



Desert Cubs Cricket Centre

Date : 30th January 2018

Ref : DCCA/SP/AUS/2018/030

Desert Cubs Sports Academy – Cricket Tour of Gold Coast & Brisbane, Australia 2018

We are delighted to inform you that Desert Cubs Sports Academy (DCSA) will be organizing their annual cricket tour to Australia in July 2018. The tour is scheduled to take place from 30th June to 13th July 2018. We are planning to take Beginners (Plastic Ball), Under 11, 13, 15, 18 & Senior/Parents Team on this tour.

We are planning to play several matches with reputed schools and academies in Gold Coast & Brisbane with one two day game for senior squads. The main aim of this international tour is to give the much needed exposure to different playing conditions to our aspiring young cricketers. Our mission is, "To produce quality players who can respond well to the current and future challenges of domestic and international cricket."

DCSA is one of the leading Cricket Coaching Academies in UAE with more than 700 young cricketers in the age groups of five to nineteen years. DCSA is a registered Academy in the UAE and has coaching Centre's in Sharjah, Dubai & Fujairah. The DCSA coaching team comprises about forty qualified and experienced cricket coaches. We also work very closely with ICC Global Cricket Academy, Dubai and also a registered cricket academy under the auspices of Emirates Cricket Board.

We have done several overseas cricket tours to United Kingdom, Australia, South Africa, Sri Lanka, India, Malaysia, Oman & Doha in the past and are very proud of our cricketers' achievements during these tours. Our young cricketers have benefited from these tours and have gained valuable experience by way of sporting knowledge, team work, adapting to different conditions, discipline and leadership skills.

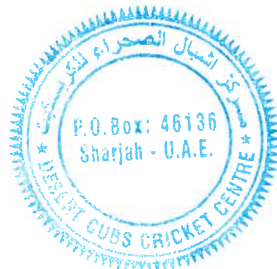
There are however many expenses connected to this tour and we would be honoured if your esteemed organization would join us by providing a sponsorship or an advertisement for our annual tour magazine to make these tour a great success.

We are delighted to offer exclusive branding opportunity to our esteemed sponsors and you are guaranteed of a good mileage by sponsoring this tour as there will be about 3500 magazines printed and distributed within UAE throughout the season 2018/2019. The local print media will also cover the tour extensively. The details of the available sponsorships are given below for your kind consideration.

I would like to take this opportunity to thank you for all your support and wish you and your organization all the very best for the future. Please feel free to contact DCSA Admin if you have any queries. You may also visit our website www.desertcubs.com for further information.

Thanking you,

Farah Polonnowita
Head of Admin & HR



Desert Cubs Sports Academy – Cricket Tour of Australia, July 2018

Annual Tour Magazine Advertisements and Sponsorship Packages

Ref	Sponsorship Type	Category	Amount (AED)
A1	Tour Magazine Advertisements (Full colour)	Outside Back Cover	10,000.00
A2		Inside Back Cover	7,500.00
A3		Inside Front Cover	7,500.00
A4		Premium Early Pages	3,000.00
A5		Tour Itinerary Page (Centre pages)	5,000.00
A6		Full Page – Inside	2,500.00
A7		Bookmark	5,000.00
B1	Brand names / Logos on Player's clothing/Material	Full Playing Kit - Playing T-shirt, Playing Trousers, Sweater & Cap (exclusive)	50,000.00
B2		Track Suit	20,000.00
B3		Practice T-Shirt	15,000.00
B4		Playing T-Shirt (Sleeve)	7,500.00
B5		Travel T-Shirt & Player Kit Bags (Exclusive)	30,000.00
B6		Cap	7,500.00
B7		Player Kit Bags (Exclusive)	20,000.00
B8		Travel T-Shirt (Exclusive)	20,000.00
B9		Trophies & Certificates	7,500.00
C1	Full tour exclusive sponsorship		125,000.00

Full tour exclusive sponsorship will include the following:

- a) Exclusive naming rights for the full tour. Your company name/brand will be added in front of "Desert Cubs" i.e. "XYZ Desert Cubs" in all communication including media coverage, player clothing and Kit Bags.
- b) Inside front cover advertisement in the annual tour magazine.
- c) Inside two full page colour advertisements in the tour magazine.
- d) Free publishing of sponsor's advertisement/brand on our website www.desertcubs.com for 6 (six) months.
- e) Company name/brand on player participation certificates and trophies for top performers of the tour.
- f) Company Logo/Brand Name on Backdrop – Match presentations & Awards Presentation.

To : Desert Cubs Sports Academy

We hereby confirm our sponsorship ofunder above reference number for AED Please find enclosed cash / cheque no drawn in favour of **“DESERT CUBS CRICKET CENTRE”**.

For and on behalf of,

Name of the company :

Contact Name :

Contact email :

Company stamp & signature :

Date :

