



Atlanta Cricket League

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

Sponsorship Package

2024



Atlanta Cricket League

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Dear Prospective Sponsor:

The Atlanta Cricket League ("ACL") is preparing for the next 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 the 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,
Team ACL



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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 3200 active members from over 135 different teams playing and organizing the game of cricket.

ACL organizes league championships, knock out tournaments, kids coaching camp/league, charity fundraisers through the game of cricket and celebrate the end of season with a banquet. We have worked on various improvements over the years and we are conducting Tournaments in full cricket grounds.

Key Achievements by ACL with your Support

1. Largest, longest cricket league in Georgia – Over 3200 registered players, 26 Weeks (April – October), 136 teams, 900+ games and 5 championships
2. Youth (Kids) League with the participation of over 120+ children under the age of 15
3. Highest Participation in any cricket league in Georgia
4. Contributed more than \$50,000 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](#), Vibha.

Highlights

1. ACL Championship League (Main League), 136 teams participated with over 3200 participants, 900+ games were played over a period of 8 months.
2. Twenty20 league with 40+ teams was played on full fields
3. Spring T12 Tournament, 60+ teams participated
4. ACL Charity Super Bash Tournament, 2 tournaments where 90 teams participated with fundraising event generating \$5000 for charity
5. Conducted Kids Cricket program for 120+ junior cricketers
6. Launched Masters Cup with 6 teams with 45+ age qualification
7. Started The Hundred (100 balls) Winter League Tournament with 48 teams
8. Conducted both Summer and Winter Indoor N9 Leagues
9. ACL Banquet with over 600 attendees from teams and sponsors



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2024 Planned Events

1. Spring T12 Tournament to provide competitive cricket in preparation for the coveted League Championships
2. ACL League Championships (Main League) from April to Sep - Includes leagues T20 Division I, T20 Division II, F15 Division I, F15 Division II and F15 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. Masters League (45+ age)
6. Fall Charity Super Bash Tournament in October
7. Indoor Cricket League
8. The Hundred Winter Cricket League
9. Annual Banquet in November*

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

ACL League Championships: Sponsorship Levels and Benefits

On the following page ...



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ACL League Championships: Sponsorship Levels and Benefits

Year 2024				
Sponsorship Level ---->	Title	Platinum	Gold	Silver
Benefits				
Maximum # Available	1	OPEN	OPEN	OPEN
Sponsorship Amount for Main League & Charity Super Bash	\$17,000.00	\$1,250.00	\$900.00	\$600.00

Sponsorship with Team (F15 – Div. I, II, III) for Main League	\$12,000.00	\$2,300.00	\$2,000.00	\$1,800.00
Sponsorship with Team (T20 – Div. I, II) for Main League		\$3,700.00	\$3,400.00	\$3,200.00

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	-

Important Notes
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



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ACL League Championships: Sponsorship Levels and Benefits

Year 2024			
Sponsorship Level ---->	Spring T12	Kids Camp	Super Bash
Benefits			
Maximum # Available	1	1	1
Sponsorship Amount for the Event	\$3,500.00	\$4,000.00	\$5,000.00

Team Benefits			
Team Fees included for League Championship	Y	N	N
Event Title Name	Y	Y	Y

Banner at Events (Sponsor provided)			
Meeting and/or Draws	Y	Y	Y
Inauguration	Y	Y	Y
Finals	Y	Y	Y
ACL Banquet	Y	Y	Y

Website / Communication			
ACL Communications (Email)	Y(Header)	Y(Signature)	Y(Signature)
Logo in ACL Publications (Flyers etc.,)	Y	Y	Y
Logo on ACL Website (Linked to respective sponsor website)	Y	Y	Y
Sponsor Spotlight (Email): Sponsor provided content	1 x Season	1 x Season	1 x Season

Awards/Trophies (Sponsor Branded)			
Event Trophy: Winners & Runners Up	Y	-	Y
Event Individual Trophy : Winners & Runners Up	Y	-	Y
Event Championships - Player of the Match (Play Offs only)	Y	-	Y
Participation Certificates/Trophies/Medals	-	Y	-