and 50 Bronze tickets for each game of the tournament

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## Communications & Website

- Press Announcement - Specific release announcing sponsors partnership with GT20
- Home Page - Logo placement on home page and link to sponsor website
- Partner Page - Logo placement on partner page and link to sponsor website

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## Key Facts

1. 2019 television audience was 133 Million+ people across 84 countries
2. More than 1 billion social media impressions in 19 days
3. Present on the biggest sports broadcasters in the world in 2019 eg TSN(Canada), StarSports (India), HotStar (OTT, India and North America)
4. More than 75000 in person attendance in 2019

**Hosting Partnership Fees (CAD)**

**1 Year Sponsorship \$ 800,000**

**The total value of the sponsorship inventory offered in this document is in excess of 2 Million CAD.**

\*For Television ads the format and rules of that broadcaster and the region of broadcast will have to be adhered to





**THANK YOU**