





REVACRICKET LEAGUE

A Corporate Cricket Tournament



Organised by

REVA Academy for Corporate Excellence

20th January to 18th February 2024





HUNDRED

100-Ball Cricket Tournament

FIRST-TIME IN KARNATAKA

Players in each squad

minutes per innings

Every 50 balls the teams change ends

Balls per bowler

Ball powerplay for each team

Bowlers deliver either 5 or 10 consecutive balls

Organised by







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.











RCL 2024 HIGHLIGHTS

Teams

Matches

Days (on Weekends)

Corporate Players

Groups

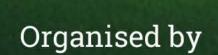
Only **2** will qualify from per group followed by Quarter/Semi Final/Final Matches

04 League Matches Per Day

Pendleton Turf and REVA Cricket Grounds



1000+ audience of students and corporates











PRIZE MONEY AND TROPHY

Runners'
2nd Prize

50. INR

AWARDS



Man of the match



Best Batsman



Best Bowler



Man of the series

Organised by







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. Only for Fin







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.



Organised by REVA Academy for Corporate Excellence









Sponsoring Opportunities and Benefits - Grand Finale

Signature Sponsorship

Two slots

2 Lakhs INR

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

Add-on: Accolades opportunity

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

Featured Co-Sponsorship

Three slots

1 Lakhs INR

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

Add-on: Accolades opportunity

- a. Opportunity to present the awards and winning trophies.
- b. Brand Recognition as the exclusive sponsor for the awards and gift hampers.
- c. 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

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

League Sponsorship

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





REVA Academy for Organised by Corporate Excellence









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GOLD SPONSORS













OTHER PARTNERS





-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







TESCO	vm ware [®]	(ge)	TARGET	HSBC	standard chartered
J TITAN	Deloitte.	Cognizant	KSHIPRA	CS TATA CONSULTANCY SERVICES	amazon
REVA UNIVERSITY Bengaluru, India	Biz Sciences	PRIME FOCUS	HCL	UNISHIRE	Infosys
Microsoft	DELL	wipro	DXC	IBM	Capgemini

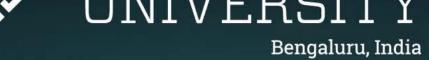
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About REVA University

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.

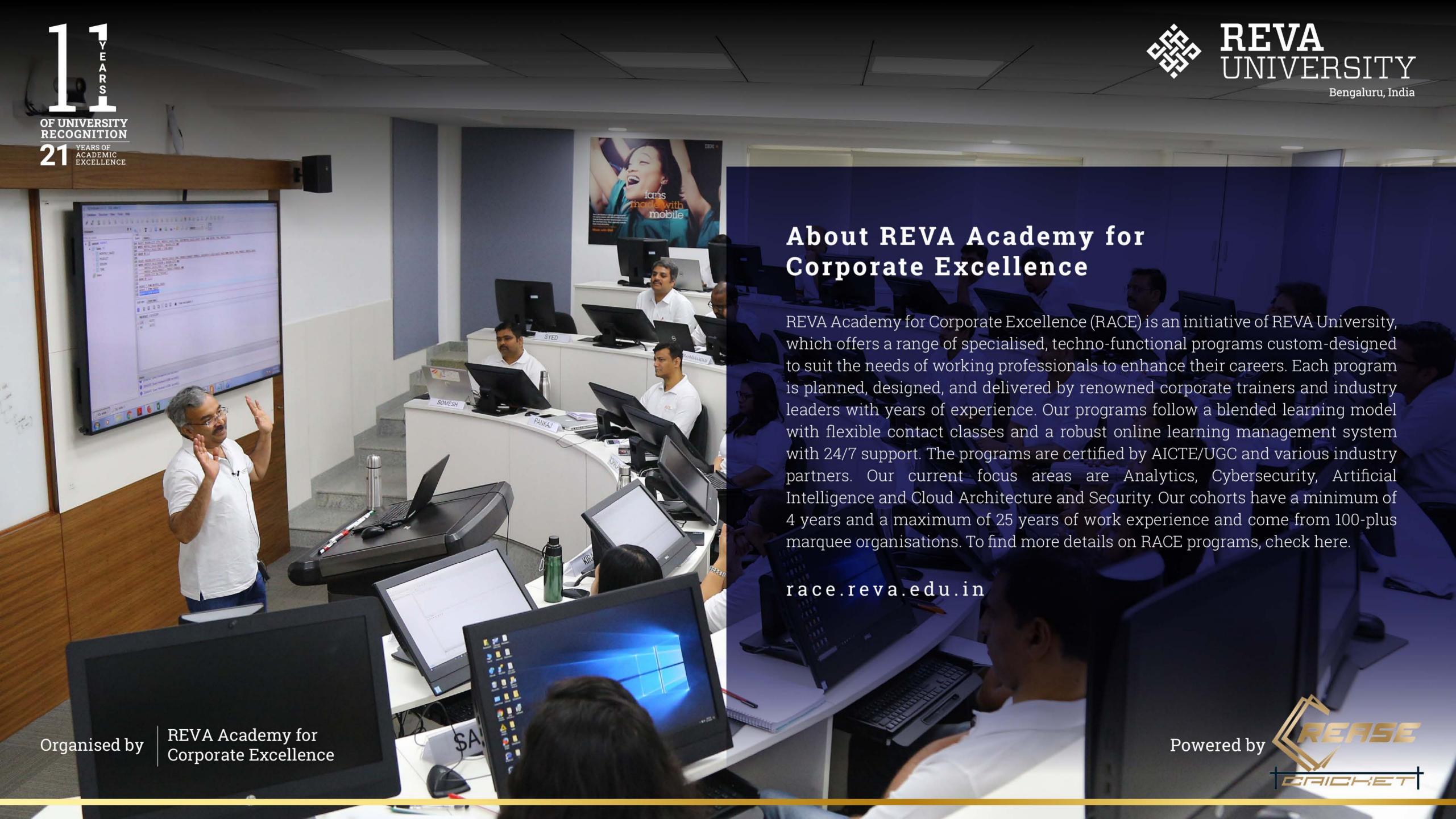
Sports and fitness have been key focus areas at the University to inculcate a healthy lifestyle among students and staff. REVA University has state-of-the-art outdoor and indoor sports facilities, including Gymnasium, Badminton, Table Tennis, Volleyball, Basketball, Football and Cricket.

REVA University

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

www.reva.edu.in









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.



crease_cricket





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