



SALUTE TIRANGA

— CRICKET LEAGUE —

A NATION. A LEAGUE. A LEGACY.

★ SEASON I ★



21 - 28
OCTOBER 2026



NATHDWARA
STADIUM

ORGANISED BY

STCL SPORTS &
ENTERTAINMENT PVT. LTD.



NATHDWARA, RAJASTHAN

A SPIRITUAL LAND. A GRAND STAGE.



CELEBRATING
INDIAN CRICKET



EMPOWERING
TALENT



BUILDING
COMMUNITIES



INSPIRING
THE NATION

WHY STCL?

India's New National Cricket Property
Celebrating **Talent, Patriotism & Entertainment.**



NATIONAL BROADCAST

Live on DD Sports & Sony LIV



CELEBRITY DRIVEN

Led by Cricket Legends & Celebrities



EMERGING INDIAN TALENT

A Platform for the Next Generation



HOSTED IN NATHDWARA

Spiritual Land. Grand Stage.



15 MATCHES

Action-packed T20 Cricket



LEAGUE SNAPSHOT

★ SEASON I ★



VENUE

NATHDWARA

RAJASTHAN



DATES

21 - 28

OCTOBER 2026



TEAMS

8

FRANCHISE TEAMS



MATCHES

15

T20 MATCHES



PLAYERS

150+

PROSPECTS & STARS



AUDIENCE

PAN INDIA

MILLIONS OF FANS



BROADCAST

DD SPORTS

+ SONY LIV



DD SPORTS

LIVE & EXCLUSIVE BROADCAST
ON DD SPORTS & SONY LIV



LEAGUE COMMISSIONER

CHETAN SHARMA

FORMER INDIAN CRICKETER
& CRICKET EXPERT



A **NATION** UNITED BY CRICKET. A PLATFORM FOR **TALENT**. A **LEGACY** FOR TOMORROW.





INDIA'S LARGEST MULTI-CITY CRICKET TALENT HUNT

10 CITIES • 3,000+ PLAYERS • ONE NATIONAL DREAM



10

TRIAL
CITIES



3,000+

REGISTERED
PLAYERS



10

BRANDED
TRIAL VENUES



30+ DAYS

NATIONWIDE
CAMPAIGN



200M+

ESTIMATED
MARKETING
IMPRESSIONS



★ **ONE DREAM. ONE JOURNEY. ONE NATIONAL STAGE.** ★

Every trial builds anticipation, creates digital content,
and engages thousands of aspiring cricketers long before the tournament begins.



SALUTE TIRANGA CRICKET LEAGUE

SEASON - 1, 2026

TALENT | TRICOLOUR | TOMORROW'S CHAMPIONS

08 PARTICIPATING TEAMS



**RAJASTHAN
FRONTIERS**



**HYDERABAD
FORTUNE**



**DELHI
LEADERS**



**GUJARAT
ROYALS**



**MUMBAI
HEROES**



**TAMIL NADU
THUNDERS**



**PUNJAB
FALCONS**



**HARYANA
LIONS**

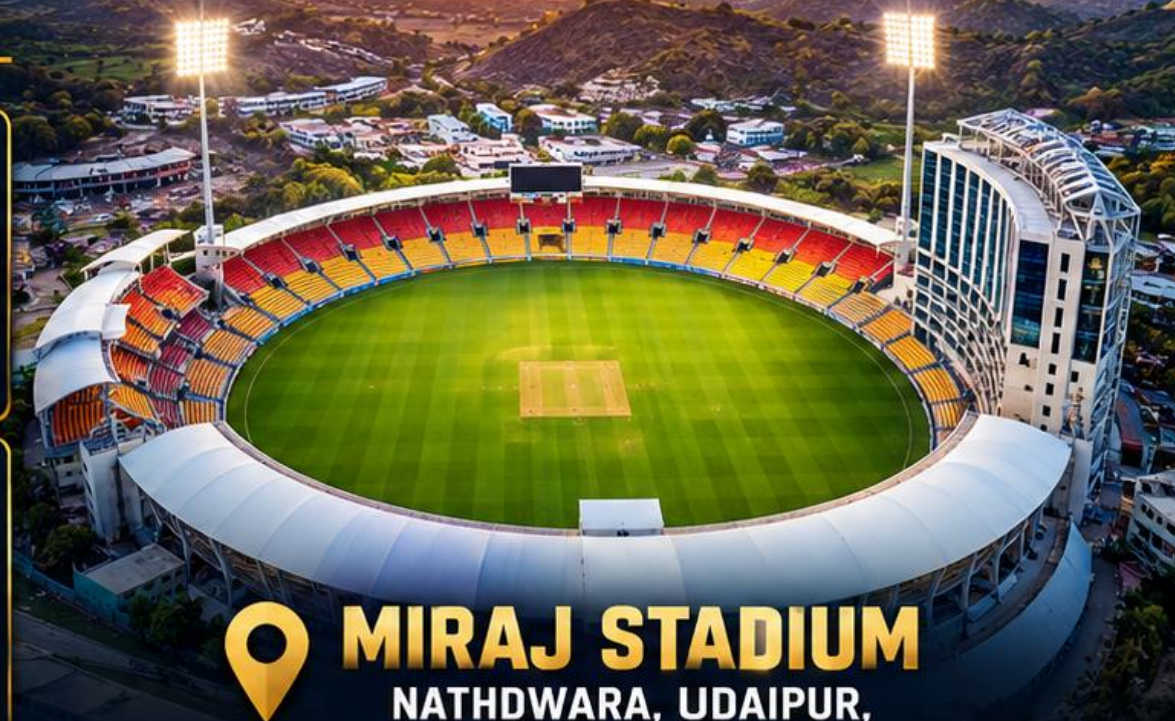
LIVE BROADCASTING ON



DD SPORTS

SONY

liv



MIRAJ STADIUM

**NATHDWARA, UDAIPUR,
RAJASTHAN, INDIA**



**21ST OCTOBER
TO
28TH OCTOBER
2026**



**FORMAT
20:20 MATCHES**



**DAY & NIGHT
MATCHES**

FROM NATIONWIDE TRIALS TO A NATIONAL STAGE
SALUTING TALENT. UNITING INDIA.



REACHING INDIA'S CRICKET AUDIENCE

A MULTI-PLATFORM MARKETING STRATEGY DESIGNED FOR MAXIMUM REACH & ENGAGEMENT

BROADCAST PARTNERS



WHO WE REACH



AUDIENCE

CONTENT

REACH

ENGAGEMENT



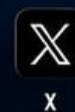
HOW WE REACH THEM



BROADCAST



DIGITAL
PLATFORMS



CREATOR
ECOSYSTEM



PR & MEDIA



OUTDOOR

PREMIUM HOARDINGS
IN NATHDWARA & UDAIPUR



MULTI-CITY
TRIALS



ALWAYS-ON
DIGITAL CONTENT



NATIONAL
BROADCAST



LIVE TOURNAMENT
EXPERIENCE



CHAMPIONS
OF INDIA

“

FROM NATIONWIDE TRIALS TO NATIONAL BROADCAST,
STCL IS DESIGNED TO ENGAGE AUDIENCES **LONG BEFORE THE FIRST BALL AND WELL BEYOND THE FINAL.**

”



THE REACH IS REAL. THE IMPACT IS MASSIVE.

CREDIBLE PROJECTIONS. NATIONWIDE IMPACT.

BROADCAST PARTNERS



ESTIMATED REACH – SEASON 1

	TV REACH (DD SPORTS + LIV)	35–50 MILLION
	SOCIAL MEDIA REACH	25–40 MILLION
	DIGITAL IMPRESSIONS	80–120 MILLION
	VIDEO VIEWS	30–50 MILLION
	INFLUENCER REACH	15–20 MILLION
	PR & NEWS COVERAGE	10–15 MILLION
	OUTDOOR REACH (NATHDWARA & UDAIPUR)	3–4 MILLION

NUMBERS REPRESENT ESTIMATED UNIQUE REACH OVER THE CAMPAIGN PERIOD


TOTAL CAMPAIGN REACH
**170–250
MILLION+**


ESTIMATED
BRAND IMPRESSIONS
**350–500
MILLION+**

FROM TRIALS
TO TRIUMPH.
A NATION ENGAGED.



MASSIVE
AWARENESS



STRONG
ENGAGEMENT



MAXIMUM
BRAND IMPACT



BUILT FOR
TOMORROW



ONE NATION.
ONE GAME.
ONE CHAMPION.



BROADCAST VISIBILITY

MAXIMUM EXPOSURE. PREMIUM PLACEMENT.
NATIONWIDE REACH.



35-50 MILLION
TV VIEWERSHIP POTENTIAL

OUR BROADCAST PARTNERS

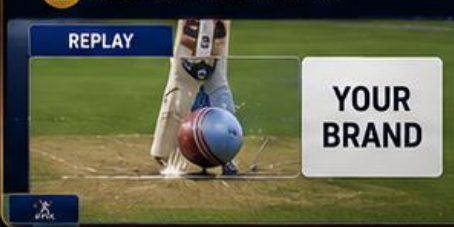


LIVE ON
**DD SPORTS
& SONY LIV**
REACHING MILLIONS
ACROSS INDIA

1 LED BRANDING



2 REPLAY BRANDING



3 PRESENTATION BRANDING



4 SCORE GRAPHICS



5 INTERVIEW BACKDROP



6 COMMENTATOR MENTIONS



7 TOSS BRANDING



9 BOUNDARY BRANDING



EVERY MATCH. EVERY MOMENT. MAXIMUM VISIBILITY.



NATIONAL
BROADCAST



MILLIONS
OF VIEWERS



MULTIPLE
TOUCHPOINTS



STRONGER
BRAND RECALL



LONG-LASTING
IMPACT



SEASON 1

DIGITAL ECOSYSTEM

ENGAGE. ENTERTAIN. AMPLIFY.

THIS IS TODAY'S BIGGEST VALUE

DIGITAL. WHERE THE GAME NEVER STOPS.



80-120M+
DIGITAL IMPRESSIONS



30-50M+
VIDEO VIEWS



25-40M+
SOCIAL MEDIA REACH



MILLIONS
OF ENGAGED FANS



PAN INDIA
& BEYOND

DAILY CONTENT ENGINE



HIGHLIGHTS

Match Highlights,
Top Performances



SHORTS

Fast. Fun. Shareable.
Non-stop action.



PLAYER STORIES

Journeys, Dreams,
Rise of New Stars



BEHIND THE SCENES

Dressing Room, Practice,
Travel & More



**REAL STORIES.
REAL CONNECTIONS.
REAL IMPACT.**



INFLUENCERS
Amplifying reach
with trusted voices



CONTEST CAMPAIGNS
Engage fans with
exciting prizes



SPONSOR INTEGRATIONS
Native. Visible.
Impactful.



REAL TIME ENGAGEMENT
Polls, quizzes, Q&As
during matches



USER GENERATED CONTENT
Fans create.
We amplify.



ALWAYS-ON COMMUNITY
Building a loyal
digital fanbase

OUR DIGITAL PLAYBOOK



INSTAGRAM REELS INTEGRATION

High reach. High engagement.



YOUTUBE SHORTS

Short format. Big impact.



MATCH HIGHLIGHT SPONSOR

Your brand. Every highlight.



MEME MARKETING

Relatable. Shareable. Viral.



SPONSORED CONTENT SERIES

Custom storytelling for your brand
- as per requirement



PLAYER TAKEOVERS

Players take over. Fans engage more.



COUNTDOWN CAMPAIGNS

Build hype. Drive anticipation.
Maximize reach.

FROM SCROLL TO STADIUM, WE BUILD THE BUZZ EVERYDAY.



ON GROUND BRANDING

EVERY TOUCHPOINT. MAXIMUM IMPACT.

360° VISIBILITY THROUGHOUT THE VENUE



360°
VISIBILITY
ACROSS VENUE



THOUSANDS
OF FANS
ON-GROUND



PREMIUM
BRANDING
OPPORTUNITIES



STRONG
BRAND RECALL
& ASSOCIATION



CHAMPIONSHIP
EXPOSURE
THAT DELIVERS



1 BOUNDARY BOARDS



HIGH FREQUENCY EXPOSURE

2 LED BOARDS



PREMIUM DIGITAL VISIBILITY

3 SIDE SCREEN



HIGH IMPACT SIDE VISIBILITY

4 PITCH MATS



CLOSE-UP BRANDING ON PLAY

5 WICKET BRANDING



KEY MOMENT. MAXIMUM VISIBILITY

6 DUGOUTS



TEAM ZONE BRANDING

7 HOSPITALITY



ASSOCIATE WITH PREMIUM EXPERIENCE

8 PRESS BACKDROP



MEDIA VISIBILITY & BRAND RECALL

9 ENTRANCE ARCH



WELCOME. IMPACT. IMPRESSION.

10 VIP LOUNGE



EXCLUSIVE BRAND PRESENCE

11 PLAYER ARRIVAL



BUILD BUZZ FROM THE MOMENT THEY ARRIVE

12 TOSS BRANDING



FIRST MOMENT. LASTING IMPRESSION.

13 TROPHY PLINTH



CHAMPIONS. YOUR BRAND.



EVERY BRAND.
EVERY ANGLE.
EVERY MEMORY.



MAXIMUM EXPOSURE.
STRONGER CONNECTION.



ON GROUND TODAY.
IN THEIR MINDS
TOMORROW.

BE SEEN. BE REMEMBERED. BE EVERYWHERE.



PR & HOSPITALITY BENEFITS

BEYOND VISIBILITY. BUILDING RELATIONSHIPS.



MEDIA & PUBLIC RELATIONS



PRESS CONFERENCE
& BRANDING



MEDIA INTERVIEW
BRANDING



OFFICIAL
PRESS RELEASES



NEWS PORTAL
INTEGRATION



EXCLUSIVE MEDIA
OPPORTUNITIES



TELEVISION & DIGITAL
MEDIA EXPOSURE



PREMIUM GUEST EXPERIENCE



CORPORATE
HOSPITALITY BOXES



CEO NETWORKING
EVENING



TROPHY
PRESENTATION ACCESS



MEET & GREET
WITH LEGENDS



TEAM DINNER
INVITATIONS



OPENING CEREMONY
INVITATIONS



FROM NATIONAL MEDIA EXPOSURE TO EXCLUSIVE VIP EXPERIENCES,
STCL CREATES MEANINGFUL ENGAGEMENT THAT EXTENDS **FAR BEYOND MATCH-DAY BRANDING.**





SPONSORSHIP CATEGORIES

Choose the partnership tier that
best aligns with your brand objectives.



43

PARTNERSHIP
OPPORTUNITIES



₹12+ CRORE
SPONSORSHIP INVENTORY



NATIONAL BROADCAST • DIGITAL REACH • ON-GROUND VISIBILITY



TITLE SPONSOR

THE PREMIER PARTNERSHIP. MAXIMUM IMPACT.



EXCLUSIVE
CATEGORY
RIGHTS



HIGHEST LEVEL
OF VISIBILITY &
BRAND ASSOCIATION



LEAD EVERY
MOMENT OF THE
TOURNAMENT



EXCLUSIVITY & NAMING RIGHTS

- ✓ THE LEAGUE WILL BE NAMED "[SPONSOR NAME] LEAGUE". NO COMPETITOR WILL BE ALLOWED TO SPONSOR
- ✓ BROADCAST & MEDIA: HIGHEST PRIORITY LOGOS DURING THE NATIONAL ANTHEM, TOSS, AND TROPHY PRESENTATIONS
- ✓ MAXIMUM ALLOCATED SPOT DURATION (E.G., 20 SECONDS PER OVER) DURING TV AD BREAKS
- ✓ ON-GROUND: PRIMARY LOGO PLACEMENT ON THE CENTER PITCH, SIGHT SCREENS, AND INTERVIEW BACKDROPS
- ✓ DIGITAL & PR: LOGO INTEGRATION ON THE LEAGUE'S OFFICIAL WEBSITE, MOBILE APP, AND ALL PRESS RELEASES
- ✓ BRAND PROMOTION ON FM RADIO

INVESTMENT VALUE

₹ 2.50 CRORE

TOTAL NUMBER
→ 1 [ONE]

CATEGORY
EXCLUSIVITY

HOSPITALITY BENEFITS

10 MEMBERS WILL GET THESE BENEFITS



RETURN
AIR / RAIL TICKET



PRIVATE CAR
FOR PICK AND DROP



BITES DURING
PRESS CONFERENCE



STAY IN 4/5 STAR HOTEL
WITH ALL MEALS



SPECIAL INVITATION DURING
JERSEY AND TROPHY LAUNCH



SPECIAL ACCESS DURING
OPENING AND CLOSING CEREMONY



INVITATION DURING
PRIZE DISTRIBUTION ON STAGE



1 EXCLUSIVE
TITLE PARTNER



500M+
CUMULATIVE
DIGITAL REACH



NATIONAL BROADCAST
MAXIMUM VISIBILITY



UNMATCHED BRAND IMPACT
ON & OFF THE FIELD





PLATINUM SPONSORS

PREMIUM PARTNERSHIP. POWERFUL PRESENCE.



PREMIUM
VISIBILITY
ACROSS ALL
TOUCHPOINTS



ASSOCIATION
WITH EXCELLENCE
HIGH IMPACT.
STRONG RECALL.



ELEVATE
YOUR BRAND
AT EVERY STAGE
OF THE LEAGUE



EXCLUSIVITY & NAMING RIGHTS

- ✓ CO-POWERED OR PRESENTING SPONSOR STATUS (E.G., "POWERED BY [SPONSOR NAME]")
- ✓ BROADCAST & MEDIA: PROMINENT 15-SECOND AD SPOTS PER INNINGS. FEATURES LIKE "PLATINUM POWER PLAY" OR "PLATINUM PERFORMER OF THE MATCH" SEGMENT INTEGRATIONS
- ✓ ON-GROUND: PREMIUM, HIGH-FREQUENCY BOUNDARY BOARD PLACEMENT AND LOGO ON THE PLAYERS' JERSEYS (E.G., CHEST OR SLEEVE) AND TEAM CAPS
- ✓ DIGITAL & PR: LOGO INTEGRATION ON THE LEAGUE'S OFFICIAL WEBSITE, MOBILE APP, AND ALL PRESS RELEASES
- ✓ HOSPITALITY: VIP PASSES/ TICKETS, ACCESS TO POST-MATCH PRESENTATIONS, AND AN EXCLUSIVE PLATINUM CORPORATE BOX

INVESTMENT VALUE

₹ 1.25 CRORE EACH

TOTAL NUMBER
→ 2 [TWO]

CATEGORY
PLATINUM

6 MEMBERS WILL GET THESE BENEFITS



RETURN
AIR / RAIL TICKET



PRIVATE CAR
FOR PICK AND DROP



BITES DURING
PRESS CONFERENCE



STAY IN 4/5 STAR HOTEL
WITH ALL MEALS



SPECIAL INVITATION DURING
JERSEY AND TROPHY LAUNCH



SPECIAL ACCESS DURING
OPENING AND CLOSING CEREMONY



INVITATION DURING
PRIZE DISTRIBUTION ON STAGE



2 PREMIUM
PARTNERS



250M+
CUMULATIVE
DIGITAL REACH



NATIONAL BROADCAST
HIGH-VALUE VISIBILITY



STRONG BRAND ASSOCIATION
ACROSS STCL ECOSYSTEM





GOLD SPONSORS

STRONG PARTNERSHIP. MAXIMUM RECOGNITION.



WIDE VISIBILITY
ACROSS BROADCAST,
DIGITAL & ON-GROUND
PLATFORMS



MEANINGFUL
BRAND EXPOSURE
AT KEY TOUCHPOINTS
OF THE LEAGUE



ASSOCIATE WITH
THE LEAGUE'S
GROWTH STORY



EXCLUSIVITY & NAMING RIGHTS

- ✓ CO-POWERED OR PRESENTING SPONSOR STATUS (E.G., "ASSOCIATE SPONSOR")
- ✓ BROADCAST & MEDIA: PROMINENT 10-SECOND AD SPOTS PER INNINGS. FEATURES LIKE "GOLD POWER PLAY" OR "GOLD PERFORMANCE ZONE" INTEGRATIONS
- ✓ ON-GROUND: PERIMETER BOUNDARY BOARDS, IN-GROUND BRANDING, AND LOGO ON PLAYER JERSEYS (E.G., SLEEVE) AND TEAM CAPS
- ✓ DIGITAL & PR: LOGO INTEGRATION ON THE LEAGUE'S OFFICIAL WEBSITE, MOBILE APP, AND SELECT PR & SOCIAL MEDIA POSTS
- ✓ HOSPITALITY: PREMIUM MATCH PASSES/TICKETS AND VIP CAR PARKING PASSES

INVESTMENT VALUE

₹ 50 LAKH EACH

TOTAL NUMBER
→ 5 [FIVE]

CATEGORY
GOLD

4 MEMBERS WILL GET THESE BENEFITS



RETURN
AIR / RAIL TICKET



PRIVATE CAR
FOR PICK AND DROP



BITES DURING
PRESS CONFERENCE



STAY IN 4/5 STAR HOTEL
WITH ALL MEALS



SPECIAL INVITATION DURING
JERSEY AND TROPHY LAUNCH



SPECIAL ACCESS DURING
OPENING AND CLOSING CEREMONY



INVITATION DURING
PRIZE DISTRIBUTION ON STAGE



5 GOLD
PARTNERS



150M+
CUMULATIVE
DIGITAL REACH



NATIONAL BROADCAST
& DIGITAL EXPOSURE



ASSOCIATION WITH
A HIGH-GROWTH SPORTS LEAGUE





SILVER SPONSORS

VALUABLE PARTNERSHIP. STRONGER TOGETHER.



**STRATEGIC
VISIBILITY**
ON-GROUND &
DIGITAL PRESENCE



**ENGAGED
COMMUNITY**
CONNECT WITH FANS
& STAKEHOLDERS



**TRUSTED
ASSOCIATION**
ALIGN WITH A GROWING
SPORTS LEAGUE



EXCLUSIVITY & NAMING RIGHTS

- ✓ CO-POWERED OR PRESENTING SPONSOR STATUS (E.G., "ASSOCIATE SPONSOR")
- ✓ BROADCAST & MEDIA: PROMINENT 10-SECOND AD SPOTS PER INNINGS. FEATURES LIKE "SILVER POWER PLAY" OR "SILVER PERFORMANCE ZONE" INTEGRATIONS
- ✓ ON-GROUND: STANDARD PERIMETER BOARD PLACEMENTS AND LOGOS ON CHEERLEADERS' OR VOLUNTEERS' UNIFORMS
- ✓ DIGITAL: MENTION IN SOCIAL MEDIA ANNOUNCEMENTS AND TEAM LINE-UPS
- ✓ HOSPITALITY: CATEGORY-LEVEL VIP SEATING AND CLIENT HOSPITALITY PASSES

INVESTMENT VALUE

₹ 25 LAKH EACH

TOTAL NUMBER
→ **10 [TEN]**

CATEGORY
SILVER

2 MEMBERS WILL GET THESE BENEFITS



RETURN
AIR / RAIL TICKET



PRIVATE CAR
FOR PICK AND DROP



BITES DURING
PRESS CONFERENCE



STAY IN 4/5 STAR HOTEL
WITH ALL MEALS



CATEGORY-LEVEL VIP SEATING AND
CLIENT HOSPITALITY PASSES



10 SILVER
PARTNERS



100M+
CUMULATIVE
DIGITAL REACH



BROADCAST & DIGITAL
VISIBILITY IN EACH MATCH



CREDIBLE ASSOCIATION
WITH A GROWING SPORTS LEAGUE



BRONZE SPONSORS

BE PART OF THE GAME. BUILD LASTING IMPACT.



TARGETED REACH

Connect with a passionate sports audience



BRAND VISIBILITY

Your brand, seen across the league touchpoints



STRONG ASSOCIATION

Align with the spirit of the game and the league



EXCLUSIVITY & NAMING RIGHTS

- ✓ **BROADCAST & MEDIA:** STATIC OR ANIMATED GRAPHICS ON SCREEN DURING MATCH UPDATES AND LOWER-TIER AD BREAKS
- ✓ **ON-GROUND:** LOGO PLACEMENT ON INTERVIEW BOARDS (MIXED WITH OTHERS), TEAM BUSES, AND EVENT FLYERS
- ✓ **DIGITAL:** LOGO INCLUSION ON THE LEAGUE'S OFFICIAL SOCIAL MEDIA POSTS, EMAIL NEWSLETTERS, AND MATCH PASSES / TICKETS
- ✓ **HOSPITALITY:** GENERAL ADMISSION / SEASON PASSES FOR LEAGUE MATCHES

INVESTMENT VALUE

₹ 10 LAKH EACH

TOTAL NUMBER
→ 25 [TWENTY FIVE]

CATEGORY
BRONZE

2 MEMBERS WILL GET THESE BENEFITS



RETURN
AIR / RAIL TICKET



PRIVATE CAR
FOR PICK AND DROP



BITES DURING
PRESS CONFERENCE



STAY IN 4/5 STAR HOTEL
WITH ALL MEALS



SPECIAL INVITATION DURING
JERSEY AND TROPHY LAUNCH



SPECIAL ACCESS DURING
OPENING AND CLOSING CEREMONY



INVITATION DURING
PRIZE DISTRIBUTION ON STAGE



25

BRONZE
PARTNERS



50 L+
CUMULATIVE
DIGITAL REACH



BRAND VISIBILITY
ACROSS MATCH
BROADCASTS



ASSOCIATION WITH
A GROWING SPORTS LEAGUE



KIT BRANDING SPOTS

MAXIMUM VISIBILITY. POWERFUL PRESENCE.



HELMET



CAP



KIT BAG





BRANDING INVENTORY

YOUR BRAND. EVERYWHERE STCL GOES.



PLAYER JERSEY



Front, Back, Sleeves & Caps Integration



HELMET



Side & Front Branding



CAPS



Official Team & Staff Caps



BOUNDARY BOARDS



High-Visibility Perimeter Branding



TV BROADCAST



Live Telecast | Replay Graphics



POST MATCH PRESENTATION



Trophy, Award & Backdrop Branding



LED SCREENS



In-Stadium LED Visibility



INTERVIEW BACKDROP



Press & Player Interaction Zones



DIGITAL POSTS



Social Media, Reels, Shorts & PR



WEBSITE



Official Website Presence



SCORECARDS

STCL 2025 - LIVE SCORECARD

★ RAJ SAMAND WARRIORS	184/6	20 OVERS
★ MEWAR LEGENDS	167/8	20 OVERS

Powered by **SPONSOR BRAND**

On-Air & Digital Score Presence



TROPHY



Trophy & Stage Branding



PRESENTATION



Opening & Closing Ceremony



VIP LOUNGE



Premium Hospitality & Networking



INFLUENCER CONTENT



Player & Influencer Collaborations



MASSIVE
TV & DIGITAL REACH



MILLIONS OF
FAN TOUCHPOINTS



PREMIUM
BRAND ASSOCIATION



MEASURABLE
BRAND IMPACT



PAN-INDIA
VISIBILITY



WHY SPONSORS WIN

ONE PARTNERSHIP. MULTIPLE HIGH-IMPACT TOUCHPOINTS.



TELEVISION EXPOSURE



- ✓ Live on DD Sports & Sony LIV
- ✓ LED Branding
- ✓ Replay Graphics
- ✓ Presentation Branding
- ✓ Match Highlights



DIGITAL REACH



- ✓ Instagram Reels
- ✓ YouTube Shorts
- ✓ Match Highlights
- ✓ Player Stories
- ✓ Sponsor Integrations



NATIONAL VISIBILITY



- ✓ Pan-India Broadcast
- ✓ Premium Hoardings
 - Nathdwara
 - Udaipur
- ✓ Press Conferences
- ✓ Digital PR Campaign



CONTENT RIGHTS



- ✓ Co-branded Digital Content
- ✓ Player & Legend Collaborations
- ✓ Match Photos & Videos
- ✓ Social Media Assets



CELEBRITY ASSOCIATION



- ✓ Chetan Sharma
- ✓ League Ambassadors
- ✓ Opening & Closing Ceremony
- ✓ Trophy Presentation
- ✓ Media Interactions



PREMIUM HOSPITALITY



- ✓ VIP Lounge Access
- ✓ Hospitality Suite
- ✓ Opening Ceremony
- ✓ Closing Ceremony
- ✓ Prize Distribution
- ✓ Networking Opportunities



BRAND ACTIVATIONS WHERE APPLICABLE



- ✓ Consumer Engagement Zones
- ✓ Product Sampling
- ✓ Interactive Contests
- ✓ Fan Experiences
- ✓ On-ground Promotions



THE STCL EXPERIENCE

MORE THAN CRICKET. A NATIONAL CELEBRATION.



CELEBRITY APPEARANCES

Cricket legends, special guests & entertainment personalities



CRICKET MASTERCLASSES

Exclusive fan & youth engagement sessions



AWARDS & TROPHY PRESENTATION

High-impact televised celebration moments



PREMIUM HOSPITALITY

VIP lounges, networking & corporate experiences



OPENING & CLOSING CEREMONY

World-class entertainment and live performances



TEAM DINNER INVITATIONS

Exclusive access to team dinners & celebrations

WHY STCL WINS FOR PARTNERS



NATIONAL REACH

Pan-India talent hunt & broadcast visibility



BROADCAST READY

Live on DD Sports & Sony LIV



DIGITAL FIRST

Always-on social media & creator ecosystem



PATRIOTIC POSITIONING

Celebrating talent, patriotism & community



SCALABLE PROPERTY

Built for long-term national expansion



HIGH ROI

360° exposure across TV, digital & on-ground



LONG TERM LEAGUE

Designed to become India's premier national cricket property



ONE LEAGUE. ONE NATION. ENDLESS OPPORTUNITIES FOR PARTNERS.





SALUTE TIRANGA CRICKET LEAGUE

THANK YOU



FOR YOUR TIME, TRUST & CONSIDERATION

TOGETHER, LET'S BUILD A LEGACY
THAT INSPIRES A NATION.



STCL ARENA



ONE LEAGUE.
ONE NATION.



ENDLESS OPPORTUNITIES
FOR PARTNERS.



TOGETHER, CELEBRATING TALENT.
UNITING INDIA.