



Atlanta Cricket League

Casual Cricket with Professional Outfit

Sponsorship Packet

2011



Atlanta Cricket League

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Dear Prospective Sponsor:

Atlanta Cricket League (“ACL”) is preparing for the 2011 season. The success of this event is credited largely to our sponsors, who lend their names and financial support to the event. The money we raise each year goes to supporting our league operations, and Cricket improvements in Metro Atlanta and North Georgia.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed towards the supporters of ACL. For a small donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have 3 levels of sponsorship packages, as detailed on the enclosed sponsorship table. You can select the level of participation that best suits you, and be secure in the knowledge that your sponsorship fee will be used to help ACL and growth of Cricket as a sport in USA

We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form via email to info@atlantacricicketleague.org or fax it to **1-888-563-2071**

Thank you in advance for your willingness to support the efforts of ACL and make a difference in our community.

Sincerely,

ACL Committee / Board



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Sponsorship Levels and Benefits

Benefits	Platinum	Gold	Silver
Maximum #	OPEN	OPEN	OPEN
FINANCIAL :			
Sponsorship Amount	\$1000.00	\$500.00	\$250.00
First Team	FREE	\$100.00	\$300.00
Second Team	\$150.00	\$300.00	\$300.00
Deposit for each team	\$50.00	\$50.00	\$50.00
VALUE PROPOSITION			
Branding			
Title Name for the current ACL	N/A	N/A	N/A
ACL Home Page Banner	N/A	N/A	N/A
Logo on Website w/ Links	Y	Y	Y
Logo on all ACL Communications	Y	Y	Y
Logo on ACL Publications	Y	Y	Y
Dynamic content updates on ACL Website	Y	Y	Y
AWARDS / TROPHIES			
OVERALL PERFORMANCE AWARDS	Y	N/A	N/A
MATCH PERFORMANCE AWARDS	N/A	Y	N/A
CHAMPIONSHIP TROPHIES	N/A	N/A	N/A
Plaque honoring the Sponsor	Y	Y	Y



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Sponsorship Commitment Form

Sponsor Details:

Company Name _____ Date _____

Company Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Contact Name _____ Contact Phone _____

Mobile Phone _____ Email _____

Sponsorship Level:

Platinum (\$1000.00) Gold (\$500.00) Silver (\$250.00)

Sponsored Team: _____

(Write the name of the Team you are sponsoring)*

*Please refer to Sponsorship table for additional fees that may apply

PLEASE MAIL YOUR COMPLETED SPONSOR COMMITMENT FORM ALONG WITH YOUR
PAYMENT CHECK TO:

Atlanta Cricket League, Inc (A Non-profit Organization)

(TAX ID # 26-1335142)

802 Pistace Ct, Johns Creek, GA -30022 Phone: (404) 993-0205

You can also fax the form to 1-888-563-2071 to confirm your participation

I agree that the above information is correct to the best of my knowledge. I will provide all logos, artwork, banners and other materials as necessary according to the benefits of my sponsorship level.

ACL Representative

Sponsor Representative



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About ACL

Atlanta Cricket League (“ACL”) was formed in the year 2007 to provide organized participation for casual cricket players and cricket enthusiasts all over Metro Atlanta and North Georgia. ACL provides a perfect platform to satisfy the cricketing appetite for all cricket lovers, irrespective of their age and skill. Professionally managed and promoted, ACL organizes competitive and exciting cricketing events that bring families and communities together. ACL is a non-profit 501c(4) organization with over 750 active members participating in playing and organizing the game of cricket.

ACL is entering into 5th year with success and improvisation since its inception. ACL Organizes league championships and charity fund raisers through Cricket.

Key Achievements by ACL with your Support

1. Increase in teams participation from 25 to 45 since inception
2. Longest Cricket League in Georgia – 26 Weeks
3. Highest Participation in any Cricket League in Georgia
4. Reserved fields for 405 of the matches played in the 2010 league
5. Contributed \$5000 to UNICEF through ACL annual Fund Raising tournament