



19th Asian Games Hangzhou

ASIAN GAMES

NATIONAL TEAM

SPONSORSHIP PROPOSAL



SALES & MARKETING

DEPARTMENT

WWW.CRICKET.AF

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ACB BACKGROUND

1995

Establishment Year

2001

ICC Affiliate Membership

2003

ACC Associate Membership

2013

ICC Associate Status

2017

ICC Full Membership

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INVITATION TO THE SPONSORSHIP

Afghanistan Cricket board would like to invite reputed companies and LLCs to become the Official Sponsor of the Afghanistan Cricket Board (ACB) for the Asian Games 2023.

This sponsorship includes the events proposed in this package and will cover the tour undertaken by the National team players in Asian Games event during the agreement period.



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ABOUT THE EVENT

The Asian Games is a continental multi-sport event held every fourth year among athletes from all over Asia. It is a grand sporting event, featuring a diverse array of 40 sports and 61 disciplines, where the cricket T20 format is also included in these sports.

The cricket tournament is set to commence on September 19 and conclude on October 8, 2023. This prestigious sporting event will take place at the in Hangzhou, China.



19th Asian Games
Hangzhou

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ASIAN GAMES RECORD

Team	 2010	 2014	Years
 Afghanistan	2nd	2nd	2
 Bangladesh	1st	3rd	2
 China	QF	R1	2
 Hong Kong	QF	4th	2
 Kuwait		QF	1
 Malaysia	QF	QF	2
 Maldives	R1	R1	2
 Nepal	QF	QF	2
 Pakistan	3rd		1
 South Korea		QF	1
 Sri Lanka	4th	1st	2
Total	9	10	

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ULTIMATE GOALS

- ✓ Increase brand awareness by connecting brands with athletes
- ✓ Drive loyalty
- ✓ Create new reasons to engage with your customers
- ✓ Develop compelling content
- ✓ Build PR stories about your organization
- ✓ Develop your corporate hospitality offering
- ✓ Work with sporting icons
- ✓ Create memorable content and 'moments' for your brand



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SPONSORSHIP BENEFITS

National team sponsorship include the following benefits and will cover the event Asia Cup 2023 undertaken by the National Cricket Team during the agreement period:

1. Naming rights:

The sponsor will be have the exclusive naming right as **“National Team Sponsor of the Afghanistan Cricket Board”**.

2. Logo on players' kit:

The National team sponsor's logo will be displayed highly visible **Abdominal Spot** on all clothing worn by Afghanistan team during the Asian Games 2023:



Other Benefits:

- a. Image Rights for the sponsor (in group of 3 and more, and hi-res images to be provided by Board)
- b. Rights for Video Shoot: **Maximum 1 Video-shot** to highlight the ACB-Sponsor's partnership by the ACB marketing team.
- c. Signed Bat, Ball, Jersey: **1 each**
- d. **Social Media Post** by the Cricket Board during the event

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Brand Exposure

on Social Media and Digital Media



3,030,000
Followers



710,000
Followers



330,000
Followers



185,300
Subscribers



~4,500
Daily Visitors



ACB App

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Tournament Fixture

Date	Session	Time	Match No.	Group	Home vs Away	Phase
28/9/2023 Thursday	CKT14	9:00	1		Oman vs Saudi Arabia	1
	CKT15	14:00	2		Hong Kong vs Singapore	1
29/9/2023 Friday	CKT16	9:00	3		Malaysia vs Bahrain	1
	CKT17	14:00	4		Nepal vs Indonesia	1
30/9/2023 Saturday	CKT18	9:00	5		Qatar vs Kuwait	1
	CKT19	14:00	6		UAE vs Bhutan	1
1/10/2023 Sunday	CKT20	9:00	7		Afghanistan vs Mongolia	2
	CKT21	14:00	8		Winner of Match 1 vs Winner of Match 2	2
2/10/2023 Monday	CKT22	9:00	9		Winner of Match 3 vs Winner of Match 4	2
	CKT23	14:00	10		Winner of Match 5 vs Winner of Match 6	2
4/10/2023 Wednesday	CKT24	9:00	11	QF1	Pakistan vs Winner of Match 8	QF
	CKT25	14:00	12	QF2	Sri Lanka vs Winner of Match 9	QF
5/10/2023 Thursday	CKT26	9:00	13	QF3	Bangladesh vs Winner of Match 10	QF
	CKT27	14:00	14	QF4	India vs Winner of Match 7	QF
6/10/2023 Friday	CKT26	9:00	15	SF1	Winner QF1 vs Winner QF4	SF
	CKT27	14:00	16	SF2	Winner QF2 vs Winner QF3	SF
7/10/2023 Saturday	CKT28	9:00	17	Bronze	Loser SF1 vs Loser SF2	3/4
	CKT29	14:00	18	Gold	Winner SF1 vs Winner SF2	F

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THANK YOU!

CONTACT US

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