



Irish Cricket Union

IRISH CRICKET UNION SPONSORSHIP PROGRAMME

**MATCH SPONSORSHIP OF
IRELAND
ONE-DAY INTERNATIONALS**

**IRELAND v INDIA
IRELAND v SOUTH AFRICA
JUNE 2007**



Irish Cricket Union

The Sport

“Cricket is one of the most international of sports. It is a dominant game in more countries than any other sport except soccer.”

New York Times, May 1st 2005

“Cricket will soon achieve an economic clout which realistically reflects its claim to be the world’s 2nd most popular sport.”

Stefan Szymanki, Professor of Imperial College, London’s Business School, 2006

“Cricket remains for me the game of games, the sanspareil, the great metaphor, the best marriage ever devised between mind and body. None of the other sports the British have given the world – neither soccer, nor rugby, nor golf, nor tennis – can touch it.”

John Fowles, author, 1986

“For Ireland, it really is a case of, having conquered Europe, now for the World.”

Ian Callender, Sunday Times, January 2007



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The Environment

A success story

- The World's second biggest sport
- Ireland men's team is ranked 12th in the world out of 97 nations (19th in 2004)
- Ireland competed in the ICC Cricket World Cup for the first time in March/April 2007, qualifying for the Super Eights
- Ireland is holder of the ICC's Intercontinental Cup 2005 (4-day cricket), and has qualified for the 2006 Final in May 2007
- Ireland swept the board at the European Cricket Council Championships 2006 winning the senior men's event as well as Under -23, U19, U17, U15 and U13 age groups. Unprecedented in the event's history

Cricket's reach

- Cricket is followed by one-fifth of the world's population
- Cricket is an all-Ireland sport
- More than 250,000 people in Ireland follow cricket
- The Irish Cricket Union has more than 1,000 members
- There are 196 affiliated clubs in Ireland
- More than 15,000 people play cricket in Ireland
- The ICU website gets more than 150,000 hits per month

Prestige

- An exclusive family of sponsors
- Join other national and international brands such as Bank of Ireland, Kukri and Surridge



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The Event

Overview

- Full ODI-accredited matches
- Count towards global ICC team and player rankings
- Established Test Nations as opposition

Participants

- Ireland, India and South Africa
- South Africa ranked 2nd in ICC global rankings
- India ranked 6th in ICC global rankings
- Some of world's greatest players – Dravid, Kallis, Pollock, Tendulkar
- Played at Stormont, premier cricket venue in all Ireland

Dates

- Saturday June 23rd – Ireland v India
- Sunday June 24th – Ireland v South Africa



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The Package

Headline opportunity

- A premium association with the Irish Cricket Union (ICU) as Title Sponsor of the ODI series
- Event to be known as: “The [X] ODI Series”

Logos and Marks

- Opportunity to create a bespoke Event logo in consultation with the ICU (all usage subject to ICU approval)

Branding rights

- The opportunity to place 6 advertising boards at both matches (sponsor to pay for cost of production)
- Premium advertisement (back page) in the Tournament programme
- Branded tickets for both matches
- Branded backdrop for both matches
- Stump logos at both matches
- Verbal recognition on PA as series sponsor
- Opportunity to provide ‘pitch logos’ (sponsor to pay for costs of production and installation)
- Logo on the home page of the ICU website (for June-July)
- Branded scoreboard at both matches (sponsor to pay for cost of production)
- Opportunity to create branded Man of the Match medallions



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Promotional rights

- Opportunity to have promotional stands at matches
- Access to nominated players and officials post-match (by prior agreement)

Tickets and Hospitality

- 50 tickets to both matches
- 20 hospitality places for both matches (cost of catering included)
- An opportunity to purchase additional tickets to both matches
- An opportunity to purchase additional hospitality places at both matches
- Two VIP places in the ICU Presidents Suite
- Access to tickets and hospitality for other Ireland home matches
- Access to tickets and hospitality for other international matches played under the auspices of the Irish Cricket Union

Money Can't Buy

- Merchandise signed by the Ireland team
- Supervised 'pitch inspection' at the interval of both matches
- Opportunity to hand out Man of the Match Award at both matches
- Exclusive access to ICU Presidents Suite for 2 senior executives at Ireland home matches
- Exclusive access to ICU Presidents Suite for 2 senior executives at other international matches played under the auspices of the ICU



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The Proposal

£70,000 or €100,000
(excluding costs where stated)

The Contact

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