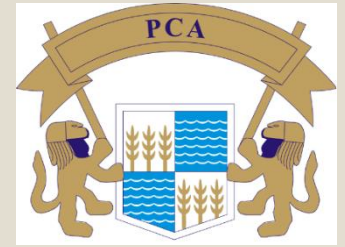
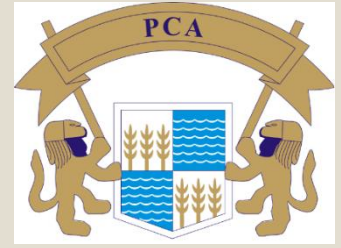


# Sponsorship Proposal



PUNJAB CRICKET ASSOCIATION



# About Punjab Cricket Association

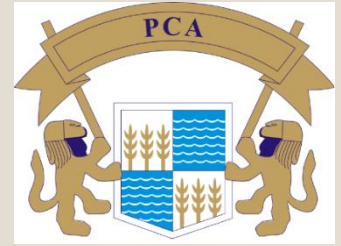
The Punjab Cricket Association is a governing body for the development, promotion and organization of the game of cricket in the State of Punjab. The PCA is affiliated to the Board of control for Cricket in India.

The Head quarters of the PCA is at IS Bindra stadium, Mohali. The PCA is also constructing a world-class cricket stadium at Mullanpur (New Chandigarh).

PCA, Mohali is a regular Test/ODI venue of BCCI, and also the home of IPL team [Kings XI Punjab](#).

The **Punjab cricket teams** are [first-class cricket](#) team that represents the [Indian](#) state of [Punjab](#).

# Punjab Cricket

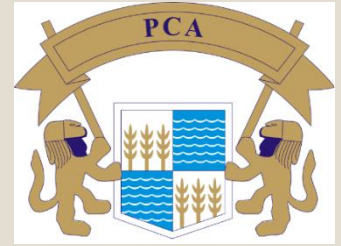


The PCA organises Inter-District State Tournaments for its affiliated units all over the Punjab. The 20 District teams are divided into 4 zones comprising of Ludhiana, Mohali, Patiala, Mansa, Sangrur, Barnala, Bathinda, Fatehgarh Sahib, Moga, Ropar, Jalandhar, Gurdaspur, Kapurthala, Nawanshahr, Hoshiarpur, Amritsar, Ferozepur, Faridkot, Fazilka and Mukatsar Sahib.

The PCA is also running the Regional Coaching centers (RCC) at the different district headquarters for the budding cricketers in the age group of Under-14 years and under-16 years.

The PCA is also in the process to start the Invitation Tournament which will be one of its kind in the Nation by inviting State Teams for PCA President's Cup. The tournament will be played on Multi-days format.

The Punjab State Teams (Men and Women) participates in the Inter-State Tournaments organised by the Board of Control for Cricket in India.



# Punjab Team's participation

## **National Tournaments (Men's Senior):**

**Ranji Trophy (Multi-Days)**

**Vijay Hazare Trophy (One Day)**

**Syed Mushtaq Ali Trophy (T-20)**

## **National Tournaments (Men's Junior):**

**Under-23:**

**Col. C.K. Nayudu Trophy (Multi-Days)**

**Inter-State One Day Tournament**

**Under-19:**

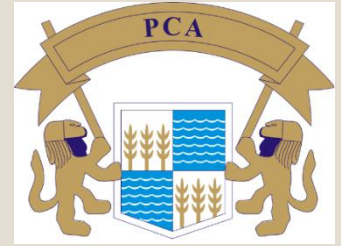
**Cooch Behar Trophy (Multi-Days)**

**One Day Challenger Trophy**

**Vinoo Mankad Trophy**

**Under-16:**

**Vijay Merchant Trophy (Multi-Days)**



# Punjab Team's participation

## **National Tournaments (Women's Senior):**

**One Day League**

**One Day Challenger Trophy**

**T-20 League**

## **National Tournaments (Women's Junior):**

**Under-23:**

**Women's under-23 T-20 League**

**Women's under-23 One Day League**

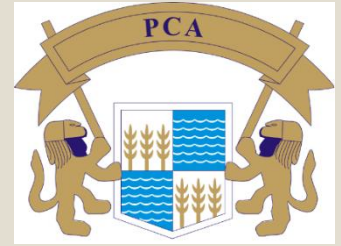
**Under-19:**

**Women's Under-19 One Day League**

**Women's Under-19 T-20 League**

**Women's Under-19 One Day Challenger Trophy**

# Punjab Cricket Players



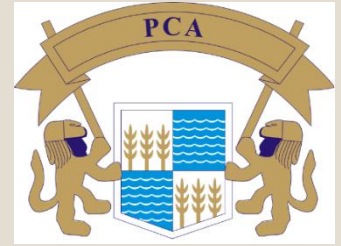
## State Current Players representing India/IPL Teams:

Shubman Gill, Mandeep Singh, Siddarth Kaul, Arshdeep Singh, Prabhsimran Singh, Harpreet Brar, Gurkeerat Singh, Harmanpreet Kaur, Taniya Bhatia

## Star State Players:

Navjot Singh Sidhu, Yuvraj Singh, Harbhajan Singh, Mohinder Amarnath, Surinder Amarnath, Yashpal Sharma, Manpreet Gony, Reetinder Sodhi, Bhupinder Singh (Sr.), Vikram Rathore, Pankaj Dharmani and many more.

# Invitational Tournament



## PCA President's Cup:

The Punjab Cricket Association is going to launch Multi-days Invitational Tournament to be played as per BCCI Rules.

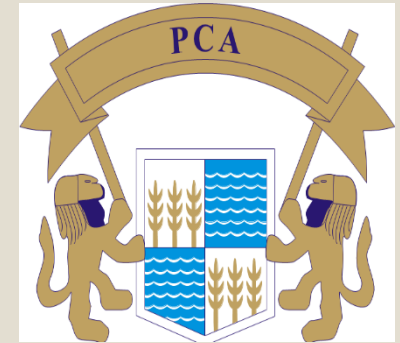
Eight State Teams are going to participate in this tournament.

This tournament would be one of its kind giving much needed competitive games to the participating teams in Red Ball Cricket.

The PCA is also in the process to firm up the deal to LIVE telecast the matches.

The sponsors would be having great opportunity to advertise to a vast strata of society.

# PRESIDENT'S CUP PURPOSED STATE ASSOCIATION TEAMS





## **PCA PRESIDENT'S CUP: RULES**

*BCCI MULTI-DAYS RULES SHALL FOLLOW*

*LEAGUE STAGE MATCHES WILL BE OF 2-DAYS DURATIONS*

*FINAL WILL BE OF 4-DAYS DURATIONS*

## **PRIZES**

*CASH AWARD FOR WINNERS – INR.7.5 LAC*

*RUNNERS UP – INR 2.5 LAC*

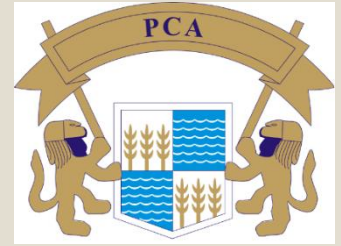
*MAN OF TOURNAMENT – INR. 1 LAC*

*BEST BATSMAN – INR.50K*

*BEST BOWLER – INR.50K*

*BEST FIELDER – INR.75K*

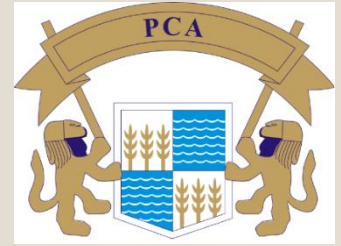
# The opportunity:



## 1. Team Sponsor-Men and Women(Punjab Senior and Junior Teams):

- ❑ Logo of the sponsor will be displayed on the clothing and Kits of State Teams participating in National Tournaments.
- ❑ Press/Media Promotions can be carried out by the sponsor
- ❑ Logo of the sponsor will be displayed on the PCA official website
- ❑ In stadia branding Maximum 120 running feet during Domestic matches to be hosted by PCA.
- ❑ Can Host Awards function (Maximum One day) for Top cricketers of Punjab in season.

# The opportunity:

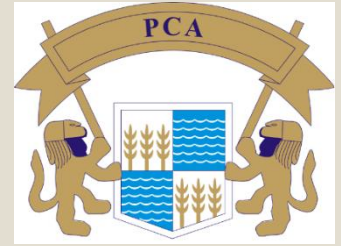


## 2. PCA OFFICIAL WEBSITE SPONSOR:

- Logo of the sponsor will be displayed on Official web site
- Display of advertisement video of not more than 180 seconds with not more than 25 seconds of continuous display.
- Link to the sponsor website



# The opportunity:



## 3. Title Sponsorship for Punjab Inter-District Tournaments:

□ The PCA organises the following Annual Inter-District Tournaments

### Men's Tournaments:

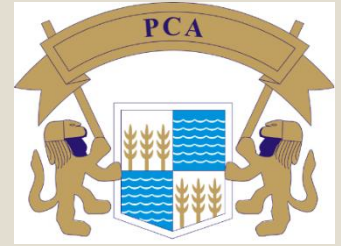
1. Inter-District Tournament for under-16 years (Boys)-Multi Days
2. Inter-District Tournament Under-19 years (Mens')- Multi Days
3. Inter- District Tournament Under-19 years (Men's) – One day
4. Inter-District Tournament Under-23 years (Men's)- Multi Days
5. Inter-District Tournament Under-23 years (Men's)- One Day
6. Inter-District Tournament Seniors (Multi – Days )
7. Inter-District Tournament Seniors (One Day)
8. Inter-District Tournament Seniors (T-20)

### Women's Tournaments:

1. Inter- District One Day Tournament under-19 years
2. Inter-District One Day Tournament for seniors

**The Trophies for the above tournaments can be named after sponsors in addition to display of logo on PCA website and due publicity in Media.**

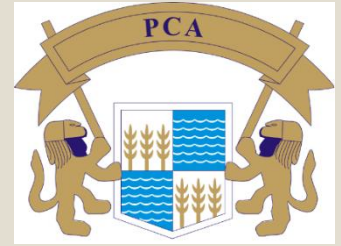
# The opportunity:



## 4. RCC Centers Sponsorship:

- The PCA is running the Regional Coaching Centers at district Headquarters (20) for under-14 years and under-16 years.
- The sponsors will get the Right to name the RCC Center.
- The RCC team will support the name of the sponsor while participating in the tournaments.
- The clothing and kitting will have the sponsors logo of approved size.
- The sponsor's name will be displayed on PCA web-site

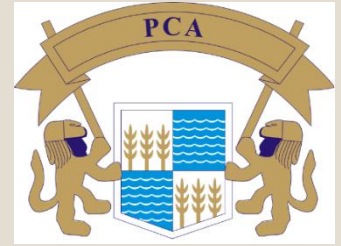
# The opportunity:



## 5. Sponsorship for Invitational Tournament:

- PCA PRESIDENT'S CUP:**
- The Tournament will be named after the sponsor**
- The sponsor can display its advertisement boards/hordings in the ground staging the matches**
- Publicity through Media including coverage of matches with sponsors name**
- Special Prizes from the sponsors for the players and Teams**
- Display of sponsor logo at PCA website during tournament**

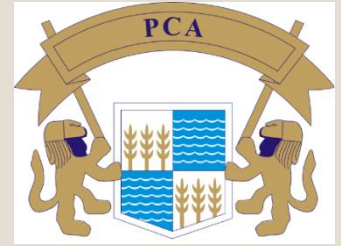
# The opportunity:



## 6. Sponsorship for District Teams:

- The 20 District Teams participate in the Inter-District Tournaments for different categories.
- Each team participate in about 10 tournaments organised by PCA annually.
- In addition Districts also play with in their zones
- All District Teams can be named after sponsor.
- The sponsor can display its advertisement hoardings/boards at district grounds.
- Logo of the team sponsor will be displayed on the clothing and kitting of the respective team.

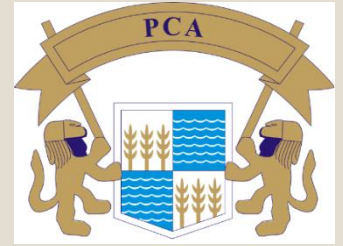
# Highlights of the Sponsorship proposal



- The Sponsorship Rights will be initially valid for two years with the option to extend by one more year on mutually agreed terms.
- The Sponsor will get the “ First Right to Match” beyond the above extended term of one year.
- The Interested parties may express interest for one or more or umbrella categories of Sponsorship.
- The bidders must clearly quote the sponsorship amount (Exclusive of Taxes) for each category of sponsorship to be paid annually.
- The sponsorship amount is to be paid in two equal installments by 15<sup>th</sup> September and 15<sup>th</sup> February each year of the contract.
- PCA reserves the right to modify, cancel, withdraw or reject all or any of the sponsorship proposals/bids without assigning any reason.



# Contact:



Thank you for your consideration.

For any questions or to secure our principal sponsor packages please contact:

Sh. Deepak Sharma  
C.E.O,  
PCA, Mohali.

Email:

[pcastadium@yahoo.com](mailto:pcastadium@yahoo.com)

[ceoffice@cricketpunjab.in](mailto:ceoffice@cricketpunjab.in)

