

EXECUTIVE SUMMARY

International club cricket tournament in its 5th year played at the heart of the Singapore Cricket Club and its iconic home ground, The Padang.

Opportunity for branding coverage at The Padang through online and print channels such as social media and local/international press respectively.

Entertain your clients and staff over two cricket action-packed days in an exclusive marquee catered to by the Singapore Cricket Club catering team.

Sponsorship Packages:

- Hospitality Sponsorship
- Team Sponsorship
- And more...



THE EVENT

The Singapore Cricket Club (SCC) International Twenty20 is one of the highest profile cricket tournaments in the region, featuring top international stars representing some of the most famous clubs in the game, to compete over three days of first class competition.

Set in the heart of Singapore's city centre, SCC's home ground, The Padang, plays host to the event, with a spectacular skyline of the Singapore Central Business District. It is a truly outstanding venue for this highly prestigious occasion, making it truly a memorable event for players and spectators.

Clubs in attendance will include Melbourne Cricket Club, Hong Kong Cricket Club, Kowloon Cricket Club, Singhalese Sports Club, Madras Cricket Club and Singapore Cricket Club.

THE STORY OF **TWENTY20**



Since its inception as a professional format for cricket in 2003, Twenty20 cricket has shown how a sport with strong tradition can adapt and reinvent itself to fit modern consumer habits and tastes. As a format T20 or short form cricket has been responsible for staggering growth in cricket audiences worldwide.

Cricket is the world's second largest sport in terms of overall global viewership, second only to football. By doing so, cricket has really set the benchmark for other sports to emanate the success it has had in growing participation and viewership bases across the world. The format has opened up new territories for the game around the world which are opening significant opportunities for innovative brands wanting to connect with this highly dynamic, youthful and passionate audience. South East Asia is an example of a region where very significant growth has taken place across the cultural spectrum.

T20 has also been the catalyst for staggering commercial growth for international broadcast cricket rights and sponsorship around the world, particularly in South Asia, cricket's key market internationally.

Cricket has become a symbol of innovation and progress in world sport, it transcends cultures, and invokes passion that few sports can claim to match.

The International Singapore Cricket Club Twenty20 is a fantastic opportunity for innovative brands to connect with a huge and growing sport in a way which targets local and regional interests.

SCC PADANG CRICKET GROUND



**Flash Back: Sanath Jayasuriya's
Fastest 50 at SCC Padang**

THE STORY OF TWENTY20

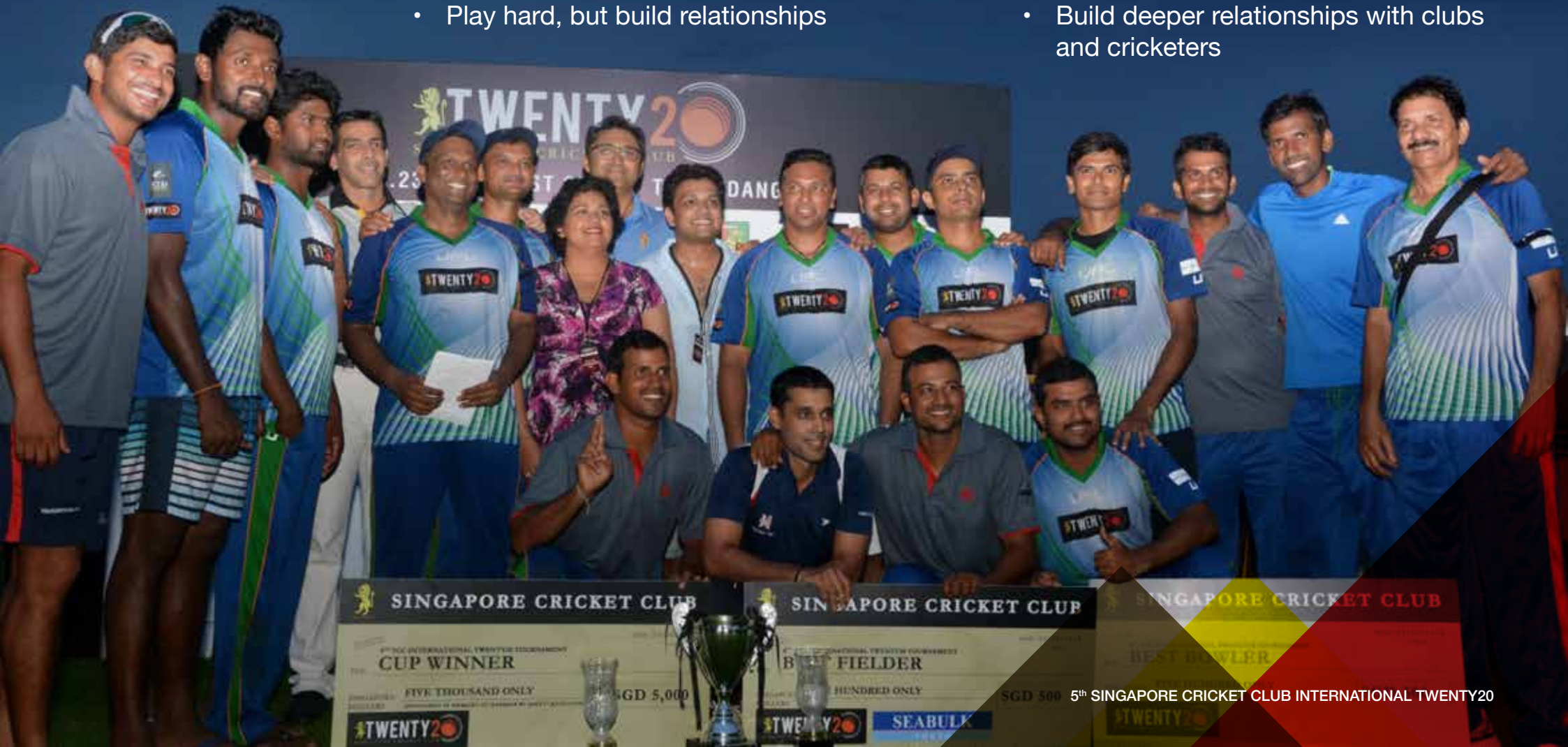
2009 – Inaugural Competition Commencement

The Three Pillars

- High quality action in the heart of Singapore
- International club teams
- Play hard, but build relationships

Built On 2009 Foundations

- More international stars
- Higher standard of cricket
- Build deeper relationships with clubs and cricketers



PUBLIC RELATIONS (PR)

SCC International Twenty20

- Pool A**
- Madras Cricket Club (MCC)
 - Singapore Cricket Association President's XI (SCA)
 - Singapore Sports Club (SSC)
 - Hong Kong Cricket Club (HKCC)

- Pool B**
- Cricket Club of India (CCI)
 - Rowing National Cricket Academy (RNCA)
 - Melbourne Cricket Club (MCC)
 - Singapore Cricket Club (SCC)

KEY MATCHES

- Today**
- 9am: MCC v SCA (Padang)
 - 3.30pm: MCC v SSC (Padang)
 - 3.30pm: CCI v MCC (Kallang)

- Tomorrow**
- 9am: CCI v RNCA (Padang)
 - 3.30pm: SSC v SCA (Kallang)

OTHER HIGHLIGHTS

- Kwik Cricket competition involving eight school teams
- First spectator to catch a six on Sunday wins a three-carat tanzanite gem sponsored by Black Key Diamonds



Former India wicketkeeper Farokh Engineer taking to the microphone to promote the T20 tournament. England wicketkeeper Matt Prior is on his left, along with captains of three teams in the Singapore Cricket Club International Twenty20 tournament. ST PHOTO: DESMOND LIM

Singhalese keen to win back T20 trophy

By V.K. SANTOSH KUMAR

ACTION is set to be intense at the three-day Singapore Cricket Club International Twenty20 cricket tournament starting today.

Sri Lanka's Singhalese Sports Club landed in Singapore yesterday with five current and former Test players in a bid to regain the trophy which they won in the inaugural year - 2009 - and again in 2011.

Captain Dimuth Karunaratne, 26, and all-rounder Sachithra Senanayake, 29, are members of the current Sri Lanka national team squad and the side from Colombo also have former national team players Thilina Kandamby, 32, Chamara Kapugedera, 27,

and Tharanga Paranavitana, 32, in their ranks.

"We did not have all our best players last year and so found it difficult to get to the final," said opener Karunaratne, who was the man of the tournament in 2009.

"This year we are determined to give a good account of ourselves. The competition will come from the Indian sides of Cricket Club of India (CCI) and Madras Cricket Club (MCC), who have experienced players."

Mumbai-based CCI, the holders, will include former India all-rounders Ajit Agarkar, 36, and Abhishek Nayak, 30, and Aavishkar Salvi, 32, who played four one-day internationals for India.

"We won with a young team in our first attempt last year," said captain Anand Singh, 27. "This year we have more experience. On paper, the Singhalese look formidable. But we know the conditions well and are better prepared this time."

Chennai side MCC, the runners-up last year, also have players who have represented India - L. Balaji, 32, S. Badrinath, 33, Hemang Badani, 37, and seasoned first-class cricketers Rajat Bhattacha, 34, and R. Sathish, 33.

"I would say this is the strongest line-up of international and first class players we have had in the four editions of this tournament," said the tournament organising committee chairman Umish Parthasarathi.

"Some clubs are here to win while the others have come with young players with potential who are sure to make a mark in international cricket in the near future."

Melbourne Cricket Club (Australia), Hong Kong Cricket Club, Rowing National Cricket Academy (South Africa), Singapore Cricket Association President's XI and the Singapore Cricket Club are the other teams in the fray.

"There will be a lot of runs (at the Padang) as the wicket seems good, the outfield is fast and the boundaries are short," said England wicketkeeper Matt Prior, 32, a special guest at the tournament. "This is a spectacular ground, one of the best I have seen."

■ santosh@sp.com.sg

CCI triumph, thanks to discipline and Nayak

By V.K. SANTOSH KUMAR

DISCIPLINE helped Cricket Club of India (CCI) win the Singapore Cricket Club (SCC) T20 tournament yesterday, and outfield made with spinners, they were and bowled vigorously to beat CCI by 21 runs in

an innings till the 500 plus spectators, who hoisted League (PL) wicket, dished out 20 overs and Nayak's

under pressure 10-7 in 20

The inability to overcome pressure was also the undoing of the Singapore Cricket Association XI, who lost the Plate final to South Africa's Rowlin Cricket Academy by 17 runs under the Duckworth-Lewis method.

After restricting the South Africans to 97-6 in 16 overs in the rain-shortened match, their middle and lower order collapsed and the tight Rowlin bowling and fielding and they ended on 47-9 in 16 overs.

For the SCA XI, virtually the national team who will be taking part in the World Cricket League Division 4 in Kuala Lumpur next week, the star was 14-year-old left-arm spinner Abhishek Singh, who took 4-0-9, including a hat-trick.

The Singapore side were in the heat when the tournament's best batsman Anish Param (27) and Ka-



Cricket Club of India players (in light blue) trying to run out a Madras Cricket Club batsman (in dark blue and green). PHOTO COURTESY OF STEVE BRADHILL

hily Shinde (17) put on 40 runs for the third-wicket. The rest could not carry the team home.

"The pressure got to them,"

said former national coach Grant Stanley who watched the match. Perhaps they should have taken more singles.

"Overall, they batted and fielded well in the tournament. They just need to get their bowling right."

Added former national captain Stacey Muratin: "This tournament helped them to gel and they also got good practice against first-class cricketers."

Nayak, who plays for the Mumbai Indians in the IPL, reckons Singapore have a good chance in the WCL.

"They have all-round strength," he said. "They have hard-hitting batsmen and good depth in bowling. I'm sure they are a better outfit than Nepal in Hong Kong."

Melbourne Cricket Club beat Singapore Sports Club by a bowler out in the final, after both teams ended up on 137 in the allotted 20 overs.

■ santosh@sp.com.sg

FRESH AND FAST TWENTY20 COMING

SCC confident of drawing big crowds

By V.K. SANTOSH KUMAR

THE Singapore Cricket Club's Twenty20 event from Friday

at the Padang will be a

major success for the

club, especially if it

draws a big crowd

of spectators.

But the SCC organisers are confident the 120,000 they have spent organising and promoting the tournament will see it pay up the bills of T20, where a match produced a small profit this year.

"We'll do it in our own hand" said the SCC president, who said the club will be in a good position to run the event in the future.

"We're confident we can draw a big crowd and make a profit from the event," he said.

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What you need to know

When: Fri to Sun, matches start at 3.30pm

Where: Singapore Cricket Club ground, Padang, Singapore Cricket Association grounds

Entry: Free for the public

Ticket price (seating): \$20-\$80

Sponsor: Singapore Sports Club (Sri Lanka), Singapore Cricket Club (Australia), Singapore Cricket Association (South Africa), Singapore Cricket Club (Hong Kong), Madras Cricket Club (India), Madras Cricket Club

Photo by Steve 2009. Photo of Nayak by Steve 2009. Photo of Nayak by Steve 2009.

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Sachin Tendulkar



Steve Waugh



Allan Border



Ryan Campbell



Brian Lara



Chaminda Vaas



Kapil Dev



Greg Chappell



Muttiah Muralitharan



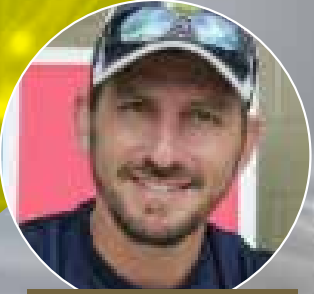
Matt Prior



Darren Gough



Kumara Sangakkara



Michael Kasprowicz



Danny Morrison



Sanath Jayasuriya



Ajit Agarkar



Lakshmi pathy balaji



With Kapil Dev, Greg Chappell and Steve Waugh



With Kapil Dev, Greg Chappell and Steve Waugh



With Greg Chappell & Steve Waugh



With Virender Sehwag

INTERNATIONAL STARS AT SCC



With Farokh Engineer & Matt Prior



With Farokh Engineer and Darren Gough



With Sachin Tendulkar



With Brian Lara

INTERNATIONAL STARS AT SCC



With Muttiah Muralitharan & Kumara Sangakkara

INTERNATIONAL STARS AT SCC

Sachin Tendulkar Junior Masterclass at SCC

The SCC has a strong track record in attracting and hosting major names at the club. The cricketing legend and former India captain held a coaching clinic and Q&A at SCC in June 2014 at the invitation of Royal Bank of Scotland. He conducted a coaching session with young cricketers aged between 8 and 17. Similar sessions have been held in recent years in partnership with international stars including Kumar Sangakkara, Matt Prior, Muttiah Muralitharan and most recently West Indian great Brian Lara in 2016; sponsored by American Express.



RBS Sponsored
Batting Junior
Masterclass
with Sachin
Tendulkar

INTERNATIONAL STARS AT SCC

Sachin Tendulkar Junior Masterclass at SCC

Sachin Tendulkar at
Singapore Cricket
Club Master Class
sponsored by RBS



Sachin Tendulkar
and Alan Wilkins
at the Press
Conference



INTERNATIONAL STARS AT SCC

Batting Masterclass with Brian Lara

American Express
sponsored event
with Brian Lara at
The Raffles Hotel



TWENTY20 HIGHLIGHTS

- ▶ Highlights SCC T20 2011 by Danny Morrisson
- ▶ SCC T20 Gala Dinner Highlights
- ▶ SCC T20 Virender Sehwag Masterclass
- ▶ SCC T20 Matt Prior Coaching
- ▶ SCC T20 Press Conference



JP Morgan organized a private 6's challenge cricket tournament one day before SCC's 4th international T20 commenced at the Singapore Cricket Club.



OUR FORMER PARTNERS

Official Ball Sponsor



Official Scoring Partner



Official Freight Forwarder



Official Apparel Partner



Official Wine Partner



Official Beer Partner



Presenting Sponsor
SCC Twenty20 Dinner
J.P.Morgan

Sanctioned by



TESTIMONIALS



“THE SINGAPORE CRICKET CLUB IS ONE OF THE PREMIER CRICKET CLUBS IN THE WORLD.

It is highly regarded with outstanding facilities for members and visitors alike. It was a real honour for me personally to be asked to speak at a function in the club a few years ago. The hospitality was first class and I was looked after tremendously at all times.”

Allan Border,
Ex-Captain Australia & Member,
ICC Hall Of Fame

TESTIMONIALS

“IT WAS AN EXTREMELY
WELL ORGANIZED
HIGH CALIBRE CRICKET
TOURNAMENT.

I personally enjoyed playing at the iconic Padang. SCC have done a wonderful job in promoting the game in Asia, by combining the popularity of the Twenty20 format with great pitches and a warm, welcoming club Cricket atmosphere - I wish it continuing success in the future!”

Ryan Campbell,
Kowloon Coach & Now
Netherlands National Coach



TESTIMONIALS

“ THE SCC’S WELCOMING
HOSPITALITY MAKES THE
CRICKET TOTALLY EXCITING
FUN ENJOYABLE

would love to come and play there again...!!

Subramaniam Badrinath,
Ex-Indian National Cricket Team
& IPL Player (Chennai Super
Kings and Royal Challengers
Bangalore)





Exclusive Invitation
TO BE PART OF
SOUTH EAST ASIA'S
LARGEST
**TWENTY20 CRICKET
TOURNAMENT**

**5th SINGAPORE CRICKET CLUB
INTERNATIONAL TWENTY20**

11, 12, 13, August 2017
(Friday, Saturday & Sunday)



GOLD HOSPITALITY SPONSOR \$20,000

- Hospitality marquee with luncheon and afternoon tea on Saturday & Sunday for 20 people.
- Packaged refreshments include:
 - 5 x bottles of House Pour Wines
 - 2 x bottles of House Spirits
 - 3 x cases Beer (equivalent to 72 cans)
 - 3 x cases Soft Drinks (equivalent to 72 cans)
- 1 x Advertisement banner with your company or product branding at the front of the hospitality marquee.
- 2 x A-frame advertisement banner around the boundary line.
- 2 x Invitations to the Tournament Dinner on Saturday evening.
- 1 x Full page advertisement in the Tournament Magazine (*Artwork deadline: 15 June 2017*)
- Acknowledgement in the Tournament Magazine.



SILVER HOSPITALITY SPONSOR \$18,000

- Hospitality marquee with luncheon and afternoon tea on Saturday & Sunday for 20 people.
- Packaged refreshments include:
 - 3 x cases Beer (equivalent to 72 cans)
 - 3 x cases Soft Drinks (equivalent to 72 cans)
- 1 x Advertisement banner with your company or product branding at the front of the hospitality marquee.
- 1 x A-frame advertisement banner around the boundary line.
- 2 x Invitations to the Tournament Dinner on Saturday evening.
- 1 x Full page advertisement in the Tournament Magazine (*Artwork deadline: 15 June 2017*)
- Acknowledgement in the Tournament Magazine.



TEAM SPONSOR \$12,000

- Your company or product logo on the right sleeve of the shirts of the team of your choice.
- 2 x Invitations to the Chairman's Tent on all tournament days.
- 2 x Invitations to the Tournament Dinner on Saturday evening.
- 2 x Invitations to the Tournament's Official Press Conference with sponsorship acknowledgement.
- 1 x Half page advertisement in the Tournament Magazine.
(Artwork deadline: 15 June 2017)
- Acknowledgement in the Tournament Magazine.





Preferential rates are available for combined Hospitality Sponsorship with Team Sponsorship.

GOLD HOSPITALITY
& TEAM SPONSOR
\$30,000

SILVER HOSPITALITY
& TEAM SPONSOR
\$25,000



NEXT STEPS

- On acceptance of this proposal, agreement to be signed.
- Brand guidelines and design application to be agreed in consultation with our team.
- Meeting with the SCC F&B and Events Team to go through arrangements and special requests.

To discuss your Sponsorship Package, please contact



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Thank you !



5th SINGAPORE CRICKET CLUB
INTERNATIONAL TWENTY20

11, 12, 13, August 2017
(Friday, Saturday & Sunday)