

LA Legends International LLC  
CRICKET TEAM SPONSORSHIP  
PRESENTATION 2024



# LA LEGENDS



NCL CRICKET LEAGUE  
SEASON 1

MAY 24TH – JUNE 2ND, 2024

NCL Cricket Ground

Ronald Parrish Park

Dallas, Texas, United States

*(Supported by Texas Government)*





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# CRICKET



# TEAM OVERVIEW



FOUNDED:

2023



HOME GROUND:

LOS ANGELES UNITED STATES



LEAGUE:

NATIONAL CRICKET LEAGUE (NCL)



CAPTAIN:

TBA



TEAM MOTTO:

"UNITE.EXCEL.TRIUMPH."

TEAM ACHIEVEMENTS  
TARGET  
To win the NCL Championship  
PLAYERS  
To recruit best players  
MENTORING  
Best coach/mentor in the game



# OUR VALUES



## UNITY

We stand as one team, upholding respect and camaraderie.



## EXCELLENCE

We strive for the highest level of performance on and off the pitch.



## FAIR PLAY

We play with integrity, adhering to the spirit of cricket.

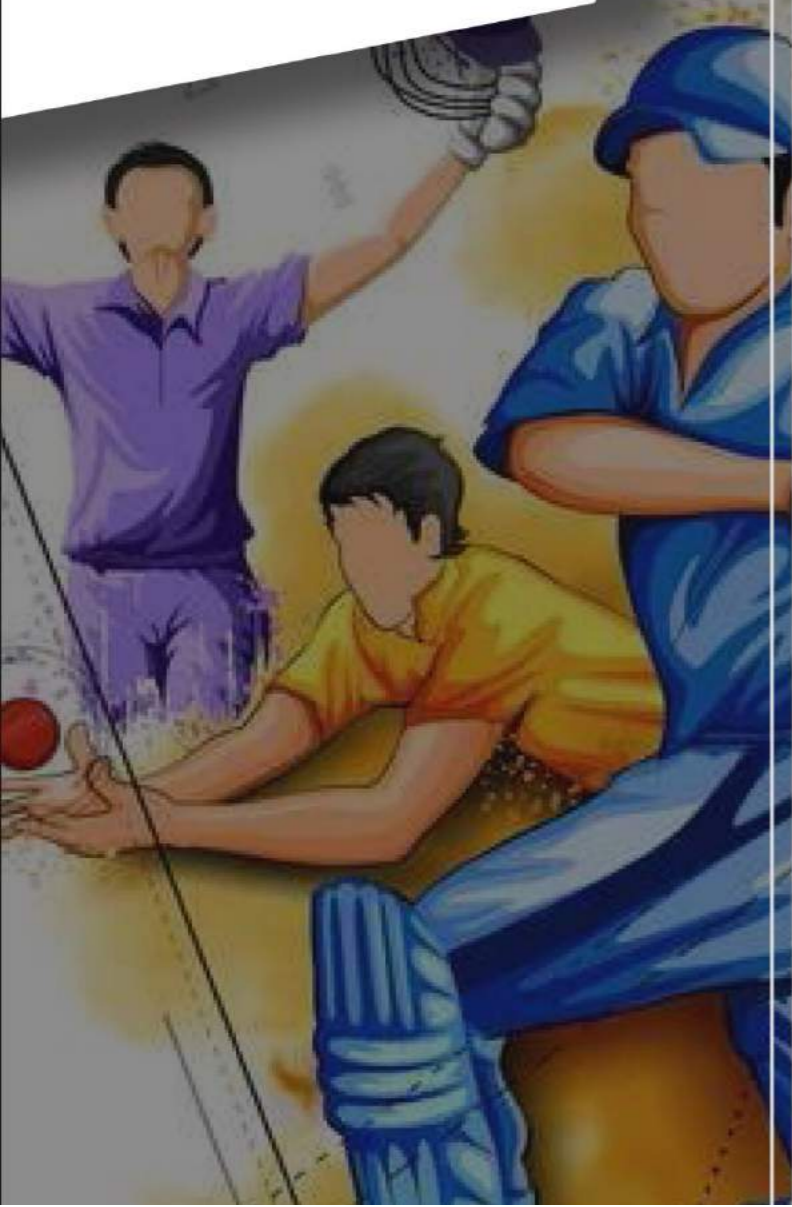


## COMMUNITY

We engage and contribute positively to the development of cricket.

# CRICKET





# Global Circuit





# HISTORY



League started in Abu Dhabi, UAE, 6th season concluded in DEC 2022

**2015**



T10 tournaments to start in Pakistan, India, Sri Lanka, Singapore, Europe & West Indies in 2024

**2025**



Launching in Dallas, US with 6 teams and international level players, total of 18 games

**2024**

The league's economic impact now valued at US\$621.2 Million

# CRICKET



# OUR FANS AND AUDIENCE

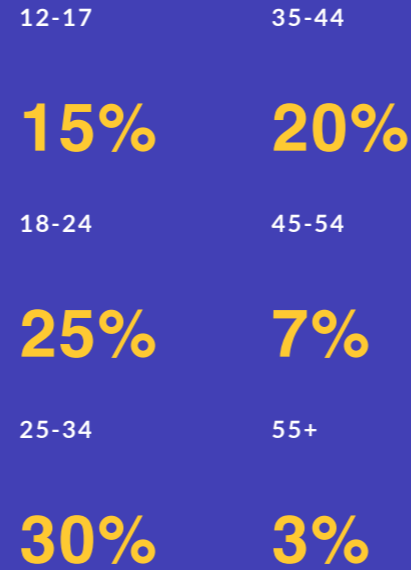
A devoted fan base of over **2.5 billion global followers**

Engaging diverse audiences, with a **strong presence in Asia and a growing international in United States and else**

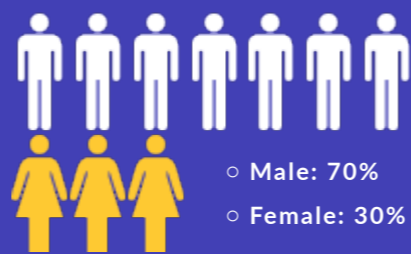
Average match attendance of **2nd most popular sport after soccer/football**

**2.2 billion in global media rights**

## AGE GROUP

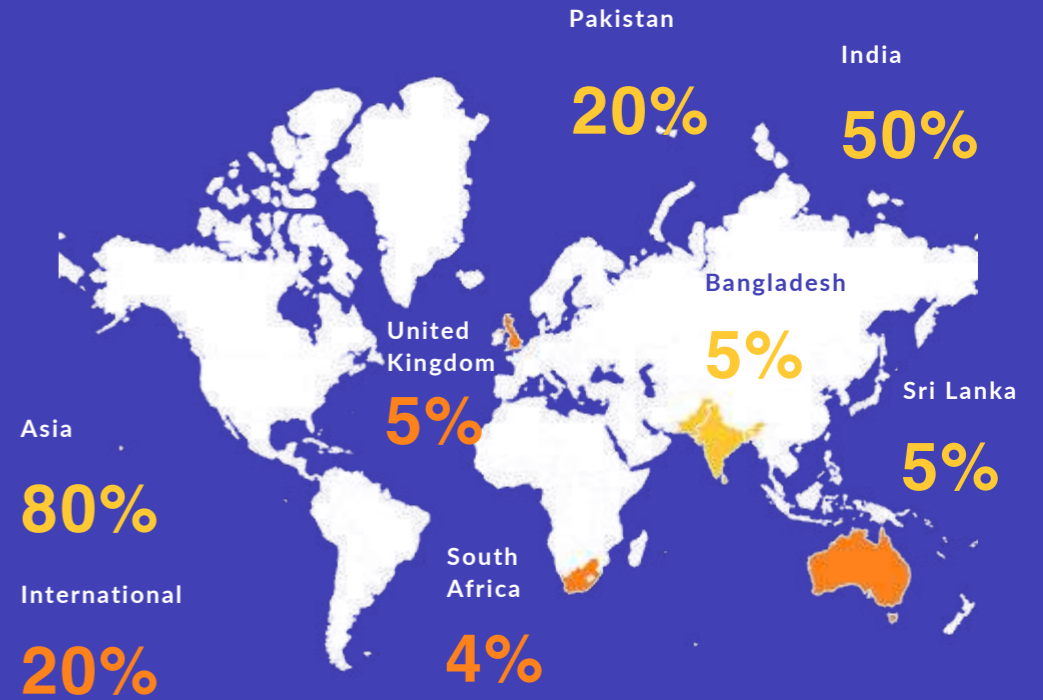


## GENDER



# AUDIENCE DEMOGRAPHICS

## LOCATION





# **CRICKET TRENDS IN THE UNITED STATES**





# SOCIAL MEDIA METRICS

**CONSISTENTLY INCREASING ENGAGEMENTS,** indicating a highly engaged and active fan base.

**EXPANDING REACH,** with our social media content reaching 100 million people in 2024.

**IMPRESSIVE IMPRESSIONS,** showcasing the widespread exposure of Emerald Strikers' brand.

**ROBUST WEBSITE TRAFFIC,** with over 1 million visits in 2023, reflecting growing interest in the team.

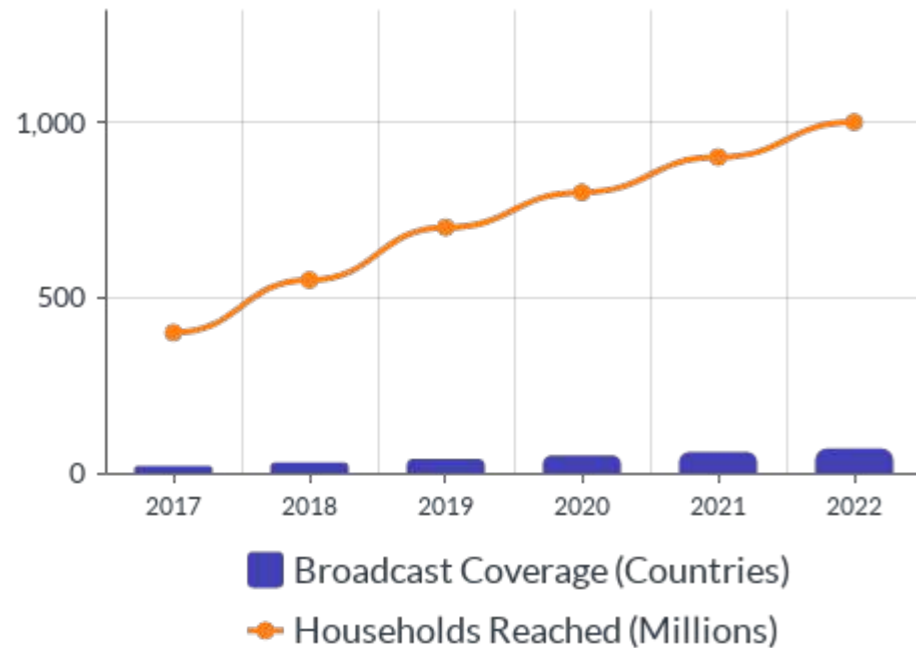




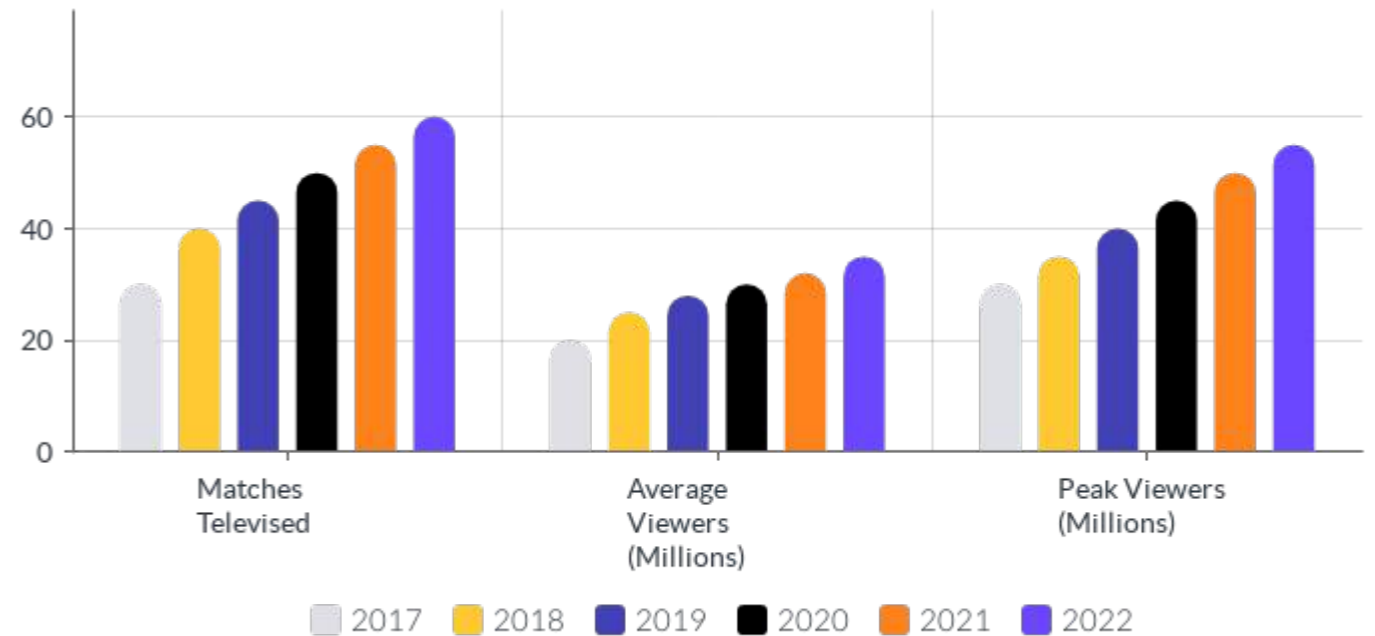
# BROADCAST AND VIEWERSHIP

- Broadcast in over 50 countries, reaching an estimated 500 million households worldwide.
- Average viewership of 25 million per match, with a peak viewership of 40 million during intense contests.

## BROADCAST REACH



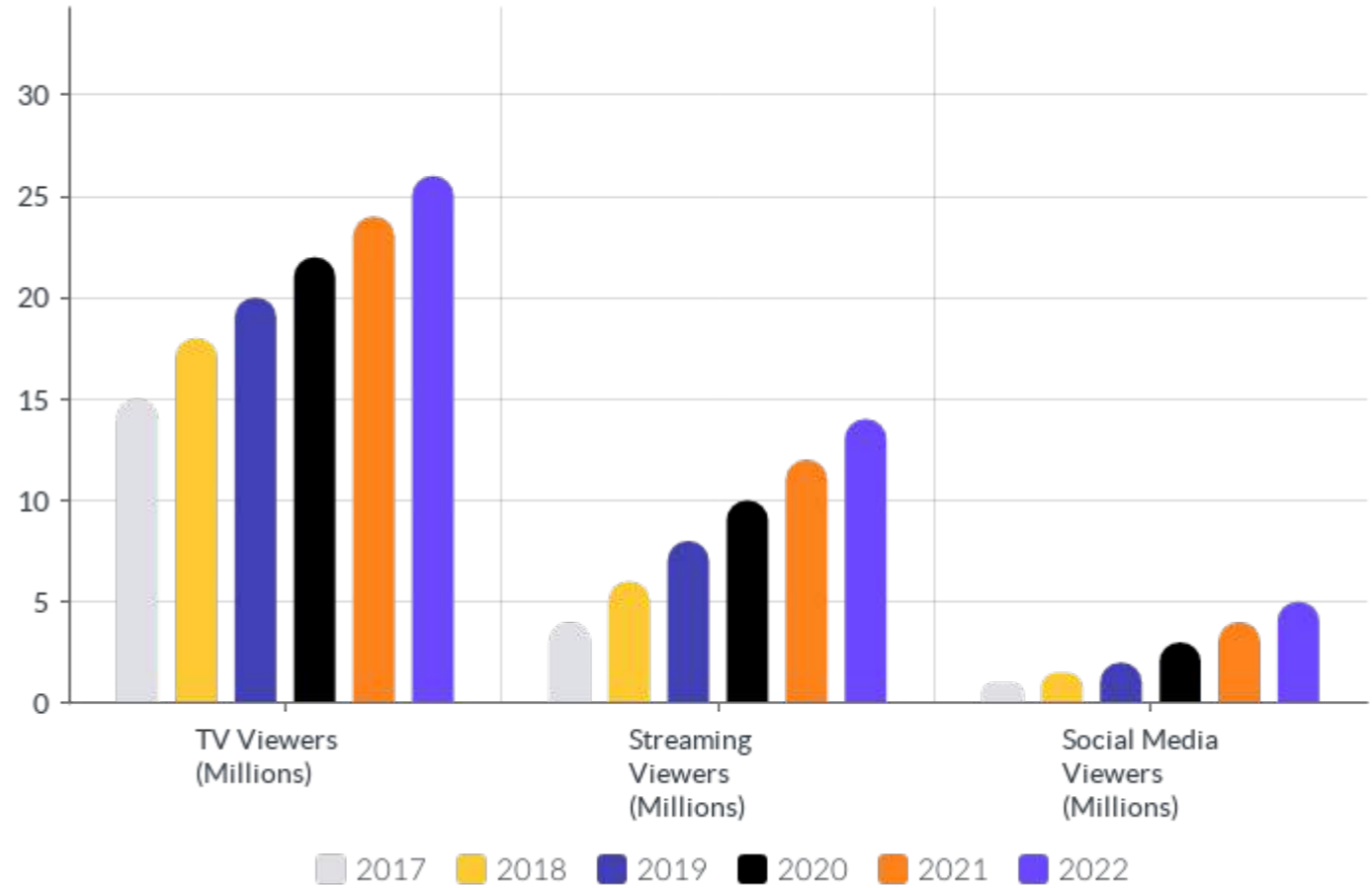
## AVERAGE VIEWERSHIP






# BROADCAST AND VIEWERSHIP

## VIEWERSHIP BY PLATFORM



# CRICKET TRENDS IN UNITED STATES



4.4 MILLION PAYING  
SUBSCRIBERS



25 MILLION CRICKET  
FANS



USA MAJOR LEAGUE CRICKET  
STARTS IN JULY 2023



USA MINOR LEAGUE CRICKET 3RD  
SEASON STARTS IN JULY 2023



USA NATIONAL MEN'S AND  
WOMEN'S TEAM ARE  
FLOURISHING



LA OLYMPICS 2028 TO INCLUDE  
CRICKET



USA TO HOST CRICKET WORLD  
CUP IN 2024



WILLOW TV RANKED TOP 5  
IN 6 USA STATES





# WHY SPONSOR US



## GLOBAL AUDIENCE

### CAPTIVATE

a passionate and diverse audience of cricket enthusiasts.

### BENEFIT

from extensive brand exposure through our strong social media presence and televised matches.

### ALIGN

your brand with a team known for its commitment to excellence, sportsmanship, and community engagement.

### GAIN

access to unique marketing opportunities with a devoted and rapidly growing fan base.

### MAKE

a meaningful impact on the development of cricket and support the growth of the sport.







# HOSPITALITY



## EXCLUSIVE ACCESS

to the hospitality box during home matches for the sponsor's executives and guests.

## MEET-AND-GREET

opportunities with players, coaching staff, and team management.

## PRE-MATCH

post-match interactions with players and coaching staff.

## INVITATIONS

to special events and player autograph sessions.

## COMPLIMENTARY

match tickets for key stakeholders and clients.



# WHAT YOU GET

## Customized Activations



### CO-BRANDED MARKETING CAMPAIGNS

featuring the sponsor's products/services and Emerald Strikers.

### ACTIVATION SPACE

at the Ronald Parrish Park Stadium for interactive fan engagement.

### JOINTLY ORGANIZED COMPETITIONS

and giveaways with the sponsor's products as prizes.

### PLAYER APPEARANCES

at the sponsor's promotional events and product launches.

### SPONSOR'S BRAND INTEGRATION

in matchday ceremonies and entertainment activities.



# WHAT YOU GET

## Brand Visibility

### PROMINENT LOGO

placement on the front of the team's playing jersey.

### LOGO DISPLAY

on the team's training apparel.

### VARIOUS PACKAGES

Cap Package

Helmet Package

Side Pants

Front center logo

Back center logo

Front top (right corner)

Top right sleeve

Top left sleeve

Bottom right sleeve

Bottom left sleeve

### BRAND EXPOSURE

on LED perimeter boards during televised matches.

### LOGO INCLUSION

in matchday programs and official team merchandise.

### RECOGNITION

on the team's official website and social media platforms.







CRICKET

# SPONSOR PLACEMENT PACKAGES

(\$75,000)



**HELMET PACKAGE**

(\$75,000)



**CAP PACKAGE**

(\$52,500)



**FRONT PANTS**

(\$52,500)



**SIDE PANTS**

(\$450,000)



**FRONT CENTER LOGO**

(\$375,000)



**BACK CENTER LOGO**

(\$112,500)



**FRONT TOP (LEFT CORNER)**

(\$112,500)



**FRONT TOP (RIGHT CORNER)**

(\$67,500)



**TOP RIGHT SLEEVE**

(\$67,500)



**TOP LEFT SLEEVE**

(\$52,500)



**BOTTOM RIGHT SLEEVE**

(\$52,500)



**BOTTOM LEFT SLEEVE**

Note: The jersey color will be the same as shown in the above slide featuring the Los Angeles Legends.





## LA Legends Diamond Package

Sponsor gets front top jersey +

Helmet package +

Meet & Greet at airport

VIP reception

VIP seats at stadium for 2

Social media coverage + Branding

Website listing as Diamond Partner for 1 year +

link to his website

VIP Photos with team + players

**\$600,000**





# THE MATCHES





## SIXTY STRIKES TEAM EXAMPLE



ATLANTA  
ARCHERS



DALLAS  
EAGLES



LOS ANGELES  
LEGENDS



VEGAS  
VIPERS



CHICAGO  
HURRICANES



HOUSTON  
STARS



# ABOUT 60 STRIKES

- Is a shortened ver of the traditional game
- It demands aggressive batting, leading to a high scoring and action-packed game
- Each team plays a match consisting of only 10 overs per side



## Captains



Mohammad Kaif



Kamran Akmal



Liam Plunkett



Paul Sterling



Mohammad Nabi



Unmukat Chand

## Coaches



Sir Vivian Richards



Moin Khan



Dilip Vengsarkar



Mohammad Azharuddin



Mark Boucher



Mohd Yusuf

## Players



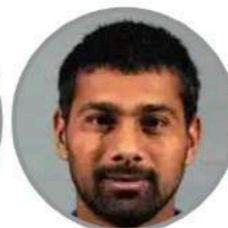
Angelo Mathews



Isuru Udana



R P Singh



Parveen Kumar



Mohammad Amir

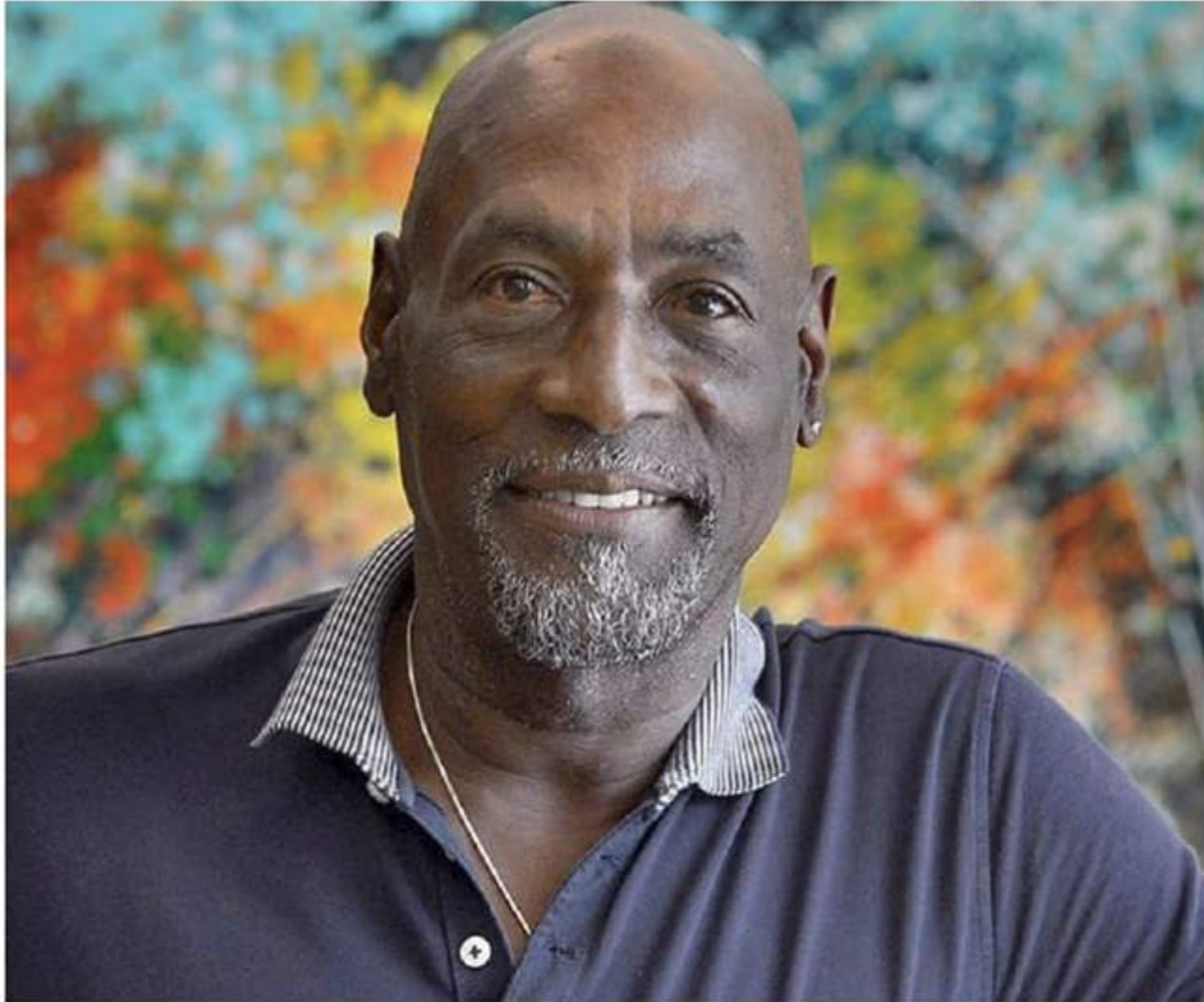


Lendl Simmons

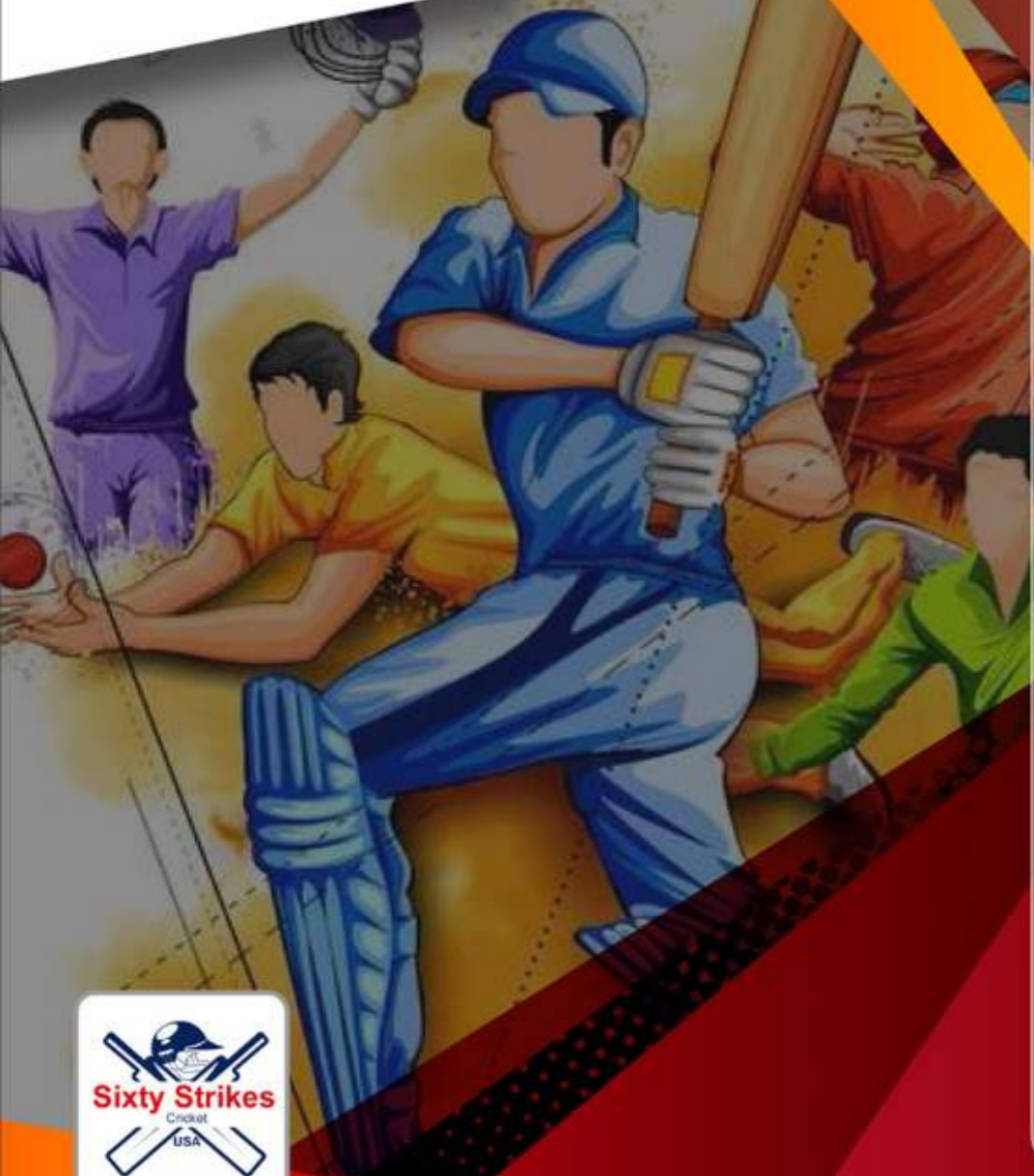




**Sir Vivian Alexander Richards**  
Great Cricket Legend, West Indies  
**Coach & Mentor, LA Legends**







**Franchises 6**

**No. of Matches 23**

**GLOBAL BROADCAST**

**TV. OTT. SOCIAL MEDIA**

**Reach Worldwide through Social Media**

**1 major carrier - Star, Sony, Sports 18.**

India - Fancode/Vu Sports

Australia - Fox/Kayo

Pakistan - Geo/Ary

Bangladesh - T Sports/Bongo

Nepal - Action Sports/Kantipur

Sri Lanka - Maharaja TV / Star Network

MENA - Etisalat, Stazplay, Criclife, etc

Europe - Free Sports

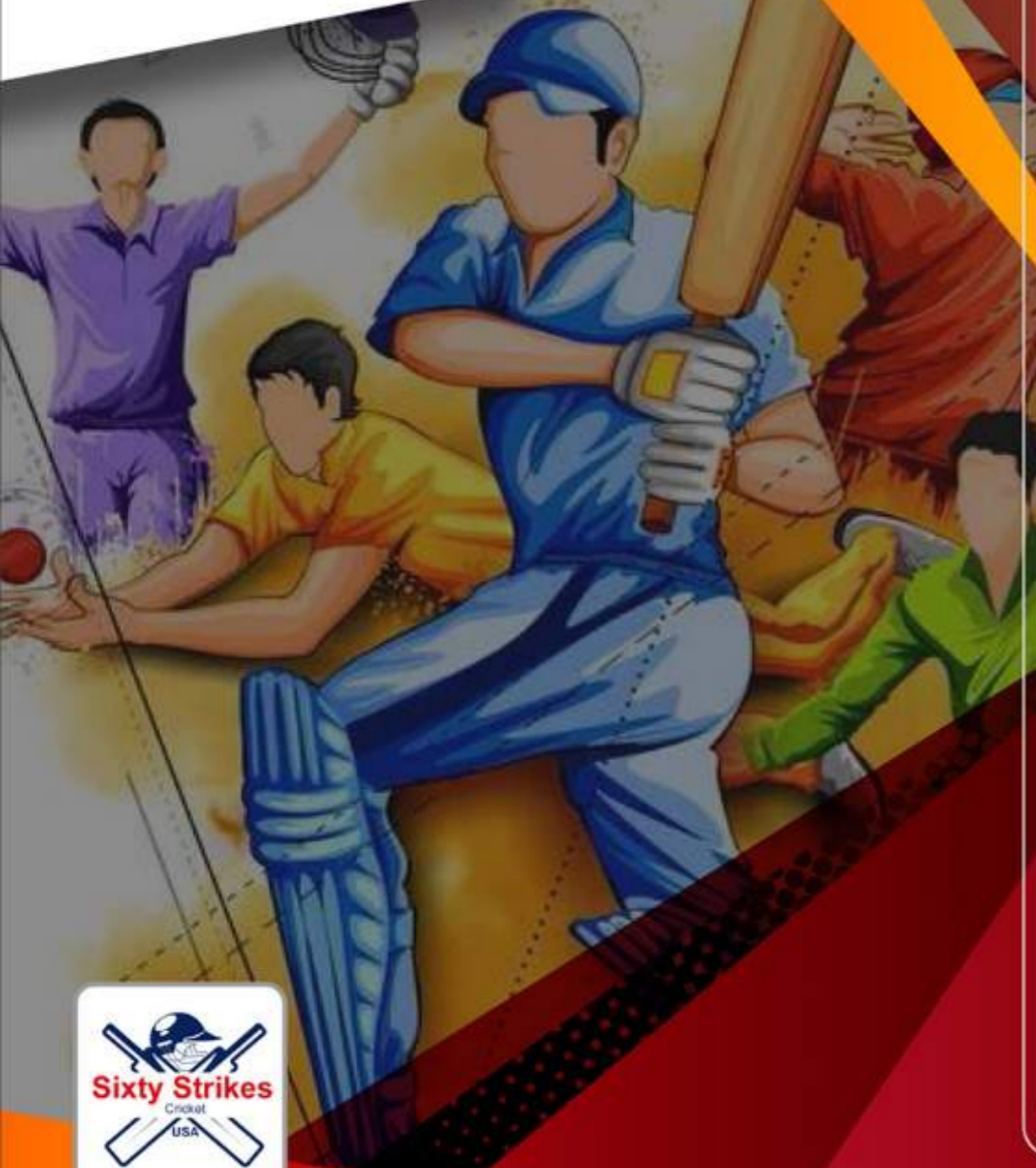
UK - Viaplay, Sky

North America - Willow

Pacific Islands - Digicel







**We will have 4 top notch commentators including some experts and former cricketers like -:**

**Charu Sharma**

**Andrew Leonard**

**Fervez Maharoo - Former SL cricketer**

**1 Jamaican/West Indian to add Caribbean flavor**

**1 Female anchor -**

**Either from India or Pakistan - Zainab Abbas**

## NCL- 2024, Tournament Schedule

Teams	Teams
Team 1 : LosAngeles Legends	Team 2 : Chicago Hurricanes
Team 3 : Vegas Vipers	Team 4 : Houston Stars
Team 5 : Dallas Eagles	Team 6 : Atlanta Archers

Game	Schedule			Time	Date	Day	Venue
	Opening Ceremonies			5:00 pm- 9:00 pm	24th May 2024	Friday	
	Music and Teams						
#1	Los Angeles Legends	V/S	Chicago Hurricanes	4:00 pm-5:30 pm	25th May 2024	Saturday	
#2	Vegas Vipers	V/S	Houston Stars	6:00 pm-7:30 pm			
#3	Dallas Eagles	V/S	Atlanta Archers	8:00 pm- 9:30pm			
#4	Houston Stars	V/S	Dallas Eagles	4:00 pm-5:30 pm	26th May 2024	Sunday	
#5	Chicago Hurricanes	V/S	Vegas Vipers	6:00 pm-7:30 pm			
#6	Los Angeles Legends	V/S	Atlanta Archers	8:00 pm- 9:30pm			
#7	Los Angeles Legends	V/S	Vegas Vipers	4:00 pm- 5:30 pm	27th May 2024	Monday	
#8	Chicago Hurricanes	V/S	Dallas Eagles	6:00 pm-7:30 pm			
#9	Houston Stars	V/S	Atlanta Archers	8:00 pm- 9:30pm			
#10	Chicago Hurricanes	V/S	Houston Stars	5:00 pm - 6:30 pm	28th May 2024	Tuesday	
#11	Los Angeles Legends	V/S	Dallas Eagles	7:00 pm - 8:30 pm			
#12	Vegas Vipers	V/S	Atlanta Archers	5:00 pm - 6:30 pm	29th May 2024	Wednesday	
#13	Vegas Vipers	V/S	Dallas Eagles	7:00 pm - 8:30 pm			
#14	Chicago Hurricanes	V/S	Atlanta Archers	5:00 pm - 6:30 pm	30th May 2024	Thursday	
#15	Los Angeles Legends	V/S	Houston Stars	7:00 pm - 8:30 pm			

### Top Four Teams Qualify for the Super League

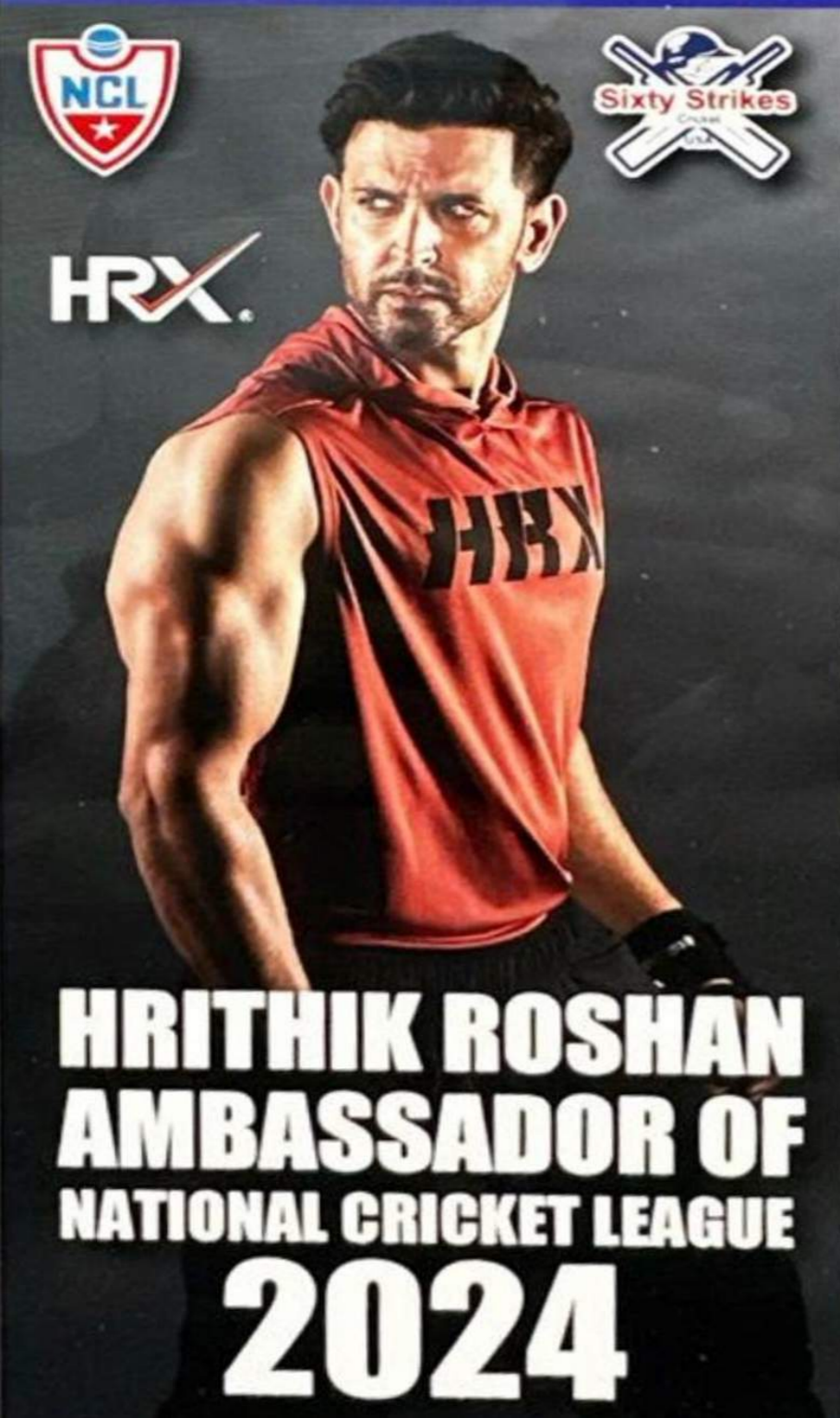
Game	Schedule			Time	Date	Day	Venue
#1	W	V/S	X	5:00 pm - 6: 30 pm	31st May 2024	Friday	
#2	Y	V/S	Z	7:00 pm - 8:30 pm			
#3	X	V/S	Y	9:00 pm - 10:30 pm			
#4	W	V/S	Z	5:00 pm - 6: 30 pm	1st June 2024	Saturday	
#5	X	V/S	Z	7:00 pm - 8:30 pm			
#6	W	V/S	Y	9:00 pm - 10:30 pm			

### Knock out Matches

Game	Schedule			Time	Date	Day	Venue
#1	No. 2	V/S	No. 3	3rd Position	4:00 pm-5:30 pm	2nd June 2024	Sunday
#2	No. 1	V/S	No. 4	Final	6:00 pm- 7:30 pm		
	Awards Distribution, Trophies, Medals, Concert & Fireworks			7:30 pm-10:00 pm			







# NATIONAL CRICKET LEAGUE AMBASSADOR

# Hrithik Roshan

Indian Actor

CRICKET TEAM SPONSORSHIP PRESENTATION







# NFT DATA



Issuer:	LA Legends International, LLC (the “Company”)
Structure of Transaction:	1,000,000 Chatello/LA Legends NFT
Price per NFT:	\$1.00
Total Raise :	\$1,000,000
Use of Proceeds:	LA Legends program for the NCL league Project
Payout& Profit Sharing :	<p>Profit Sharing will be as follows: First funds to the Investor/NFT Holder to return their Investment, then thereafter:</p> <ul style="list-style-type: none"> <li>- 20% to Investor /NFT Holder for 3 years (then NFT is automatically burnt)</li> <li>- 20% to be used to buy Chatello Tokens from the market</li> <li>- 15% to Chatello Pty Ltd</li> <li>- 15% to be retained by LA Legends International LLC for Working Capital, including Advertising , etc.....</li> <li>- 30% to LA Legends International LLC Shareholders</li> </ul>
Fees:	Chatello Pty Ltd will charge a 10% (\$100,000) fee a of the Total Amount Raised as the Promoter of the Project
Investor Bonus:	200,000 Chatello Tokens ( 20% of the Investment amount @ \$1.00 per Chatello Tokens ) will be granted to each Inventor based on a Pro Rata basis of their Investment



# CONTACT US

For further inquiries and to discuss customized packages, please contact our sponsorship team:

**LA Legends International LLC**

 [ray@lalegends.us](mailto:ray@lalegends.us)



[www.lalegends.us](http://www.lalegends.us)

THANK  
YOU



LA LEGENDS

