

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



 **Lyceum Alpinum Zuoz**
SWISS INTERNATIONAL BOARDING SCHOOL

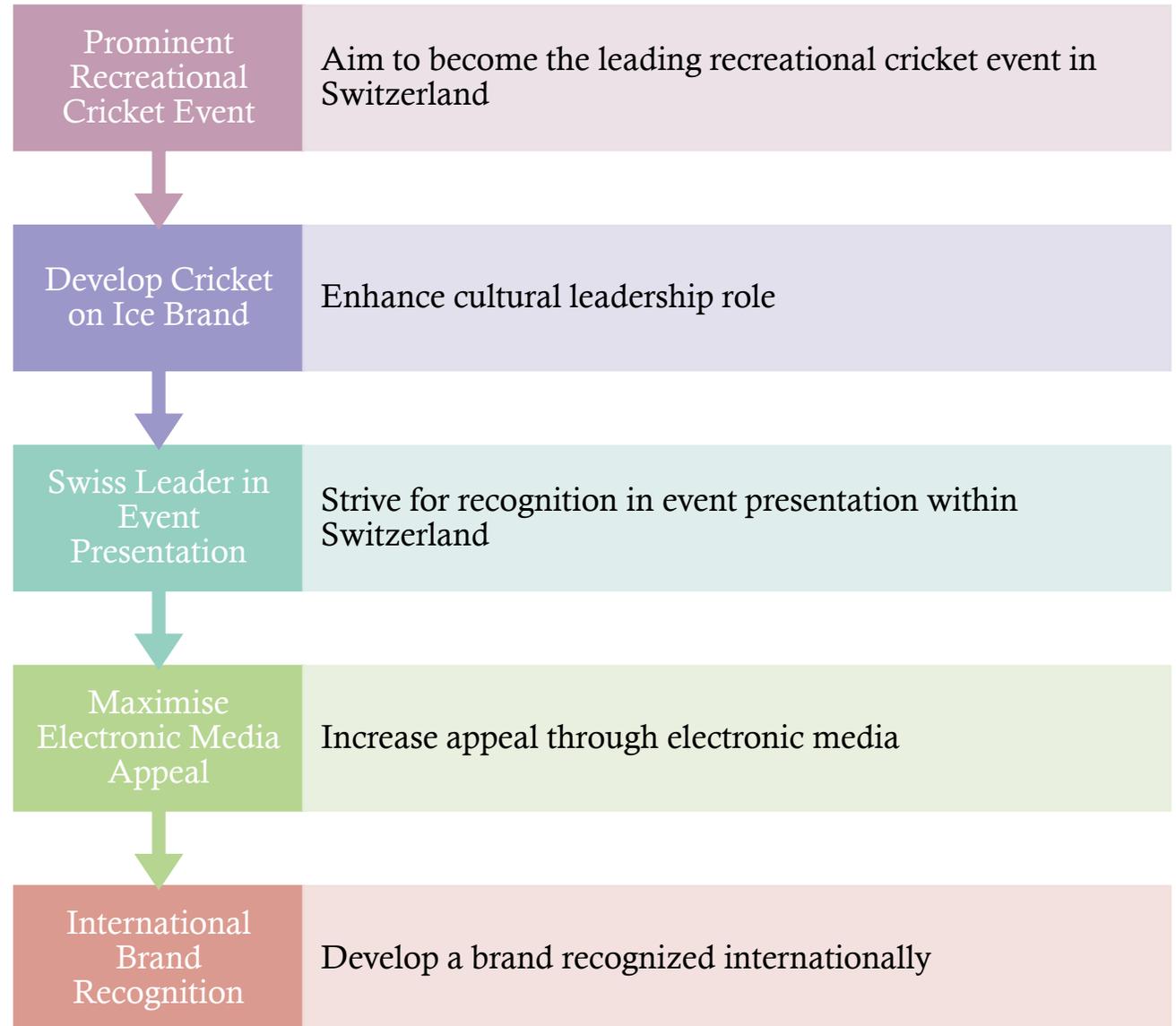


PRESS COVERAGE OVERVIEW

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				
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 apèro (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
