



India's Premier Corporate Cricket League

Sponsorship Snapshot | Season 2 (2026)

Why NICCL T20?

Where Corporate Power Meets Cricket Passion.

NICCL T20 is not just a tournament – it's a **high-visibility corporate sports platform** connecting brands with decision-makers, professionals, and business leaders through the energy of T20 cricket.

Built on the success of Season 1, NICCL T20 Season 2 is positioned as a **premium, large-scale corporate league** with unmatched exposure in the Tricity region and beyond.

League at a Glance

40 High-Intensity T20 Matches
350+ Corporate & Professional Players
Returning Audience from Season 1
One of the Biggest Prize Pools in Tricity (First Time)
Strong Digital Amplification via Player & League Content

A significant number of players carry strong **social and professional reach**, organically extending brand visibility beyond the ground.

What Sponsors Really Get (Visibility POV)

Your brand doesn't just appear on match day – it stays visible **throughout the league journey**:

- ✓ Player trials & registrations
- ✓ Official auctions
- ✓ Pre-match & post-match interviews
- ✓ Player features & highlights
- ✓ Live matches & streaming
- ✓ Social media posts & digital creatives

Weeks of continuous brand exposure, not just a logo for a day.

Sponsorship Opportunities (At a Glance)

Title Sponsor (Presenting Sponsor)

- Tournament naming rights
 - Front-chest jersey branding
 - Dominant presence across all media & venues
- Best for:** Brand dominance & nationwide recall

Co-Sponsor / Powered-By Sponsor

- Jersey back/sleeve branding
 - Ground + digital visibility
- Best for:** Strong exposure with premium positioning

Associate Sponsor

- Banners, website, fixtures & mentions
- Best for:** Growing brands & services

Team Sponsor

- Team naming + jersey branding
 - Team-specific promotions
- Best for:** HR branding & employee engagement

Jersey / Kit Sponsor

- Chest / back / sleeve placements
- High recall via photos & streaming

Ground / Venue Sponsor

- Boundary ropes, LED boards, entry branding

Trophy & Awards Sponsor

- "Player of the Match / Tournament by _____"
- Winner association & celebration moments

Digital & Live Streaming Sponsor

- On-screen logos, score overlays, commentary mentions

Hospitality, Food & Beverage Sponsor

- Food zones, water, snacks, VIP lounge branding

Merchandise Sponsor

- Caps, T-shirts, jerseys, goodie bags
- Long-term brand life beyond matches



Custom & Special Brand Moments

- ▶ Match Day Sponsor
- ▶ Opening Ceremony Sponsor
- ▶ Closing Ceremony Sponsor
- ▶ Powerplay Sponsor
- ▶ Umpire Sponsor

Flexible, high-impact options for **campaign-based or tactical branding.**

Categories We're Actively Onboarding

- ▶ Ground & venue partners
- ▶ Food, water & snacks
- ▶ Trophy & awards
- ▶ Cricket accessories
- ▶ Fitness, hydration & recovery
- ▶ Technology, payments & media

Why Brands Are Choosing NICCL T20

- ✓ Professionally managed league
- ✓ Premium corporate audience
- ✓ Multi-touchpoint visibility
- ✓ Clean, non-cluttered branding
- ✓ Scalable sponsorship options
- ✓ Long-term partnership potential



Let's Build Your Brand Into the Game

NICCL T20 – Sponsorship & Partnerships