

USA Cricket U19 National Championship Sponsor Opportunities 2023



AGENDA

1. Background
2. The Opportunity
3. 2021 Numbers That Matter
4. The Specifics
5. Proposed Offerings



Background

- USA Cricket hosted its first ever U19 National Championship tournament in 2021 to great acclaim.
- In 2023 USA Cricket hope to build on the success of this competition by having Zonal and Hub based U19 Training Squads and competitions as an additional step in the pathway to the National Championships.
- USA Cricket is looking to partner with reputable commercial partners for sponsorship/association rights in respect of these competitions.



The Opportunity

Why partner with USA Cricket?

- The United States has been identified by the ICC as the **#1 market worldwide** for future cricket growth and development:
- **Fans:** 10-20 Million existing cricket fans nationwide, more likely to skew younger, affluent and tech-savvy than the average sports fan in the US.
- **Broadcast Viewership:** The United States is one of the biggest broadcast media markets for the sport worldwide.
- **National Teams:** USA Cricket men's and women's national team rankings and performance on the rise, and participating in increasing numbers of ICC global events with enhanced programs of international fixtures. The Men's U19 Team are participating in a 2024 World Cup qualifying event in August of 2023.
- **New Nationwide and Professional Leagues & Competitions:** Launch of fully professional Major League Cricket in 2023; launch of first ever nationwide T20 tournament, Minor League Cricket in 2021; USA Cricket Senior and U19 National 50-Over Championships for men and women staged in 2021.
- **Future global events:** Hosting the 2024 ICC Men's T20 World Cup; bidding to host future ICC men's, women's and youth global events in the USA; and supporting the campaign for cricket's inclusion in the LA 2028 Olympic Games.





49.2M

SOCIAL REACH



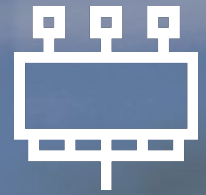
8.6M

STREAM VIEWS



\$280M

PR REACH



\$2.6M

AD VALUE



2021 Numbers That Matter

The Specifics

A proposed set of commercial offerings for Partner(s) and Sponsor(s) are set out on the following slides. However, the final set of rights and their relevant details will be agreed following discussions with the parties and will be documented separately.

Parties should note that USA Cricket is willing to consider requests to customize the rights and designations offered to suit the individual requirements of a potential sponsor and its strategic objectives.



PROPOSED OFFERINGS:

1. **TITLE PARTNER** of the U19 National Championship (Exclusive)
2. **EVENTS PARTNER** of the U19 National Championship (Up to four)
3. **TITLE SPONSOR** of Each Zonal Training Group and Competition (1 Exclusive opportunity for each of the six zones)
4. **EVENT PARTNER** of Each Zonal Training Group and Competition (Up to four per Zone)
5. **DONATION OPTION** For People wishing to support USA Cricket's vision for the development of youth cricket in their zones





For these and any other sponsorship or partnership opportunities please contact

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Thank You