

**11** YEARS  
OF UNIVERSITY  
RECOGNITION  
**21** YEARS OF  
ACADEMIC  
EXCELLENCE

**REVA**  
UNIVERSITY  
Bengaluru, India



 Karnataka Bank Ltd.

# RCL 2024

## REVA CRICKET LEAGUE

A Corporate Cricket Tournament

**4<sup>th</sup>** EDITION

Organised by | REVA Academy for  
Corporate Excellence

20<sup>th</sup> January to 18<sup>th</sup> February 2024

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# THE HUNDRED

## 100-Ball Cricket Tournament

**FIRST-TIME IN KARNATAKA**

**15**  
Players in  
each squad

**70**  
minutes  
per innings

**50**  
Every 50 balls  
the teams  
change ends

**20**  
Balls per  
bowler

**25**  
Ball powerplay  
for each team

Bowlers deliver either 5 or 10 consecutive balls

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# REVA CRICKET LEAGUE

Taking Corporate Cricket to Unprecedented Heights!

REVA Cricket League (RCL) is a captivating showcase of corporate cricket excellence. Over Eight day-long gala sporting event, 20 marquee corporate houses will engage in 48 thrilling matches, following the dynamic 100-ball cricket tournament. With weekends filled with non-stop action, more than 300 skilled players from esteemed companies will participate in this cricket extravaganza. Witness these top-notch teams vying for the coveted RCL Cup in a fiercely competitive **The Hundred** cricket tournament.



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# RCL 2024 HIGHLIGHTS

20  
Teams

48  
Matches

10  
Days  
(on Weekends)

300+  
Corporate  
Players

04  
Groups

Only 2 will qualify from per group followed by Quarter/Semi Final/Final Matches

04 League Matches  
Per Day

Pendleton Turf and REVA  
Cricket Grounds



1000+ audience of students and corporates

## PRIZE MONEY AND TROPHY

Winners'  
**1<sup>st</sup> Prize**

**1,00,000** INR

Runners'  
**2<sup>nd</sup> Prize**

**50,000** INR

## AWARDS



Man of  
the match



Best  
Batsman



Best  
Bowler



Man of  
the series

# ILLUMINATING EXCELLENCE

## Elevate the RCL Finals & Semis with Floodlights



**Stadium Ambiance**  
A unique atmosphere that enhances the overall experience for players and spectators.



**Prime Time Exposure**  
Attract larger audiences with evening matches under floodlights for prime-time brand exposure.



**High-Resolution Coverage**  
Floodlighting ensures well-lit media coverage, amplifying sponsor visibility.



**Sponsor Recognition**  
Highlight sponsor logos prominently under the floodlights to maximize brand exposure.



**Live Broadcast\***  
Engage the audience with live broadcast & commentary, providing extended brand exposure.

**1000+ Audience:** Attract a diverse crowd of corporate professionals and students

**Pendleton Ground and REVA Ground**  
Rejoice an authentic cricket experience.

# WHY SPONSOR?

Smash it by sponsoring the most exciting cricket extravaganza in Namma Bengaluru!  
Generate tons of publicity and goodwill among corporate and student communities in one go.

## Massive Visibility:

Sponsors gain extensive visibility with their logos featured on player jerseys, caps, and prominent perimeter boards. Plus, they enjoy free team entry, and co-branding in all communications, with banners at the venue and exhibition platform.

## Networking Opportunities:

Sponsors have the chance to network with corporate professionals and students during the event, fostering valuable connections for potential collaborations and business growth.

## Media Coverage:

Sponsors benefit from extensive media coverage, including radio broadcasts and promotional videos on websites and social media, ensuring their brand reaches a wide and diverse audience.

## Community Engagement:

By sponsoring, companies demonstrate their commitment to community engagement. Their participation enhances the event's positive impact on the local community.

## Brand Activation Opportunities:

Sponsors can activate their brand with a 10x10 canopy stall on all event days, allowing direct interaction with attendees and creating memorable brand experiences.

## Post-Event Exposure:

The benefits of sponsorship extend beyond the event, with sponsors' logos prominently displayed at awards backdrops, ensuring continued recognition and appreciation.

## Exclusive Sponsorship Categories:

To maximize exclusivity and impact, sponsors can secure exclusive sponsorship categories, further elevating their brand's visibility and recognition.



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# CRICKET CLOTHING AND EQUIPMENT



Coloured Jersey  
(will be provided by us)

White Cricket Gear  
(Pads, Gloves, etc.)

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## Sponsoring Opportunities and Benefits - Grand Finale

### Signature Sponsorship

Two slots **2 Lakhs** <sup>INR</sup>

- Perimeter Boards - 10 boards of 3x10 during the Grand Finale.
- 6x6 Canopy Stall on the Grand Finale day.
- Prime Positioning of three Banners under Floodlights at the Grand Finale venue.
- Prominent Display of the Logo at the Grand Finale Awards Backdrop
- Mass Media Coverage on Radio and promotional videos on websites and social media during the Grand Finale.
- Representative from your firm during the Grand Finale Captain's Meet and Valedictory Functions.
- Recognition in post-match discussions and media coverage.
- Acknowledgment during match announcements.

#### Add-on: Accolades opportunity

- Opportunity to present the awards and winning trophies.
- Brand Recognition as the exclusive sponsor for the awards and gift hampers.
- Logo inclusion on all promotional materials related to all the sponsored awards and gift hampers.

### Featured Co-Sponsorship

Three slots **1 Lakhs** <sup>INR</sup>

- Perimeter Boards - 10 boards of 3x10 during the Grand Finale
- 6x6 Canopy Stall on the Grand Finale Day
- Prime Positioning of one Banner under Floodlights at the Grand Finale venue.
- Prominent Display of the Logo at the Grand Finale Awards Backdrop
- Mass Media Coverage on Radio and promotional videos on websites and social media during the Grand Finale
- Representative from your firm during the Grand Finale Captain's Meet and Valedictory Functions
- Recognition in post-match discussions and media coverage.
- Acknowledgment during match announcements.

#### Add-on: Accolades opportunity

- Opportunity to present the awards and winning trophies.
- Brand Recognition as the exclusive sponsor for the awards and gift hampers.
- Logo inclusion on all promotional materials related to all the sponsored awards and gift hampers.

### Accolades opportunity

Gift hampers/Goodies and Trophies

#### Grand Finale Sponsorship

- Opportunity to present the awards and winning trophies.
- Brand Recognition as the exclusive sponsor for the awards and gift hampers.
- Logo inclusion on all promotional materials related to all the sponsored awards and gift hampers

#### League Sponsorship

- Opportunity to present sponsored gift hampers and goodies for the Man of the Match award.
- Acknowledgment during every league match as the match goodies sponsor.
- Media coverage as league man of the match goodies sponsor.



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# RCL 2024 Title Sponsor



 **Karnataka Bank Ltd.**  
Your Family Bank. Across India.



Personal Banking | NRI Banking | Business Banking  
| Agricultural Banking | Home Loan | Car Loan  
| Gold Loan | Agriculture Loan and more...

<https://karnatakabank.com>

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**GOLD SPONSORS**



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## OTHER PARTNERS

Energy Partner



Recovery Partner



Catering partner



## TEAMS

Microland

Dell Technologies

Accenture

Maruthi Ceramics

JPMorgan Chase & Co

Titan

Arcesium India Pvt Ltd

Société Générale

Unisys

Infosys

DXC Technology

ANZ

Bolster Legal

ITI Limited

Siemens

Capgemini

REVA / RACE

Itron

Ad6 Advertising

Amazon

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**PREVIOUS PARTICIPANTS**

**TESCO**

**vmware®**



**HSBC**

**standard  
chartered**

**TITAN**

**Deloitte.**

**Cognizant**

**KSHIPRA**

**tcs** TATA  
CONSULTANCY  
SERVICES

**amazon**

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**Biz Sciences**



**HCL**

**UNISHIRE**

**Infosys**

**Microsoft**

**DELL™**



**DXC**  
TECHNOLOGY

**IBM**

**Capgemini**



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# PREVIOUS WINNERS



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## About REVA University

REVA University has been established under the REVA University Act, 2012 under the visionary leadership of the founder and honourable Chancellor, Dr. P. Shyama Raju, with the vision to instil awareness, a zeal for higher learning and inquisitiveness in students' minds through education. During this past decade, the University has transformed into a formidable name in higher education and bagged many accolades and ranked as one of the top private universities in India.

The University is situated in a verdant landscape blanketed over 45+ acres of land in north Bangalore, India and has aesthetically designed architecture conducive to inspiring the learners. The University prides itself on being a pioneer in digitally enabling the teaching-learning process and contributing to the holistic development of every student in emerging technologies. Currently, the REVA University offers 80 plus UG, PG and PhD programs in Engineering and Technology, Science, Commerce and Management, Architecture, Law, and Humanities.

Sports and fitness have been key focus areas at the University to inculcate a healthy lifestyle among students and staff. REVA University has state-of-the-art outdoor and indoor sports facilities, including Gymnasium, Badminton, Table Tennis, Volleyball, Basketball, Football and Cricket.

### REVA University

Rukmini Knowledge Park, Kattigenahalli,  
Yelahanka, Bangalore, Karnataka, India, 560 064

[www.reva.edu.in](http://www.reva.edu.in)

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## About REVA Academy for Corporate Excellence

REVA Academy for Corporate Excellence (RACE) is an initiative of REVA University, which offers a range of specialised, techno-functional programs custom-designed to suit the needs of working professionals to enhance their careers. Each program is planned, designed, and delivered by renowned corporate trainers and industry leaders with years of experience. Our programs follow a blended learning model with flexible contact classes and a robust online learning management system with 24/7 support. The programs are certified by AICTE/UGC and various industry partners. Our current focus areas are Analytics, Cybersecurity, Artificial Intelligence and Cloud Architecture and Security. Our cohorts have a minimum of 4 years and a maximum of 25 years of work experience and come from 100-plus marquee organisations. To find more details on RACE programs, check here.

[race.reva.edu.in](http://race.reva.edu.in)

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## About Crease

Established in 2020, Crease Athlete Management, based in Bangalore, is a dynamic talent management and sports marketing agency. Our core mission is to champion ambitious athletes, empowering them to soar in their respective sports. Currently, we proudly represent four exceptional athletes, with three set to shine in the upcoming IPL season. Specializing in forging unique associations, sponsorships, and affiliations between athletes and brands, Crease operates a premier cricket academy, coaching talents from grassroots to professional levels. Fueled by passion, creativity, and an entrepreneurial spirit, Crease stands out in athlete identification and representation. Join us for thrilling cricket events, creating lasting memories where excellence meets opportunity in every sporting journey.



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