



Atlanta Cricket League

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

Sponsorship Package

2019



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Dear Prospective Sponsor:

Atlanta Cricket League (“ACL”) is preparing for the 13th year (2019 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.

2019 is landmark year for ACL as we have merged Hard Tennis Ball and Leather Ball operations under one governance structure.

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@atlantacricketleague.org

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

Sincerely,
ACL 2019



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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 2000 active members from over 127 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 127 teams in 2018 in the main league
2. Largest, longest cricket league in Georgia – Over 2000 registered players, 26 Weeks (April – October), 122+ teams, 900+ games and 6 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 \$40,000 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 , Annamma foundation, Johns Creek Foundation , Kerala Flood Relief Fund 2018

2018 Highlights

1. ACL Championship League (Main League), 127 teams participated with over 2000 participants, 800+ games were played over a period of 6 months.
2. Twenty20 league with 39 teams was played on full fields
3. Spring Knock-Out Tournament, 60+ teams participated
4. ACL Charity Knock-Out Tournament, 40+ teams participated fundraising event generating \$5000 for charity
5. Conducted Kids Cricket program for 100+ junior cricketers
6. Conducted ACL All-star game for top performers in each division
7. ACL Banquet with over 500 attendees from teams and sponsors
8. Knockout Tournament for Women

2019 Planned Events

1. Spring Knock Out Tournament to provide competitive cricket in preparation for the coveted League Championships
2. ACL League Championships (Main League) from April to Sep - Includes T20 league, Division I, Division II and Division III
3. Super Bash Tournament (Aug-October) in T20 and T15 Formats
4. Youth (Kids) Cricket Programs (ages 7-15) from June to August*
5. Fall Charity Knock Out Tournament in October*
6. All Stars game – October *
7. Annual Banquet in November*
8. Cricket Ball Tournaments from April to October
9. National Youth Cricket Ball Tournaments – May & July
10. Women Cricket Tournaments

Note: These are planned events only. ACL reserves right to cancel any of the events listed above. All dates are tentative and subjected to change.



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ACL Softball League Championships: Sponsorship Levels and Benefits

ACL League Championships 2019				
Sponsorship Level ---->	Title	Platinum	Gold	Silver
Benefits				
Maximum # Available	1	OPEN	OPEN	OPEN
Sponsorship Amount	10,000.00	\$ 1,250.00	\$ 800.00	\$ 500.00

Title Sponsorships for Spring KO, Kids Cricket and Fall Charity KO - Please contact ACL

Sponsorship with Team (F15 - Div I, II, III)	\$10,000.00	\$ 2,000.00	\$ 1,700.00	\$ 1,500.00
Sponsorship with Team (T20)		\$ 2,550.00	\$ 2,350.00	\$ 2,250.00

Team Benefits				
Team Fees included for Softball League Championship	Y	Y	Y	Y
Softball League Championship Title Name	Y	-	-	-

Banner at Events (Sponsor provided)				
Pre-season Meeting & Draws	Y	-	-	-
Inauguration - Softball League Championships	Y	Y	Y	Y
Mid-Season meeting - Softball League Championships	Y	-	-	-
Finals - Softball League Championships	Y	Y	Y	Y
ACL Banquet	Y	Y	Y	Y

Website / Communication				
Softball League Championships Website Banner	Y	-	-	-
ACL Communications (Email)	Y(Header)	Y(Signature)	Y(Signature)	Y(Signature)
Logo in ACL Publications (Flyers etc.,)	Y	Y	Y	Y
Logo on ACL Website (Linked to respective sponsor website)	Y	Y	Y	Y
Sponsor Spotlight (Email): Sponsor provided content	Monthly	3 x Season	2 x Season	-

Awards/Trophies (Sponsor Branded)				
Softball League Championships - Team Trophy: Winners & Runners Up	Y	-	-	-
Softball League Championships - Individual Trophy: Winners & Runners Up	Y	-	-	-
Softball League Championships - Season Performance Awards	-	Y	-	-
Softball League Championships - Player of the Match(Play Offs only)	-	-	Y	-

Important Notes				
1. Platinum Sponsor is allowed to have 2 teams with sponsor name prefix				
2. Gold Sponsor is allowed to have 1 team with Sponsor name prefix				
3. Silver Sponsor is allowed to have 1 team with Sponsor name prefix				
4. Softball Title Sponsor will be a Platinum Sponsor for Cricket Ball League				
5. Cricket Ball Title Sponsor will be a Platinum Sponsor for Soft Ball League				



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ACL Cricket Ball League Championships: Sponsorship Levels and Benefits

ACL Cricket Ball League Championships 2019		
Sponsorship Level ---->	Title Sponsor	Sponsor
Benefits		
Maximum # Available	1	OPEN
Sponsorship Amount	\$5,000.00	\$ 500.00

Sponsorship with Team (T20 Only)	\$ 7,500.00	\$ 3,000.00
Sponsorship with Team (F40 Only)		\$ 3,000.00
Sponsorship with Team (T20 & F40)	\$ 10,000.00	\$ 5,500.00

Team Benefits		
Cricket Ball League Championship Title Name	Y	-

Banner at Events (Sponsor provided)		
Pre-season Meeting & Draws	Y	-
Inauguration - Cricket Ball League Championships	Y	Y
Mid-Season meeting - Cricket Ball League Championships	Y	-
Finals - Cricket Ball League Championships	Y	Y
ACL Banquet	Y	Y

Website / Communication		
ACL Website: Home & Sponsors Page	Y	Y
ACL Communications (Email)	Y(Signature)	Y(Signature)
Logo in ACL Publications (Flyers etc.,)	Y	Y
Logo on CBL Website (Linked to respective sponsor website)	Y	Y
Logo on T-Shirt	Y(Front)	Y(Back)
Sponsor Spotlight (Email): Sponsor provided content	Monthly	2 x Season

Awards/Trophies (Sponsor Branded)		
T20 & F40 Championships - Team Trophy: Winners & Runners Up	Y	-
T20 & F40 Championships - Individual Trophy: Winners & Runners Up	Y	-
T20 & F40 Championships - Season Performance Awards	Y	-
T20 & F40 Championships - Player of the Match (Play Offs only)	-	Y

Important Notes
1. Sponsor is allowed to have 1 team with Sponsor name prefix
2. Softball Title Sponsor will be a Platinum Sponsor for Cricket Ball League
3. Cricket Ball Title Sponsor will be a Platinum Sponsor for Soft Ball League



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Atlanta Cricket Academy: Sponsorship Levels and Benefits

ACL Cricket Ball League Championships 2019			
Sponsorship Level ---->	Academy Sponsor	National Tournament	Sponsor
Benefits			
Maximum # Available	1	1	OPEN
Sponsorship Amount	\$ 5,000.00	\$ 5,000.00	\$ 500.00

Team Benefits			
Championship Title	Y	Y	-

Banner at Events (Sponsor provided)			
ACA Tournament Meeting & Draws	Y	Y	-
ACA Tournament Inauguration	Y	Y	Y
ACA Tournament Finals	Y	Y	Y
ACL Banquet	Y	Y	Y

Website / Communication			
ACA Website: Home & Sponsors Page	Y	Y	Y
ACA Communications (Email)	Y(Header)	Y(Header)	Y(Signature)
Logo in ACA Publications (Flyers etc.,)	Y	Y	Y
Logo on T-Shirt	Y(Front)	-	-
Sponsor Spotlight (Email): Sponsor provided content	Monthly	Monthly	2 x Season

Awards/Trophies (Sponsor Branded)			
Team Trophy: Winners & Runners Up	Y	Y	-
Individual Trophy: Winners & Runners Up	Y	Y	-
Academy Performance Awards	Y	-	-
Tournament Performance Awards	-	Y	-
Player of the Match(Play Offs only)	-	-	Y

Important Notes
1. Sponsor is allowed to have 1 team with Sponsor name prefix