



**PCB**<sup>®</sup>

Pakistan Cricket Board

**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



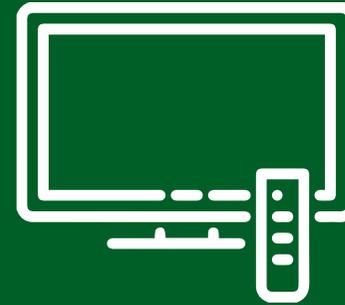
## ELITE ATHLETES

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

**69%**  
AGES BETWEEN  
16-37

### AGE

16-21  
YEARS

24%

23%

22-37  
YEARS

45%

43%

38-69  
YEARS

33%

36%

### CHILDREN

HAVE  
CHILDREN

51%

55%

DO NOT HAVE  
CHILDREN

49%

45%

### MARITAL STATUS

SINGLE/  
WIDOWED/  
DIVORCED

34%

37%

SINGLE/  
WIDOWED/  
DIVORCED BUT LIVING  
WITH PARTNER

1%

1%

MARRIED

63%

61%

PREFER  
NOT TO SAY

2%

2%

### GENDER

MALE

55%

52%

FEMALE

45%

48%

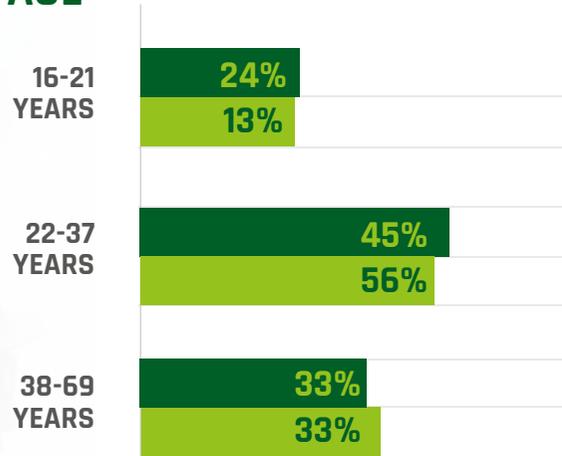
PAKISTAN  
CRICKET FANS

PAKISTAN  
POPULATION

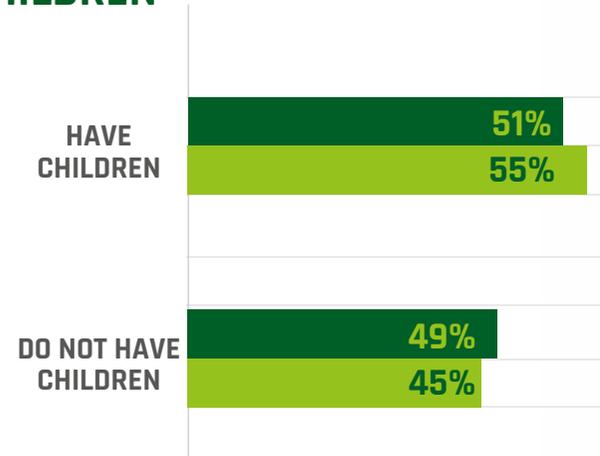
# CRICKET FANS DEMOGRAPHICS: PAKISTAN V GLOBAL

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

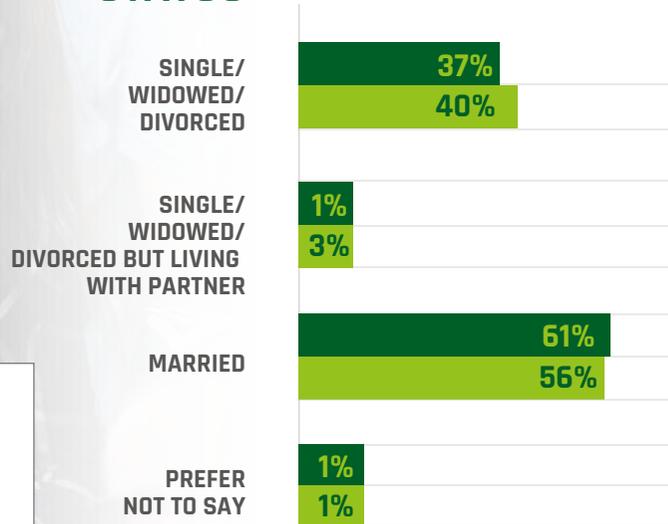
## AGE



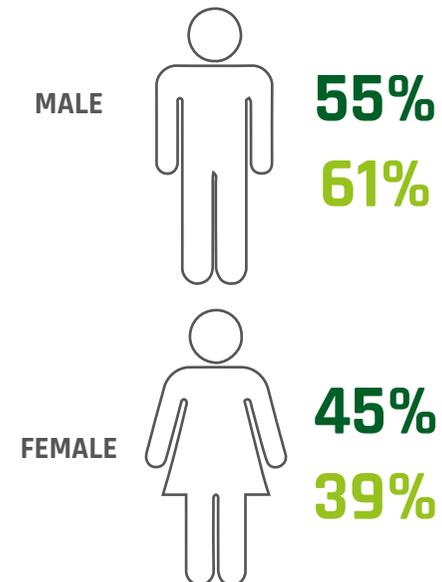
## CHILDREN



## MARITAL STATUS



## GENDER



**SIGNIFICANT FEMALE FAN FOLLOWING**

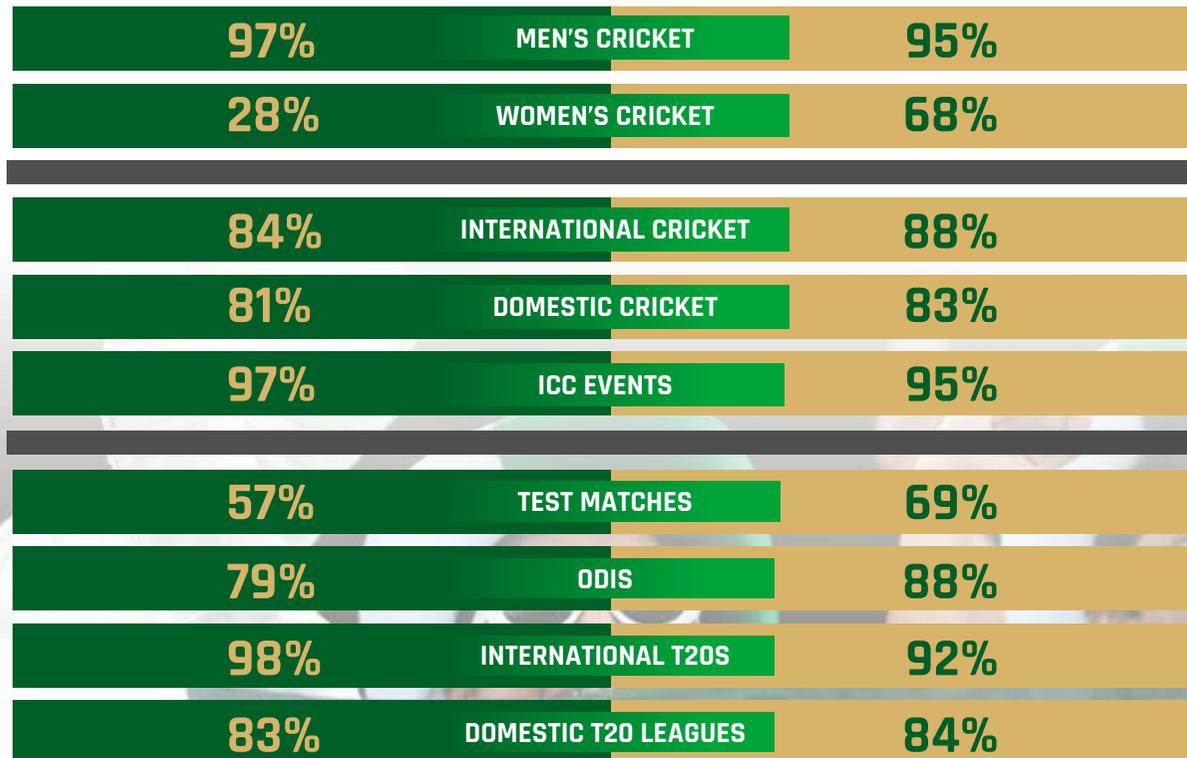
**PAKISTAN CRICKET FANS**  
**GLOBAL CRICKET FANS**

# UNDERSTANDING OUR FANS

Pakistanis love all formats of cricket!

## PAKISTAN CRICKET FANS

## GLOBAL CRICKET FANS





## 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**



**t 2.4MILLION**

**12.7  
MILLION FANS  
ACROSS ALL  
DIGITAL PLATFORMS**

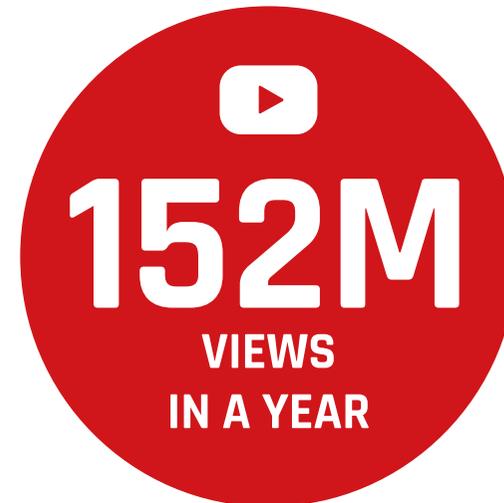
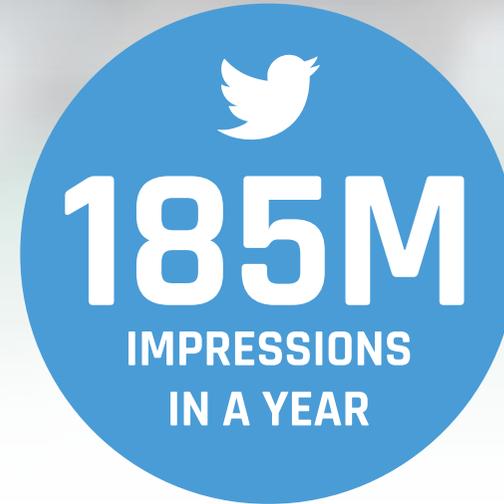


**i 1 MILLION**



**y 1.8MILLION**

# DIGITAL - OUR SUCCESS STORY





# 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



# MEN'S TEAM

## PRINCIPAL PARTNER

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**TEST**



**ODI & T20I**



# MEN'S TEAM

## ASSOCIATE PARTNER

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J.  
18  
MALIK

ODI & T20I

Kirkure

Brighto

Kirkure

TEST

# WOMEN'S TEAM

## PRINCIPAL PARTNER

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**T20I**

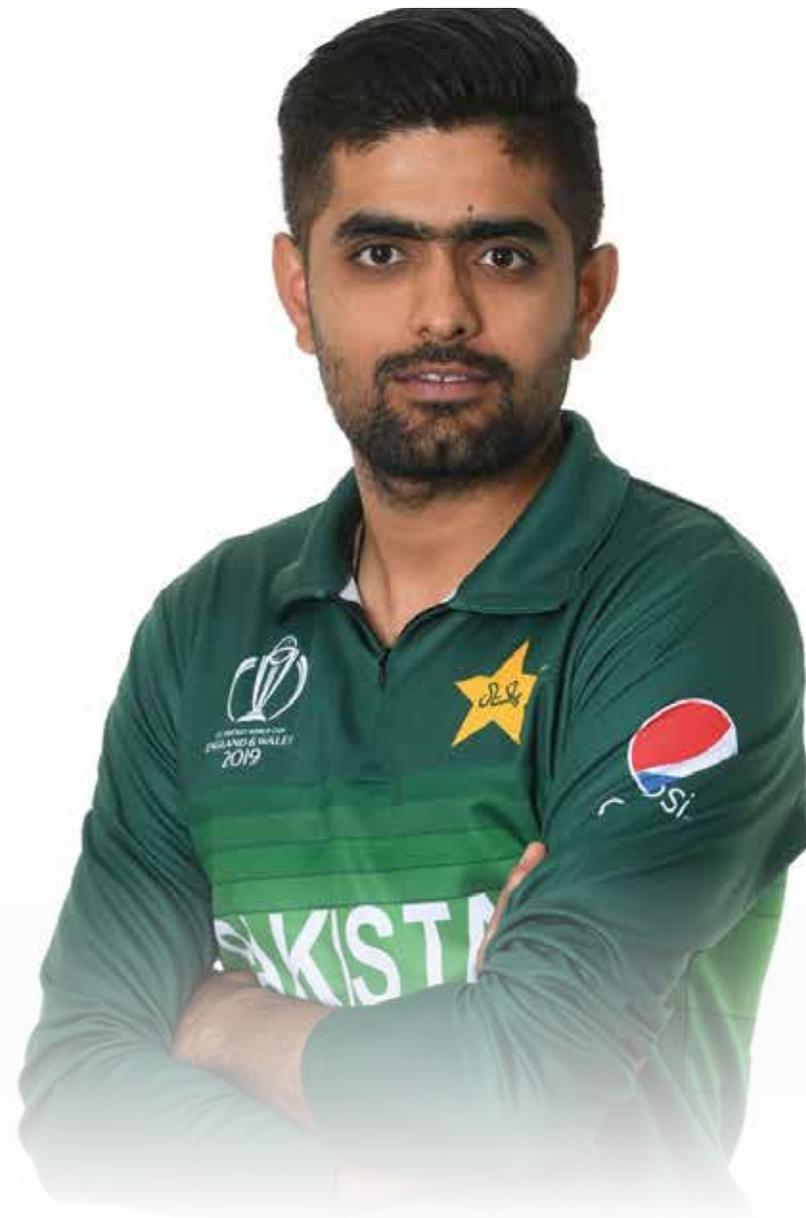


**ODI**

# 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

HBL HBL HBL HBL HBL HBL HBL



PEPSI | CRICKET | MUSIC

ISLAMABAD	R	M	B	4's	6's	TOTAL
WALTON	-	0	2	0	0	32
DELPORT	*	22	16	7	4	2
P'SHIP		0	2	2	0	2
<hr/>						
LHR QALAND	0	M	R	W	NB	WB
LAMICHHANE	0.4	0	0	1	0	0
RAHAT ALI-	1	0	19	0	0	0
<hr/>						
EXTRAS	0					32-2
OVERS	2.4					
REMAIN						

WICKETS	2
OVERS	2
WALTON	- 0
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	

Jubilee SK ZIC Brighto Ariel J. J. J. OSAKA BATTERIES Brighto PAINTS SK ZIC MOTOR OIL

OSAKA BATTERIES OSAKA BATTERIES OSAKA BATTERIES

# MEDIA BACKDROPS

Branding space available

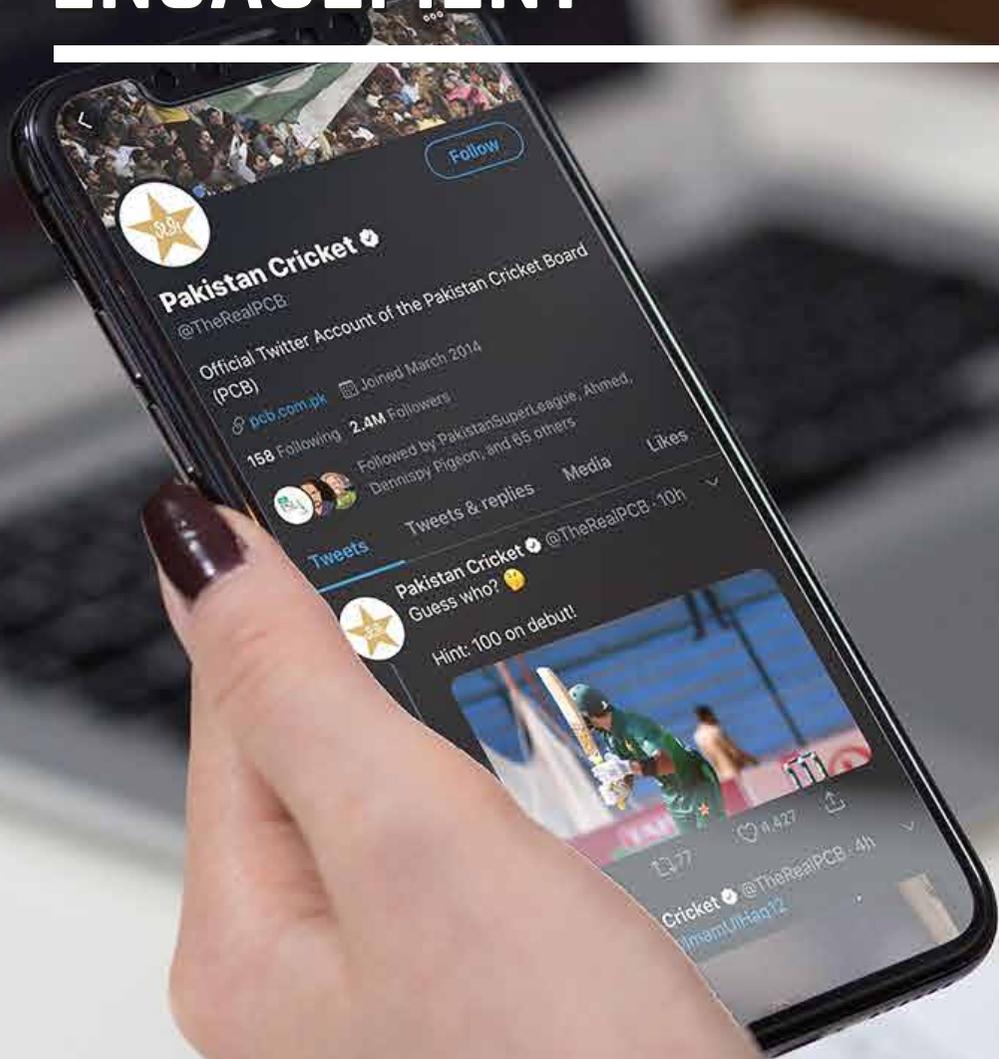
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# BESPOKE HOSPITALITY EXPERIENCE



# 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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