

# **PAKISTAN CRICKET BOARD TEAM PARTNERSHIP PROGRAM 2020 - 2023**





# PAKISTAN'S BIGGEST PASSION POINT

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Cricket is Pakistan's most popular sport, the country's biggest passion point, and we represent the country's best athletes!

**PARTNER WITH US ON A JOURNEY TO  
INSPIRE AND UNIFY OUR NATION!**



# A MISSION

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Our mission is to **inspire** and **unify** the nation by channelizing the **passion** of the **youth**, through our **winning** teams and by providing equal playing opportunities to all. We will demonstrate the highest levels of **professionalism, ethics, transparency** and **accountability** to our stakeholders.



# 360-DEGREE PARTNERSHIP

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## ELITE ATHLETES

Associate your brand with Pakistan's biggest names



## PASSIONATE FANS

Connect with the hearts of millions of fans through us



## TV

Significant TV coverage, including **6 World Cup events**



## DIGITAL

**12.8 million** digital fan-base with customized activation opportunities



# ELITE ATHLETES



**BABAR AZAM**  
THE BAADSHAH

Azam is the only batsman in the world with a top-5 ranking across all three formats and epitomizes our vision to be the best in everything we do.



**BISMAH MAROOF**  
THE LEADER

The classy batter and national captain leads Pakistan's all-time batting charts with close to 5000 international runs to her name.



**AZHAR ALI**  
THE ROCK

The epitome of hard work, our dependable Test captain has close to 6000 runs in 78 Tests and his career proves that hard work leads to success.



**SHAHEEN SHAH AFRIDI**  
THE FUTURE

Aged 20, Afridi is ranked amongst some of the best fast bowlers in world cricket today and represents a bright future for our team.



**NIDA DAR**  
THE GLOBAL STAR

Dar is one of Pakistan's leading all-rounders and also the first Pakistani cricketer to feature in the Women's Big Bash League.



**IMAD WASIM**  
THE DOCTOR

Ranked 3rd in world all-rounder rankings in ODI's and 7th in T20I bowler rankings, Wasim is one of many champion match-winners in Pakistan.



**JAVERIA KHAN**  
THE FIGHTER

Pakistan's highest run-scorer in ODI cricket, Khan is a proven performer who has defied many odds to play 204 internationals for Pakistan.



**SHADAB KHAN**  
THE PRINCE

Aggressive, smart, and a proven performer who brings fire and aggression to the table, backed by performances that have landed him T20 league contracts in Australia, England, and the Caribbean.

# PASSIONATE CRICKET FANS

## PAKISTAN'S MOST POPULAR SPORT



**80** MILLION FANS

MORE "HOME" INTERNATIONALS TO ATTRACT  
MORE FANS



**45%** FEMALE FANS

HIGHER THAN GLOBAL AVERAGE OF 39%



**33**

AVERAGE AGE OF A  
PAKISTANI CRICKET FAN

RESULTS FROM AN ICC-COMMISSIONED STUDY BY  
NIELSEN SPORTS

## WORLD'S 2<sup>ND</sup> MOST POPULAR SPORT



**952** MILLION FANS

TOP 14 MARKETS



**39%**

FEMALE FANS



**34**

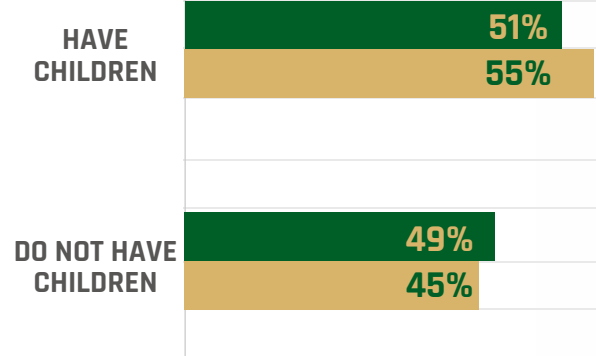
AVERAGE AGE OF A  
GLOBAL CRICKET FAN

# UNDERSTANDING OUR FANS

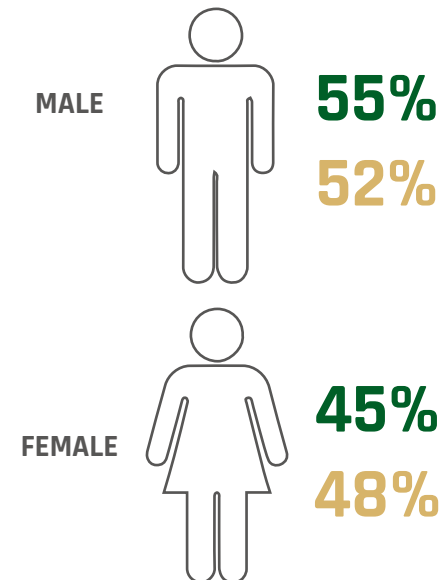
Fans of cricket in Pakistan have a similar profile to the national population, with a slight male skew.

## FAMILY SPORT

### CHILDREN



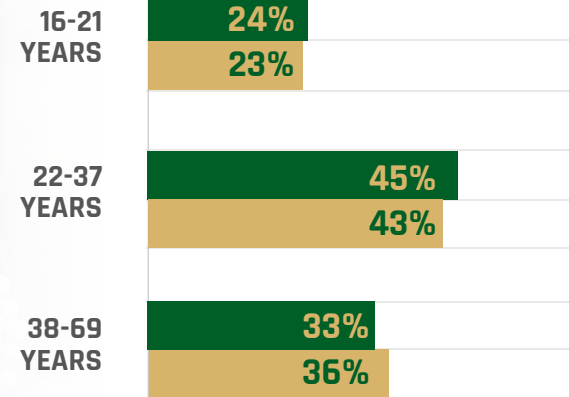
### GENDER



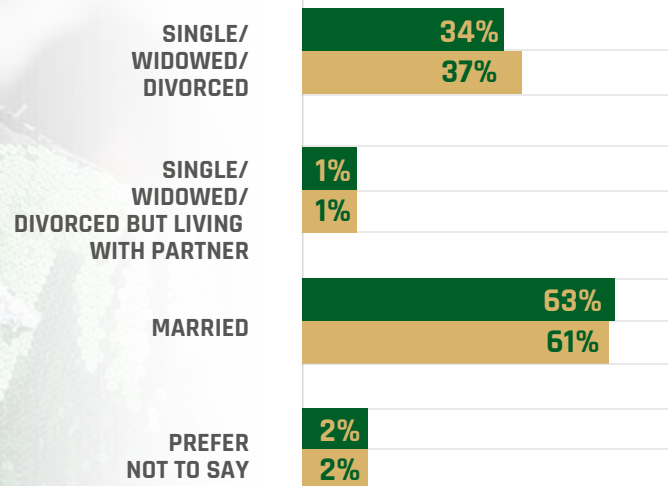
PAKISTAN  
CRICKET FANS

PAKISTAN  
POPULATION

### AGE



### MARITAL STATUS



**69%**  
AGES BETWEEN  
16-37

# CRICKET FANS DEMOGRAPHICS: PAKISTAN V GLOBAL

Cricket fans in Pakistan are more likely to be female compared to the global average

## AGE

16-21  
YEARS

24%

13%

22-37  
YEARS

45%

56%

38-69  
YEARS

33%

33%

## CHILDREN

HAVE  
CHILDREN

51%

55%

DO NOT HAVE  
CHILDREN

49%

45%

## MARITAL STATUS

SINGLE/  
WIDOWED/  
DIVORCED

37%

40%

SINGLE/  
WIDOWED/  
DIVORCED BUT LIVING  
WITH PARTNER

1%

3%

MARRIED

61%

56%

PREFER  
NOT TO SAY

1%

1%

## GENDER

MALE

55%

61%

FEMALE

45%

39%

**SIGNIFICANT  
FEMALE  
FAN FOLLOWING**

PAKISTAN  
CRICKET FANS

GLOBAL  
CRICKET FANS



# UNDERSTANDING OUR FANS

Pakistanis love all formats of cricket!

## PAKISTAN CRICKET FANS

## GLOBAL CRICKET FANS

97%	MEN'S CRICKET	95%
28%	WOMEN'S CRICKET	68%
84%	INTERNATIONAL CRICKET	88%
81%	DOMESTIC CRICKET	83%
97%	ICC EVENTS	95%
57%	TEST MATCHES	69%
79%	ODIS	88%
98%	INTERNATIONAL T20S	92%
83%	DOMESTIC T20 LEAGUES	84%



## TV – UNPARALLELED EXPOSURE

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Our content calendar includes five World Cups with mouth-watering clashes against the world's top teams.

Attractive away tours of England, and home tours against Australia, England and South Africa in the current rights cycle.



# DIGITAL - OUR SUCCESS STORY

f 7.5MILLION

12.7  
MILLION FANS  
ACROSS ALL  
DIGITAL PLATFORMS

2.4MILLION

1 MILLION

1.8MILLION

# DIGITAL – OUR SUCCESS STORY



**571K**

ORGANIC REACH  
PER DAY



**185M**

IMPRESSIONS  
IN A YEAR



**1.6M**

WEBSITE USERS  
IN A YEAR



**152M**

VIEWS  
IN A YEAR





# MEN'S CRICKET

🏠 HOME

✈️ AWAY

★ ICC EVENTS/  
ASIA CUP

2020

ENGLAND ✈️

SOUTH AFRICA ✈️

ASIA CUP ★

T20 WORLD CUP ★

ZIMBABWE 🏠

NEW ZEALAND ✈️

T20Is - 12

ODIs - 6

TESTS - 6

T20Is - 10 ★

2021

SOUTH AFRICA 🏠

ZIMBABWE ✈️

ENGLAND ✈️

WINDIES ✈️

AFGHANISTAN ✈️

NEW ZEALAND 🏠

T20 WORLD CUP ★

BANGLADESH ✈️

WINDIES 🏠

T20Is - 21

ODIs - 12

TESTS - 9

T20Is - 5 ★

2022

AUSTRALIA 🏠

SRI LANKA ✈️

ASIA CUP ★

ENGLAND 🏠

NEW ZEALAND 🏠

T20Is - 3

ODIs - 14

TESTS - 10

ODIs - 5 ★

2023

WORLD CUP ★

ODIs - 9 ★

Subject to change



# WOMEN'S CRICKET



HOME



AWAY



ICC EVENTS/  
ASIA CUP

2020

ASIA CUP ✈️

TRI-SERIES 🏠

WORLD CUP QUALIFIERS ✈️

ODIs - 7

T20Is - 5 ★

ODIs - 6 ★

2021

WORLD CUP ★

WOMEN'S CHAMPIONSHIP  
TOUR 🏠

WOMEN'S CHAMPIONSHIP  
TOUR ✈️

T20Is - 6

ODIs - 6

ODIs - 9 ★

2022

WOMEN'S CHAMPIONSHIP  
TOUR 🏠

WOMEN'S CHAMPIONSHIP  
TOUR ✈️

BILATERAL SERIES 🏠

ASIA CUP

T20 WORLD CUP ★

T20Is - 9

ODIs - 9

T20Is - 5 ★

ODIs - 4 ★

2022

T20Is - 6

ODIs - 13

Subject to change



# RIGHTS ON OFFER

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- 1 Principal Partner for National Men's Teams
- 2 Associate Partner for National Men's Teams
- 3 Principal Partner for National Women's Teams



OUR  
PARTNER



# MEN'S TEAM

## PRINCIPAL PARTNER

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**TEST**



**ODI & T20I**





# MEN'S TEAM

## ASSOCIATE PARTNER

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ODI & T20I

TEST

# WOMEN'S TEAM

## PRINCIPAL PARTNER

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**T20I**



**ODI**



# ICC EVENTS

## PRINCIPAL & ASSOCIATE PARTNERS

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# TV EXPOSURE



TEAM KIT BRANDING



STADIUM BRANDING  
(HOME GAMES)

ON-SCREEN LOGO PLACEMENT  
(HOME GAMES)





# STADIUM SCREEN ADVERT

SK ZIC MOTOR OIL Jubilee SK ZIC MOTOR OIL SK ZIC MOTOR OIL Jubilee SK ZIC MOTOR OIL

HBL HBL HBL HBL HBL HBL HBL



PEPSI | CRICKET | MUSIC

ISLAMABAD	R	M	B	4's	6's
WALTON	-	0	2	0	0
DELPORT	*	22	16	7	4
P'SHIP		0	2	2	0

LHR QALAND	0	M	R	WNB	WB
LAMICHHANE	0.4	0	0	1	0
RAHAT ALI	1	0	19	0	0

EXTRAS	0
OVERS	2.4
REMAIN	

32-2

TOTAL	32
WICKETS	2
OVERS	2
WALTON	-
DELPORT	* 22
PARTNERSHIP	0
RUNS TO WIN	
OVERS LEFT	18
RATE ACH'D	12.0
RATE REQ'D	
D/L PAR SCORE	
F/R BLOCK	

SK ZIC MOTOR OIL Brighto J. J. J. OSAKA BATTERIES Brighto SK ZIC MOTOR OIL Jubilee Colalto

OSAKA BATTERIES OSAKA BATTERIES OSAKA BATTERIES

# MEDIA BACKDROPS

Branding space available

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# BESPOKE HOSPITALITY EXPERIENCE





# DIGITAL & SOCIAL MEDIA ENGAGEMENT





# ARCHIVAL FOOTAGE & IMAGERY

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# FAN ENGAGEMENT (HOME GAMES)

GROUND ACTIVATION OPPORTUNITIES  
PRODUCT DISPLAY  
STADIUM ANNOUNCEMENTS





# RIGHTS SUMMARY

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## DESIGNATED OFFICIAL PARTNER OF PAKISTAN CRICKET

- CATEGORY EXCLUSIVITY AVAILABLE AS PRINCIPAL PARTNER
- RIGHT TO USE PCB MARK
- UP TO EIGHT PLAYER APPEARANCES AVAILABLE FOR TEAM PROMOTION ACTIVITIES

## IN-STADIA BRANDING

- BRANDING INVENTORY AVAILABLE FOR HOME GAMES INCLUDING BOUNDARY BOARDS, CEREMONY BACKDROPS
- 30-SECOND ADVERTS PLAYED ON STADIUM SCREENS

## BROADCAST INTEGRATION

- TEAM KITS, IN-STADIA BRANDING, BACKDROPS GIVEN EXTENSIVE COVERAGE ON TV
- BRAND LOGO TO BE SHOWN DURING LIVE HOME GAMES PER MATCH

## ACTIVATION

- 1 X IN-STADIA ACTIVATION DURING HOME GAMES
- 1 X PRODUCT DISPLAY DURING HOME GAMES
- 1 X STADIUM PA ANNOUNCEMENT PER INNINGS DURING HOME GAMES
- DIGITAL AND NON-DIGITAL ACTIVATION RIGHTS

## DIGITAL

- ACCESS 12.5 MILLION STRONG FAN-BASE WITH CUSTOMIZED DIGITAL ACTIVATION SUCH AS "TOP PERFORMER OF THE DAY"
- FRESH BEHIND-THE-SCENES CONTENT WITH YOUR BRANDING
- LOGO PLACEMENT ON PCB WEBSITE, DIGITAL MARKETING COLLATERAL

## ARCHIVAL FOOTAGE

- RIGHT TO USE PHOTOGRAPHY FOR TEAM PROMOTIONS
- RIGHT TO USE CLIPS OF UP TO 3 MINUTES EACH FOR PROMOTIONAL PURPOSES\*, INCLUDING 20-SECOND CLIPS FOR TV ADVERTS.

\*Limitations apply.

\*\*Some branding opportunities will become available after December 2020.



# THE NEXT STEPS

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The Invitation to Tender (ITT) will be advertised in June 2020.

Potential sponsors will be required to submit sealed financial bids.

Successful bidders will become official partners from July **2020 - April 2023**.

Bid deadline and sponsor award dates will be advised in the ITT.



# LET'S CONNECT

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