



Atlanta Cricket League

Casual Cricket with Professional Outfit
(a non-profit organization)

Sponsorship Package

2017



Atlanta Cricket League

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Dear Prospective Sponsor:

Atlanta Cricket League (“ACL”) is preparing for the 11th year (2017 season). ACL is a non-profit organization run by 100% volunteer effort and our success is credited largely to our generous sponsors, who lend their names and financial support. 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 contribution, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have different 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@atlantacricicketlegue.org

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

Sincerely,
ACL Board 2017



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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 1500 active members from over 112 different teams playing and organizing the game of cricket.

ACL organizes league championships, knock out tournaments, kids coaching camp/league, charity fund raisers through the game of cricket and celebrate end of season with a banquet. We have worked on various improvements over the years and this year we will be conducting T20 league in full cricket grounds.

Key Achievements by ACL with your Support

1. Increase in participation from 22 teams in 2007 to 104 teams in 2016 in the main league
2. Largest, longest cricket league in Georgia – 26 Weeks (April – October), 110+ teams, 1500+ players, 900+ games and 5 championships
3. Youth (Kids) League with the participation of over 150+ children under the age of 18
4. Highest Participation in any cricket league in Georgia
5. Contributed more than \$30,000 towards humanitarian causes by supporting organizations like UNICEF , Autism Foundation (CADEF), Asha for Education, SEWA, and



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CSSVISION, Rotary Club International, Big Help, City of Roswell and Annamma foundation

2016 Highlights

1. In ACL Championship League (Main League), 112 teams participated with 1200+ participants, 700+ games were played over a period of 6 months
2. In Spring Knock-Out Tournament, 60 teams participated during two weeks
3. ACL Charity Knock-Out Tournament, 36 teams participated during a two-week fundraising event generating \$5000 for 2016
4. Conducted Kids Cricket program for 120+ junior cricketers
5. Conducted ACL All-star game for top performers in each division
6. ACL Banquet with over 400 attendees from teams and sponsors

2017 Planned Events

1. Spring Knock Out Tournament to provide competitive cricket in preparation for the coveted League Championships (03/25, 03/26, 04/01, 04/02)
2. ACL – ACA Spring 2017 Youth League for local High School teams (03/12 to 05/14)
3. ACL League Championships (Main League) from April to September/October* - Includes T20 league, Division I, Division II and Division III
4. Youth (Kids) Cricket Programs (ages 7-15) from July to September*
5. Fall Charity Knock Out Tournament in October*
6. Annual Banquet in November*
7. All Stars game – October *

* All dates are tentative and subjected to change



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ACL League Championships: Sponsorship Levels and Benefits

| Benefits | Title | Platinum | Gold | Silver |
|--|-------------|---------------|---------------|---------------|
| Maximum # Available | 1 | OPEN | OPEN | OPEN |
| Sponsorship (with Team Benefits – Div I,II &III) | Please Call | \$1750 | \$1450 | \$1300 |
| Sponsorship (with T20Team Benefits) | | \$2300 | \$2100 | \$2000 |
| Sponsorship (without Team Benefits) | - | \$1250 | \$750 | \$500 |
| TEAM BENEFITS | | | | |
| Team Fees Included for Main League | Y | Y | Y | Y |
| Main League Championship Title Name | Y | - | - | - |
| BANNERS AT EVENTS (as provided by Sponsor) | | | | |
| Pre-season Meeting & Draw | Y | - | - | - |
| Inauguration | Y | Y | Y | Y |
| Mid-season Meetings | Y | - | - | - |
| Finals | Y | Y | Y | Y |
| Banquet | Y | Y | Y | Y |
| WEBSITE/COMMUNICATIONS PRESENCE | | | | |
| Main League Banner with ACL (Website) | Y | - | - | - |
| ACL Communications | Y (Header) | Y (Signature) | Y (Signature) | Y (Signature) |
| Logo in ACL Publications | Y | Y | Y | Y |
| Logo on website w/ Links | Y | Y | Y | Y |
| Sponsor Spotlight (content provided by Sponsor) | Monthly | 3x Season | 2x Season | - |
| BRANDED TROPHIES & AWARDS | | | | |
| Team Championship Trophies (Winner & Runner-up) | Y | - | - | - |
| Individual Championship Trophies (Winners & Runner-up) | Y | - | - | - |
| Season Performance Awards | - | Y | - | - |
| Player-of-Match Awards (Play-offs) | - | - | Y | - |

NOTE: Title Sponsorships for Spring KO, Fall/Charity KO, Youth (Kids) Camp/League are separate from this package, please contact us for details.



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ACL 2017 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: Please check one of the below check boxes
(For Title Sponsor please check with us before mailing the form)

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Title (Please call) | <input type="checkbox"/> Platinum (\$1250) | <input type="checkbox"/> Gold (\$750) | <input type="checkbox"/> Silver (\$500) |
| | <input type="checkbox"/> Platinum w/ Team (\$1750) | <input type="checkbox"/> Gold w/ Team (\$1450) | <input type="checkbox"/> Silver w/ Team (\$1300) |
| | <input type="checkbox"/> Platinum w/T20Team (\$2300) | <input type="checkbox"/> Gold w/ w/T20Team (\$2100) | <input type="checkbox"/> Silver w/ w/T20Team (\$2000) |

Team Name:

(Name of the Team you are Sponsoring)

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)
1325 Hartford terrace, Alpharetta, GA 30004
Phone: 404 429 7614



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Or you can send this form to info@atlantacricicketleague.org 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, spotlight content and other materials as necessary according to the benefits of my sponsorship level.

ACL Representative

Sponsor Representative