

**USA Cricket
Women's
Sponsor
Opportunities
2023**



Shaping the Future for Women and Girls in American Cricket

OUR VISION

“

TO ESTABLISH A MORE
EQUITABLE GENDER BALANCE
AND INCREASED LEVELS OF
FEMALE ENGAGEMENT ACROSS
ALL ASPECTS OF THE GAME.

”



“

OUR WHY
**BEING A MORE INCLUSIVE AND
DIVERSE SPORT WILL ALLOW
CRICKET TO BETTER
REPRESENT AND ENGAGE
WITH SOCIETY AND BRING
NEW ENERGY, INTEREST,
VALUE AND PERSPECTIVE INTO
THE SPORT AND ENRICH MORE
LIVES THAN EVER BEFORE.**

”

Recent Achievements

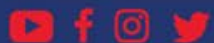
The USA Cricket Women's teams continue to grow in stature

- USA is the Reigning ICC Americas Women's Champion
- January 2023: USA Cricket's U19 Women's team participated in the first ever U19 Women's T20 World Cup
- 2022: USA Cricket's Women's team moved up the T20I rankings from 32 to 25
- November 2022: USA Cricket's U19 Women's team defeated United Arab Emirates U19 Women's team, 3-2 in a T20 Series
- August 2022: USA Cricket's U19 Women's team defeated Cricket West Indies U19 Women's team, 4-1 in a T20 Series
- July 2022: USA Cricket's U19 Women's team won the Cricket West Indies Rising Stars U19 Regional Championship
- 2022: ICC awarded the USA Cricket Women's team ODI status



Why Sponsor?

- Tap into USA's more than 20 million cricket fans
- Support our USA Women's Teams to grow in stature and improve rankings
- Increase female engagement across all aspects of the game and bolster our efforts in the USA for establishing an equitable gender balance
- Benefit from the upward trend of Cricket being one of the fastest growing female sports in the world





49.2M

SOCIAL REACH



8.6M

STREAM VIEWS



\$280M

PR REACH



\$2.6M

AD VALUE



Numbers That Matter



561K

SOCIAL REACH



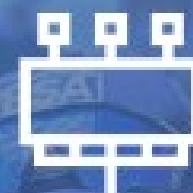
255K

STREAM VIEWS



2.25M

IMPRESSIONS



1.5M

MINUTES WATCHED



2022 U19 USAW v CWI T20 Series - Florida, USA



Analytics



Millions of TV impressions with estimated viewership for the USA Women's team broadcasts in 2022



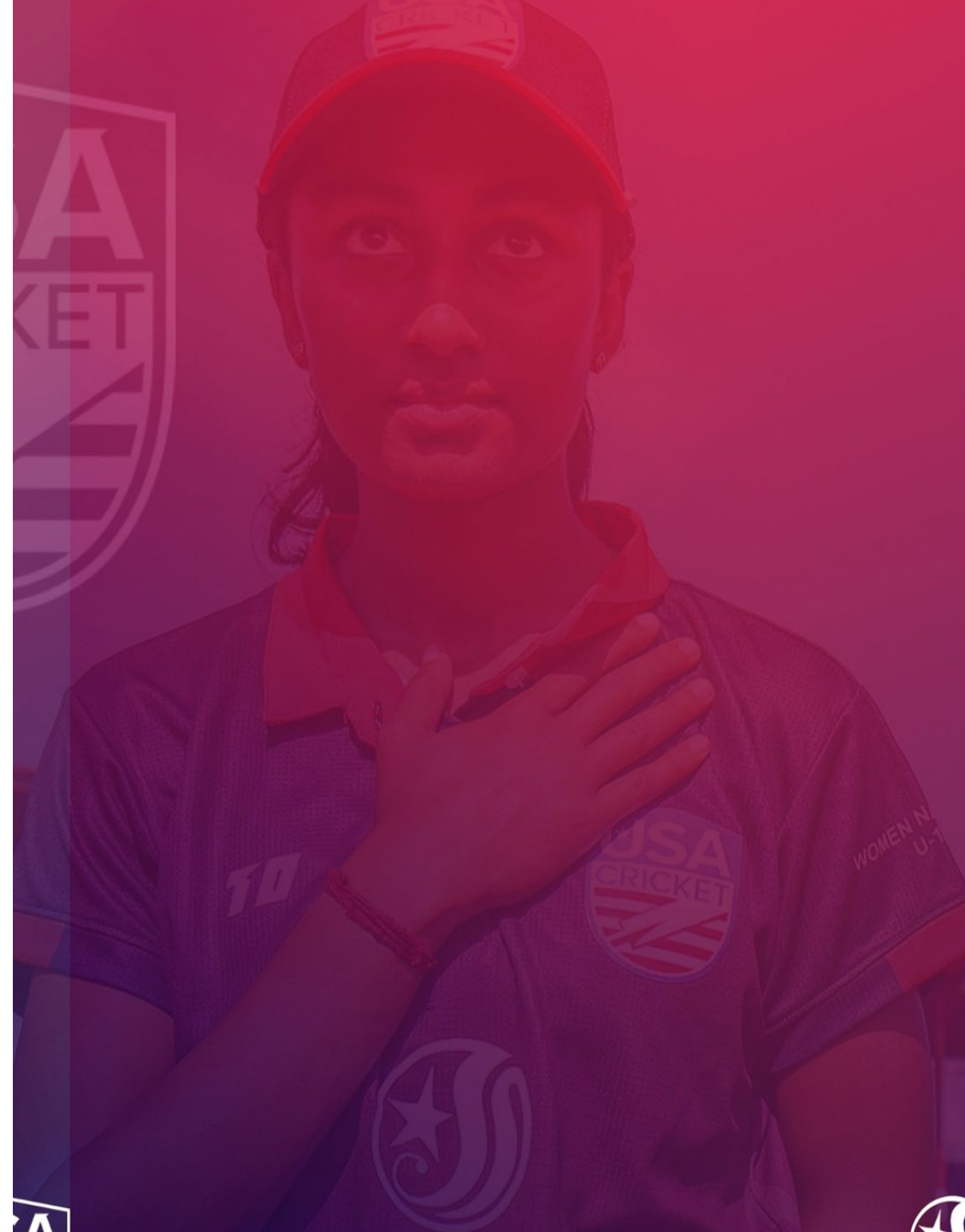
Top 5 Countries made up 90% of viewership - India, USA, UAE, Nepal & UK



Media Releases to 1,500 media & on USA Cricket handles & website with average 50,000 unique impressions per newspiece



Posts on USA Cricket handles with Sponsor Taggings/Mentions can generate avg of 750,000 impressions per campaign





2023 Schedule of Events

USA Women's National Team, U19 National Team and Domestic Pathway calendar of events

July/August

USA Women's Regional Pathway Events, USA
USA Women's National Championships, USA

October

U19 Nationals, USA

November/December

Women's International ODI & T20 Series, USA

Year-Round

Various Female Participation and Engagement initiatives



USA Cricket Women's Domestic Pathway

Sponsorship Rights Available

- <Title Sponsor> USA Cricket Women's <East/West> Regionals Championships
- <Title Sponsor> USA Cricket Women's National Championships
- <Title Sponsor> USA Cricket Women's U19 National Championships
- <Sponsor Name> Training Shirts
- <Sponsor Name> Playing Uniform
- <Sponsor Name> Player Cap
- <Sponsor Name> Player of Match (multiple)
- <Sponsor Name> Player of Series



Naming rights granted by USA Cricket and named in official release as well as all communications on the events, posters, promotional videos and any other collateral

Sponsorship rights are customizable to meet sponsors' needs

USA Cricket Women's & U19 National Teams

Sponsorship Rights Available

Principal Sponsor

- Official designation as principal sponsor of the women and under 19 national teams
- Prime logo placement on national uniform match shirt
- Recognition in all national team communications, promotional videos and any related national team collateral

Secondary Sponsor

- Logo placement on sleeve of national uniform match shirt
- Sponsorship rights are customizable to meet sponsors' needs



Women's International Home ODI/T20 Series

Nov/Dec 2023



**Series Title Sponsorship, Event
Partner and Award Sponsorship
Opportunities Available**



- Exclusive official designation of title sponsor of the ODI/T20 Series named in all communications, posters, promotional videos and all other collateral
- Opportunity for key boundary board placements; step and repeat banner, etc.
- Live-stream broadcast productions of matches with regular mentions from commentators of sponsorship
- Awards and trophies presented by sponsor
- Each sponsorship level (Title, Event Partner, Awards) are customizable to meet sponsors' needs.



Questions?

Contact Julie.Abbott@usacricket.org or
Nadia.Gruny@usacricket.org