



# Atlanta Cricket League

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

## Sponsorship Package

2021



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## **Dear Prospective Sponsor:**

Atlanta Cricket League (“ACL”) is preparing for the 15<sup>th</sup> year (2021 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@atlantacricquetleague.org](mailto:info@atlantacricquetleague.org)

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

Sincerely,  
**ACL 2021**



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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 123 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 123 teams in 2019 in the main league and 65 teams in Super Bash league
2. Largest, longest cricket league in Georgia – Over 2000 registered players, 26 Weeks (April – October), 122+ teams, 900+ games and 4 championships
3. Youth (Kids) League with the participation of over 100+ children under the age of 15
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 CSSVISION, Rotary Club International, Big Help, City of Roswell , Annamma foundation, Johns Creek Foundation , Kerala Flood Relief Fund 2018 , Orissa Flood Relief 2019.



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## Highlights

1. ACL Championship League (Main League), 123 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 \$2000 for charity
5. Conducted Kids Cricket program for 100+ junior cricketers
6. ACL Banquet with over 600 attendees from teams and sponsors

## 2021 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. 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 League Championships: Sponsorship Levels and Benefits**

Year 2020				
Sponsorship Level ---->	Title	Platinum	Gold	Silver
Benefits				
Maximum # Available	1	OPEN	OPEN	OPEN
Sponsorship Amount for Main League & Super Bash	\$15,000.00	\$1250.00	\$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) for Main League	\$15,000.00	\$2100.00	\$1800.00	\$1600.00
Sponsorship with Team (T20) for Main League		\$2750.00	\$2550.00	\$2450.00

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

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

Website / Communication				
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)				
League & Super Bash Championships - Team Trophy: Winners & Runners Up	Y	-	-	-
League Championships - Individual Trophy: Winners & Runners Up	Y	-	-	-
League Championships - Season Performance Awards	-	Y	-	-
League Championships - Player of the Match (Play Offs only)	-	-	Y	-



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<b>Important Notes</b>
1. Platinum Sponsor can have maximum 2 teams with sponsor name prefix
2. Gold Sponsor can have maximum 1 team with Sponsor name prefix
3. Silver Sponsor can have maximum 1 team with Sponsor name prefix