



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

# LEGENDS CRICKET MATCH THAILAND 2022

A CARNIVAL OF CRICKET FEATURING WORLD FAMOUS FORMER INTERNATIONAL PLAYERS



## WTF LEGENDS CRICKET MATCH THAILAND 2022

TBC FEBRUARY, BANGKOK

*The inaugural WTF LEGENDS CRICKET MATCH THAILAND, will take place in Bangkok on TBC February 2022.*

*Billed as a carnival of cricket, the event is expected to attract thousands of sports fans and will feature world famous male and female former professional cricket players from Australia, England, India, South Africa and Sri Lanka.*

Organised by WTF Media, one of Asia's largest sports fan engagement platforms, in association with the Royal Thai Government, the event is designed to massively raise awareness of both men's and women's cricket in Thailand and new markets, as well as promote diversity and equality through sport.

WTF LEGENDS CRICKET MATCH THAILAND 2022 will be live streamed to millions of fans through the WTF Media app.

### QUICK FACTS & FIGURES

#### TWO MATCHES

*Gully Cricket Style  
T10 Format*

#### ACTIVITIES

*Welcome Party  
Two Celebrity Matches  
Celebrity After Party*

#### LOCATION

*Bangkok*

#### CELEBRITY PLAYERS INCLUDE...

*Suresh Raina  
Irfan Pathan  
Harbhajan Singh  
Yusef Pathan*

#### IN ASSOCIATION WITH...

*Royal Thai Government*

#### RAISING FUNDS FOR...

*Gracia Raina Foundation, which  
supports vulnerable women*

#### LIVE STREAM

*WTF Media, one of Asia's largest  
sports fan engagement platforms,  
engaging millions of fans*

***Integrate your marketing with  
WTF LEGENDS CRICKET MATCH THAILAND 2022...***



Organised by WTF Media  
ONE OF ASIA'S LARGEST SPORTS FAN ENGAGEMENT PLATFORMS

Marketing Support By Paul Poole  
(South East Asia) Co., Ltd. - The Sponsorship Experts



Official  
Charity



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## PACKAGES

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with WTF LEGENDS CRICKET MATCH THAILAND 2022...

### TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

### TIER 2: HOST SPONSOR & OFFICIAL PARTNERS

- One or more Host Sponsor / s with hosting rights to the event
- Up to six Official Partners from non-competing categories

### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

### ADVERTISING AND HOSPITALITY PACKAGES

- Available on request

## WHO SHOULD SPONSOR?

WTF LEGENDS CRICKET MATCH THAILAND 2022 is a great opportunity for businesses to associate with a cause related marketing, celebrity event and is a perfect match for businesses in the following sectors...

Airlines

Alcohol

Beauty

Communications

Cosmetics

Financial Services

Fashion

Hotels & Hotel Services

Insurance

Jewellery

Luggage

Luxury

Professional Services

Property

Security

Sports Tourism

Technology

Transport

Watches

Web-based Services







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## WHY GET INVOLVED?

Association with WTF LEGENDS CRICKET MATCH THAILAND 2022 offers sponsors numerous benefits including:



**IMAGE ENHANCEMENT** - with this high profile celebrity carnival of cricket



**BRAND EXPOSURE** - raising brand awareness of products and services and association with this leading event



**UN GLOBAL GOALS** - promoting diversity and equality as well as a healthy lifestyle through cricket



**HOSPITALITY OPPORTUNITIES** - entertaining target audiences both internal and external



**EXPERIENTIAL MARKETING** - exposure to over 5,000 spectators plus millions through Live Stream



**INTEGRATED MARKETING** - worldwide media exposure



**NETWORKING** - with business leaders

*Companies associating with WTF LEGENDS CRICKET MATCH THAILAND 2022 tie in with the following values: Aspirational; Diversity; Equality; Major Historical & Pioneering Events; Excitement; Competition; Professionalism; Escapism; and Sport.*

## RIGHTS ON OFFER

Sponsorship packages include a range of benefits, including

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- new client acquisition
- publicity through a global marketing campaign
- access to a highly exclusive network
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets

*A company's participation in WTF LEGENDS CRICKET MATCH THAILAND 2022 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.*







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## THE LEGENDS MATCH

### STYLE & FORMAT

The matches will be played in 'gully' cricket style following a T10 Format

2 matches will be held in a day, in the span of 5-6 hours  
7 - a side

2 Captains will select players from a total available pool of 10 Men and 4 Women - former international cricket players from different parts of the world

### T10 EXPLAINED

T10 cricket is a short form of cricket

Two teams play a single innings restricted to a maximum of ten overs per side

Each game lasts 90 minutes

The first competition using this format took place in December 2017, the opening season of the T10 League in the United Arab Emirates

Officially sanctioned by the International Cricket Council (ICC)

### MISSION

Create awareness of cricket in Thailand  
Promote diversity and equality through charity partner GRF

### LIVE STREAM

Live View - Free to viewers on the WTF Media app

### PROCEEDS

Equally divided between GRF, Cricket Association of Thailand & WTF Media





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## THE LEGENDS MATCH

### THE MATCH PLAYERS

Players from Australia, England, India, South Africa and Sri Lanka are expected to participate including:

#### MEN PLAYERS

**Suresh Raina** - known as the first Indian to score 100 in all three formats of the game

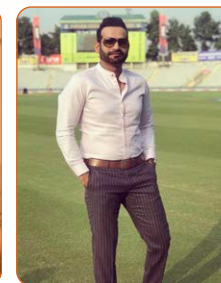
**Irfan Pathan** - a bowling all-rounder known as the "Blue-Eyed Boy" of Indian cricket

**Harbhajan Singh** - who has the second-highest number of Test wickets by an off spinner

**Yusef Pathan** - who was a regular feature of the national One Day International team



Suresh Raina



Irfan Pathan



Harbhajan Singh



Yusef Pathan

As well as Yuvraj Singh, Virender Shewag and Sachin Tendulkar.

#### WOMEN PLAYERS

**Shashikala Siriwardene** - former captain of the Sri Lankan women's cricket team in Women's One Day Internationals

**Reema Malhotra** - Indian Women's One Day International and Twenty20 player



Shashikala Siriwardene



Reema Malhotra

All subject to change





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## CRICKET IN THAILAND

### HISTORY

Cricket has been played recreationally in Thailand since 1890, the era of King Chulalongkorn, Rama V, both in Bangkok and Chiang Mai.

It became organised as a competitive sport with the formation of the Thailand Cricket League (TCL) in 1971.

Adult cricket is now being played not only in Bangkok and Chiang Mai but also in Khon Kaen, Hua Hin, Eastern Seaboard, and more recently in Phuket. In 2004, with the blessing of the Sports Authority of Thailand, the TCL was renamed the Cricket Association of Thailand.

In the past twenty years the highly popular Cricket Sixes format has raised the profile of cricket in Thailand through RBSC Sixes in Bangkok, Chiang Mai Sixes, Hua Hin Sixes and Phuket Sixes.

The past ten years has seen a hearting growth of the game at grass root level. In Bangkok, there are a number of senior and junior youth teams playing regularly in structured competitions. The Chiang Mai Schools Cricket Alliance has been in action since the 1990s and through its Sawasdee cricket programme has been building a fast-growing group of young cricketers.

Khon Kaen, Chonburi, Petchabun, Phuket, Khao Yai also have structured coaching programs and regular tournaments.

From this base, Thailand not only fields a men's and women's senior team but also youth national teams, which compete in annual ACC-sponsored tournaments.

### CRICKET ASSOCIATION OF THAILAND

The Cricket Association of Thailand is a body that continuously aims to initiate cricket in new regions and local communities, to further develop cricket and enhance standards of cricket to meet and participate in higher levels of international cricket.

CAT is a member of the Asian Cricket Council (ACC) and in 2005 achieved associate membership of the International Cricket Council (ICC). Further in the same year, CAT was given the association status after being included as a discipline under the Sports Authority of Thailand.

<http://www.cricketthailand.org/>



**CRICKET ASSOCIATION  
OF THAILAND**







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## MAIN BENEFITS



### BRAND EXPOSURE

The opportunity to integrate with WTF LEGENDS CRICKET MATCH THAILAND 2022.

NAMING RIGHTS TO THE EVENT  
EVENT BRANDING  
EXHIBITOR PRESENCE  
PRESENCE ON WTF APP



### MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

WTF LEGENDS CRICKET MATCH THAILAND 2022 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Celebrities; Event Highlights; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in business, lifestyle and sport magazines
- Features on the topics at the event e.g. diversity, equality, cricket carnival atmosphere
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels



### MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.



### ADVERTISING

A media-wide advertising campaign will begin before the event, focusing on industry, news, lifestyle and business publications enhanced with editorial content.

WTF LEGENDS CRICKET MATCH THAILAND 2022 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, the event is widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the event's news via social media are all used to deliver the event's message to the target audience.





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## MAIN BENEFITS



### DIGITAL & SOCIAL RIGHTS

Exposure through...

Celebrity player social media profiles..

CELEBRITY PLAYER	FACEBOOK	INSTAGRAM	TWITTER
Suresh Raina	5.6 Million	13.9 Million	17.7 Million
Irfan Pathan	6.6 Million	2.2 Million	5.3 Million
Harbhajan Singh	9.6 Million	4.3 Million	10.8 Million
Yusef Pathan	5.7 Million	1.1 Million	1.2 Million
Reema Malhotra	2,300	39,300	13,100
Shashikala Siriwardene	6,400	3,540	

WTF social and digital platforms...



### WEB & APP

<https://www.wtfmedia.io/>

Android App

<https://play.google.com/store/apps/details?id=io.sports.wtfmedia>

iOS App

<https://apps.apple.com/th/app/wtf-media/id1562501846>

**1 Million + Downloads**



### FACEBOOK

<https://www.facebook.com/WTFMEDIOfficial/>



### INSTAGRAM

<https://www.instagram.com/wtfmediaofficial/>



### EXPERIENTIAL RIGHTS

WTF LEGENDS CRICKET MATCH THAILAND 2022 is a major opportunity to target spectators at the event and those watching via Live Stream.



### HOSPITALITY & NETWORKING RIGHTS

WTF LEGENDS CRICKET MATCH THAILAND 2022 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok. This is an excellent way to do and promote your business through a number of opportunities including:

- Welcome Party
- Two Celebrity Matches
- Celebrity After Party



### MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, WTF LEGENDS CRICKET MATCH THAILAND 2022 Goodie Bags.





## COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSORS	HOST SPONSORS	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>				
Rights to title "[Title Sponsor Name] WTF LEGENDS CRICKET MATCH THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Partner [Title Sponsor Name] WTF LEGENDS CRICKET MATCH THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use		Yes		
Rights to title "[Partner Name] Official Partner of [Title Sponsor Name] WTF LEGENDS CRICKET MATCH THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use			Yes	
Rights to title "[Supplier / Media Name] Official Supplier / Media Partner [Title Sponsor Name] WTF LEGENDS CRICKET MATCH THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>				
<b>LOGOS &amp; IMAGES</b>				
Right to use WTF LEGENDS CRICKET MATCH THAILAND 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
<b>EVENT BRANDING - GENERAL</b>				
Corporate logo displayed at event – size dependent on Tier level	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Logo displayed on video screens at various points during the event	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Logo in entrance area of event	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo inside and outside any Bar / VIP / Hospitality area at event	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at the event	Share of 50%	10%	Share of 20%	Share of 20%
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Name mention by event commentators at event and on Live Stream	Yes	Yes	Yes	Yes
Logo on officials' clothing	All	Yes		
<b>LIVE STREAM OF MATCHES</b>				
Logo part of live stream coverage of matches on <a href="https://www.wtfmedia.io">https://www.wtfmedia.io</a>	Yes Prominent	Less Prominent	Less Prominent	Less Prominent

RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSORS	HOST SPONSORS	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>WELCOME PARTY / AFTER PARTY</b>				
Top-level logo inclusion on media wall on the red carpet	Yes	Yes		
<b>MEDIA, PROMOTION &amp; PR RIGHTS</b>				
Logo on literature pre / post events, website, stationery etc.	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Programme advertisement, if applicable	Full Page	Full Page	1/2 Page	1/4 Page
Brand name mention and logo in WTF LEGENDS CRICKET MATCH THAILAND 2022 press information and advertisements and any promotional marketing / sales materials	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Representative to speak at press conferences	Yes	Yes		
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Part of digital engagement programme Twitter, Instagram & FB posts	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Top-level corporate placement on event page on <a href="https://www.wtfmedia.io">https://www.wtfmedia.io</a>	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Logo inclusion in corporate sponsor page on <a href="https://www.wtfmedia.io">https://www.wtfmedia.io</a>	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
Promotional campaign run across WTF platform	Yes Prominent	Less Prominent	Less Prominent	Less Prominent
<b>EXPERIENTIAL RIGHTS</b>				
Opportunity for brand activations during the multi-day event	Yes	Yes	Yes	Yes
Promotional literature at the event	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>				
VIP area access	12 Guests	12 Guests	6 Guests	3 Guests
<b>MERCHANDISING RIGHTS</b>				
Logo on any WTF LEGENDS CRICKET MATCH THAILAND 2022 T-shirt produced	Yes	Yes		
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes	Yes
Logo on VIP, media & staff passes	Yes	Yes		





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## ABOUT WTF

WTF LEGENDS CRICKET MATCH THAILAND 2022 is organised by Thai based Win Trade Fantasy (WTF) Media, one of Asia's largest sports fan engagement platforms, engaging millions of fans.

Cofounded by Manit Parikh, Vinit Bhatia and Yash Kadakia, WTF Media features a variety of disciplines and playing modes including Cricket, Football, NFL, NBA and MLB. The WTF Media app offers a perfect platform for sports fans to engage in their preferred sports, create teams, interact with other fans and try their knowledge.

Launched in 2020, the app makes every sports fan more skilful by letting them use their sports knowledge by turning it into a rewarding endeavour. Fans can create their own team made up of real-life players from upcoming matches, score points based on their on-field performance and compete with other fans.

WTF Media is a 'one-stop shop' for consuming and playing all sports related games and media (news, videos & podcasts) along with real-time analytics. WTF Media is the only Sports Centric Media Tech platform in the world where fans can consume, communicate and transact on all professional sports related media with the option to create custom content for their pages.

WTF Media is where users become fans and transform to being journalists airing their views, opinions & strategy on a passion-based community.

<https://www.wtfmedia.io>

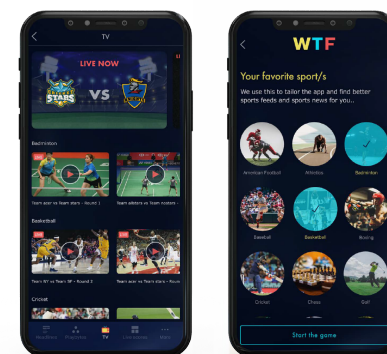
## GRACIA RAINA FOUNDATION

GRF is the event official charity partner. Established in 2017, with a simple goal of empowering women, in and on the cusp of their reproductive phase, with knowledge and awareness that further enables them to make improved reproductive and maternal health-oriented decisions.

A woman is most vulnerable when she's in her adolescence, and that's where GRF work begins, of providing individuals with a solid health base.

GRF uses culturally sensitive awareness programmes as one of the tools to promote maternal wellness; further assisting women to achieve dignity-based maternal-child care.

<https://www.graciarainafoundation.com/>







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