

CRICKET ON ICE 2025 SPONSORSHIP



AGENDA



- Introduction
- Tournament Schedule
- Event Experience
- Cricket on Ice History
- Press Coverage
- Strategic Objectives
- Media Coverage by Priority
- Sponsoring Packages

EVENT OVERVIEW



- Event Overview
 - Held on the frozen lake of St. Moritz
 - Occurs every February
- Origins and History
 - Started by British cricket enthusiasts in 1988
 - First match against students of Lyceum Alpinum Zuoz
- Participants
 - Famous cricketers and celebrities
 - International players and business people
- Unique Appeal
 - Combines beauty of ski slopes with quirky cricket festival
 - Integral part of Swiss cricketing calendar

WELCOME TO THE CRICKET ON ICE TROPHY TOURNAMENT

- Welcome to the Cricket on Ice Trophy Tournament
- on Lake St. Moritz, Wed. 12th – Sat. 15th February 2025



GAME SCHEDULE



- Wednesday 12th February
 - 10am – 4pm
 - Four matches
- Thursday 13th February
 - 10am – 4pm
 - Four matches
- Friday 14th February
 - 10am – 4pm
 - Four matches
- Saturday 15th February
 - 10am – 4pm
 - Four matches

CONTACT INFORMATION

Please check our homepage www.cricket-on-ice.com or get in touch with someone from the organising committee if you have any questions.



TEAMS AND REFRESHMENTS

- Eight Teams Competing
 - Teams vying for the prestigious trophy
- Inviting Atmosphere
 - Enjoy delicious food & refreshments
 - Relax in a chair under the sun
- Scenic Location
 - Matches held in the champagne climate of St. Moritz

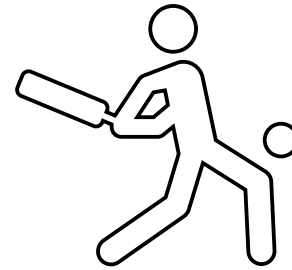


WELCOME MESSAGE



Event Location

St. Moritz, a renowned destination
on the frozen lake



Unique Experience

Enjoy the distinctive event of Cricket on Ice

ORIGINS AND DEVELOPMENT



- Unique Sporting Event
 - Held in February on the frozen lake of St Moritz
 - Combines the beauty of ski slopes with the thrill of cricket
- Historical Background
 - Started in 1988 by a group of Britons
 - Challenged students of Lyceum Alpinum Zuoz
- Attracts Diverse Participants
 - International players
 - Attracts business professionals from around the world
- Integral Part of Cricket Calendar
 - Known for its eccentricity and uniqueness

CRICKET AS A SPORT



- Cricket as a Unique Sport
 - Batsman faces eleven opponents
 - Bowler's aim crucial for team's success
- Cricket as a Gentleman's Sport
 - Emphasis on “Spirit of Cricket”
 - Strength, agility, and toughness required
- Skills and Fair Play
 - Batting and reacting to game require practice
 - Fair play and acknowledging opponent's moves

UNIQUE ASPECTS OF CRICKET ON ICE



PRESS COVERAGE IMAGES

LAUDINELLA
HOTEL GROUP

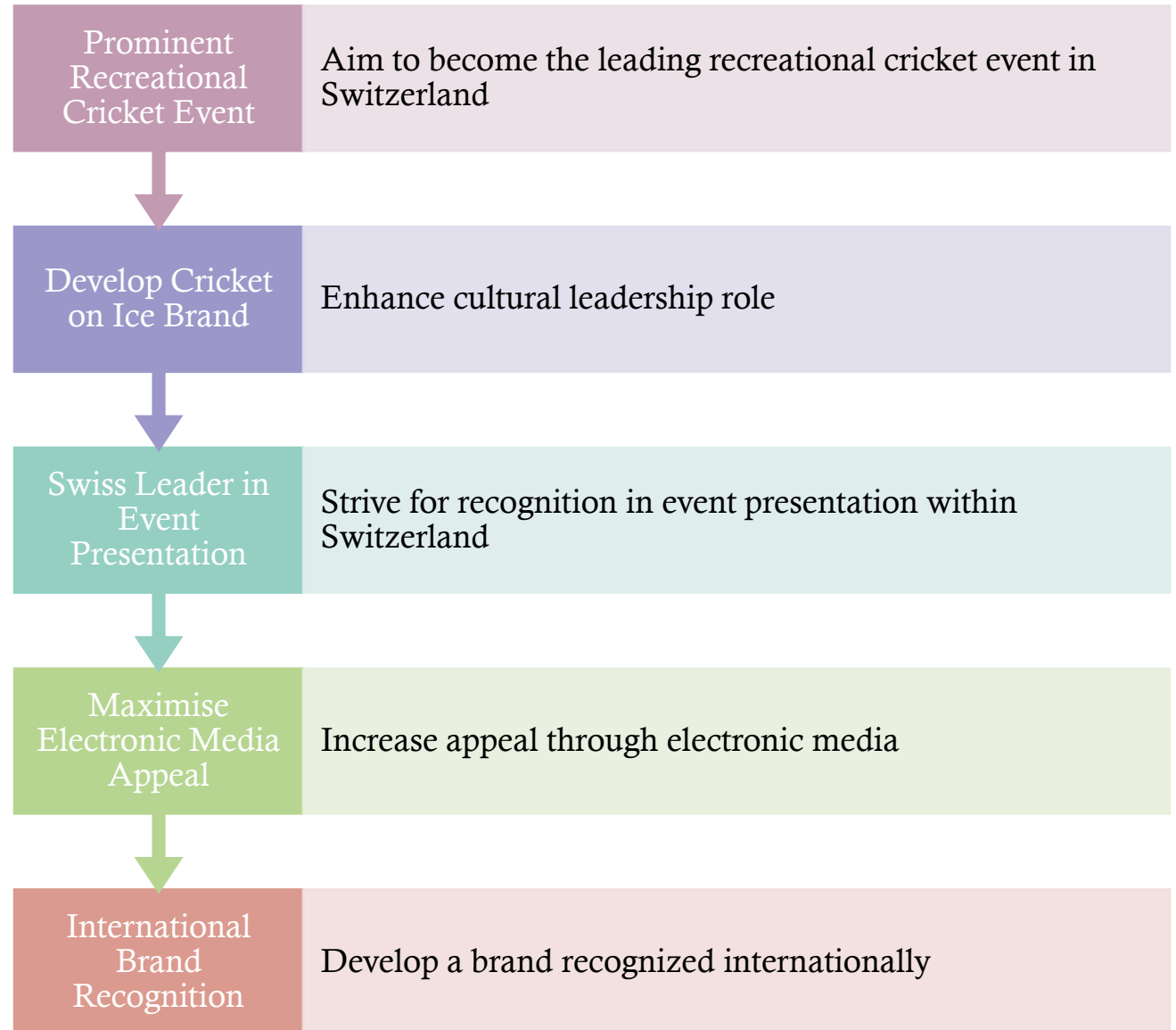


PRESS COVERAGE OVERVIEW

Press coverage



CRICKET ON ICE OBJECTIVES



PARTICIPATION AND PLAYER DEVELOPMENT

- Participation
 - Maintain the number of participating teams to eight
 - Increase the number of non-playing guests by 10% annually
- Player Development
 - Maximise the standard of non-professional cricketers
 - Invite international professional players



EVENT MANAGEMENT AND PARTNERSHIPS

- Event Management
 - Retain international and domestic recognition in cricket management
- Partnership
 - Work closely with Cricket Switzerland & Swiss Federation Of Umpires & Scorers and all sponsors
 - Collaborate with St Moritz Tourist Office



FINANCIAL AND MARKETING ASPECTS

- Financial Aspects
 - Achieve pre-eminence in cricket marketing in Switzerland
- Marketing the Sport
 - Develop, implement, and monitor a uniform image for cricket in St Moritz
 - Brand, advertise, and promote Cricket on Ice nationally and internationally



MEDIA COVERAGE BY PRIORITY

Countries	Radio-Report	Internet-Report	Internet Link	Newspaper	TV-Report
Switzerland	1 st Prio	2 nd Prio	1 st Prio	1 st Prio	1 st Prio
Germany	2 nd Prio	2 nd Prio	2 nd Prio	1 st Prio	2 nd Prio
Great Briton	1 st Prio	1 st Prio	1 st Prio	1 st Prio	1 st Prio
India	-	1 st Prio	1 st Prio	2 nd Prio	-
Pakistan		-	-	-	-
South Africa	-	-	-	-	-
Singapore	-	-	-	-	-
Hong Kong	-	-	-	-	-
Australia	-	-	-	-	-
New Zealand	-	-	-	-	-

SPONSORSHIP PACKAGES OVERVIEW



CRYSTAL SPONSORSHIP

for supporters

from CHF 100.-



- Non-exclusive Sponsorship Agreement
 - Allows multiple sponsors
- Advertising Banner Option
 - Display around the cricket-field
 - Excludes production costs
- Business Relationship Opportunities
 - Invite customers
 - Establish new business relationships

BRONZE SPONSORSHIP

for patrons/individuals

from CHF 1000.-



- Non-exclusive Sponsorship Agreement
 - Allows multiple sponsors
- Complimentary Ticket
 - One ticket to the black-tie Tournament Dinner
- Webpage Mention
 - Sponsor's name and link on the event webpage
- Advertising Banners
 - Option to provide two banners for display around the cricket-field (excl. production costs)
- Catering on Ice
 - Catering service included for one person
- Business Platform
 - Opportunity to invite customers and establish new business relationships

SILVER SPONSORSHIP

**Non-exclusive for
companies**

from CHF 3000.-



- Brand Exposure Opportunities
 - Logo on tournament fleeces, promotional advertising, invitations, and press releases
 - Logo on flyers/posters distributed at the event
- Advertising and Promotion Options
 - Provide two advertising banners for display around the cricket-field
 - Booth on the ice or at the gala dinner to promote brand/products
 - On ice catering option
 - Sponsor the gala dinner apéro (subject to availability)
- Silver Sponsorship Package
 - Non-exclusive sponsorship agreement
 - Mention of sponsor's name on the webpage with a link
 - Two complimentary tickets to the black-tie Tournament Dinner

GOLD SPONSORSHIP

**Non-exclusive for
businesses**

from CHF 10'000.-



- Non-Exclusive Sponsorship Agreement
 - Allows multiple sponsors
- Brand Visibility
 - Mention on posters and webpage
 - Logo on tournament fleeces, promotional advertising, invitations, press releases, and flyers/posters
- Event Participation
 - Four complimentary tickets to the Tournament Dinner
 - Catering on the ice for up to four people
- Advertising Opportunities
- Booth Options
- VIP Access
- Additional Sponsorship Options

PLATINUM SPONSORSHIP

**Exclusive for businesses
& companies**

from CHF 25'000.-



- Exclusive Sponsorship Agreement
 - Industry-specific sponsorship
- Branding Opportunities
 - Brand Tournament Trophy with sponsor's name
 - Logo on tournament fleeces, promotional advertising, invitations, and press releases
 - Logo on flyers/posters distributed at & prior to event
- Advertising Options
 - Eight advertising banners around the cricket-field
 - Advertise on live streaming
 - Booth on the ice and at the gala dinner to promote brand/products
- Event Participation
- Additional Benefits



THANK YOU!

- Thank you for your attention.
- We appreciate your interest in Cricket on Ice.
- Looking forward to seeing you at the event!

www.cricket-on-ice.com
