

## **Associate yourself with golden opportunity**

*(Think cricket . . . Think transformation . . .)*

**Cricket creates aspiration**

**Cricket gives hope**

**Cricket bring happiness**

**Cricket brings growth**

**After all, cricket is life in India**

As we all know that sponsors visualize that “Cricket as a great platform to connect with the youth not just in Rajasthan but in India as well.

We are excited in giving opportunities to corporate groups, Institutions, to sponsor various tournaments to be organized by Rajasthan Cricket Association, this year.

RCA cricket tournaments are one of the biggest events in cricketing action and thus, are the perfect platform to attract youth attention. Speaking in wake of the deal one of the sponsors said “Gaining brand visibility through sports sponsorship is slowly becoming the new marketing mantra for companies in India. Since innovation is the core strength, instead of being sponsors for just another event we have devised an innovative strategy to catch the eye balls of millions of cricket lovers, thru this.

In return, sponsors will enjoy a significant logo presence and exclusive branding rights at key strategic locations of the stadium, as well as mass visibility of Media.

History tells us that, whichever corporate group or institution sponsors any cricket team, its fan base grows tremendously

Proposal for RCA Tournaments Year 2010-11.

Tournaments	<ul style="list-style-type: none"><li>• Senior State Championship (League based)</li><li>• Under 16 (knock out cum League)</li><li>• Under 14 (knock out cum League)</li><li>• Women's State Championship</li><li>• Senior Men's State one day Championship (With White ball)</li><li>• Junior U-19 State Championship (2011 summer)</li></ul>
No of Participating Teams	33
Age group	as per tournament nature
Venue	8 Cities (minimum) <i>1. Jaipur,</i> <i>2. Jodhpur,</i> <i>3. Udaipur,</i> <i>4. Bikaner,</i> <i>5. Kota,</i> <i>6. Ajmer,</i> <i>7. Rajsamand,</i> <i>8. Jhalawad</i> or as per RCA Decision

## Proposed Dates –

15 August to 15 September, 2010	Senior State Championship and under-16
September-October, 2010	Women's Championship
February, 2011	Senior Men's one-day and Boy's U-14

Period of contract – One year

### Offering by RCA

1. There are three different categories of sponsorships, each independent of other. Points 2 to 8 apply to **Title Sponsors**.
2. Your company name as Brand name of Trophy like "...xyz.... *Senior Championship*" or "*xyz..... CUP Cricket Tournament*".
3. All coverage in news papers, electronic media etc. will be done with this name only.
4. On the RCA website, company's logo will be displayed on the home page, along with a news item, during this period
5. In the press conference, your company's regional head or your representative will sit with RCA president or secretary.
6. In the presentation ceremony also, your representative will be honoured.
7. In the stadium, you can also put Perimeters that can be mutually decided with RCA.
8. You can also set up 4 stalls to display your products and schemes in stadium.
9. **Kit sponsor** will have the option of putting their logos on the shirts of the State teams representing Rajasthan. The two co-sponsors can have their logos on the side of the trouser and the back of the cap.
10. This contract will be of minimum one year.
11. Those sponsoring '*Man of the Match*' can give '*Man of the Match*' and other **awards** along with RCA Officials.

### Sponsorship fees

<b>TITLE sponsorship</b>	<b>6 Lac Minimum per Tournament</b>
Co-sponsorship(2)	<b>2 Lac</b> Minimum Each
<b>KIT sponsorship</b>	<b>6 Lac Minimum Each</b>
<b>Team for Senior RANJI and One Day team.</b>	<b>4 Lac</b> Minimum for the U-19 and Women's team. <b>3 Lac</b> for the U-16 team
Co-sponsorship(2)	<b>2 Lac</b> Minimum each for the Senior teams <b>1.5 Lac</b> for U-19 and Women's team and <b>1 Lac</b> each for the U-16
<b>For Man of the Match</b>	Elite league – <b>2 Lac</b> for one tournament. <i>(30 Matches)</i> Plate Group – <b>2 Lac</b> for one tournament. <i>(45 Matches)</i>
<b>Knockout cum league tournaments</b>	<b>1 Lac</b>

### Coverage -

- 1. Print Media coverage**
- 2. Electronic media Coverage**  
*ETV, Bhaskar TV, Patrika TV, Digi TV, and other local news channels.*
- 3. Radio Regional News**
- 4. RJ Mention in Pvt FM locally**
- 5. on RCA Website**
- 6. in the Press Conferences**
- 7. In the stadium – perimeter**