



Welcome to the **Cricket on Ice** Trophy Tournament on Lake St. Moritz, Wednesday 14th – Saturday 17th February 2024

"Cricket on Ice" will take place again on the lake of St. Moritz this February.

The event was the brainchild of a few British cricket enthusiasts (Old Boys from the international boarding school Lyceum Alpinum Zuoz) and many famous cricketers & celebrities have taken part over the last decades. The picturesque Swiss resort of St. Moritz is famous for the beauty of its ski slopes and the adrenalin rush of the Cresta Run. But for sheer quirkiness, few sport events can beat the cricket festival on the ice and snow on the frozen lake each February.

This testimony to the sports' eccentricity began to take shape in 1988, when a group of intrepid British cricketers challenged the students of the international boarding school Lyceum Alpinum Zuoz to a match. Ever since, it has become an integral part of Swiss cricketing calendar, attracting international players and high-flying business people from all over Switzerland & the world.

Scheduled games

- Wednesday 14th February 10am – 4pm four matches
- Thursday 15th February 10am – 4pm four matches
- Friday 16th February 10am – 4pm four matches
- Saturday 17th February 10am – 4pm four matches

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

Eight teams compete for the trophy and it would be a pleasure to welcome you on the lake and to offer you delicious refreshments and a chair in the sun, from where you can watch the matches in the champagne climate of St. Moritz!

Cricket on Ice is very proud to welcome you in St. Moritz. We hope you will enjoy this unique event.

Yours sincerely,

John Hallam
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Cricket on Ice

The picture-postcard Swiss resort of St Moritz is famous for the beauty of its ski slopes and the adrenalin rush of the Cresta Run, but for sheer quirkiness few sporting occasions can beat its February cricket festival on the ice of its frozen lake! This testament to the sport's eccentricity began in 1988, when a group of Britons challenged the students of the international boarding school Lyceum Alpinum Zuoz to a game, since which time it has become an integral part of the cricket calendar, attracting international players and high-flying businessmen from all over the world.

Cricket is a way of life, a game like no other in which one man, the batsman, is pitted against eleven opponents. And the bowler, standing before the man with the leg pads and the wooden bat, knows how his aim may determine the success or failure of his team. Not without good reason, the captain has charged the bowler with the task of confronting the batsman who stands transfixed before him, eyes glued to him and almost motionless save for the ritual, gentle beating of the ground with his bat.

Cricket is renowned primarily as a sport for gentlemen and it may seem that what matters most of all is keeping those long, elegant white trousers free of grass stains. However, those who want to play the game seriously (and which English game isn't played in earnest?), will deploy considerable strength, agility and toughness, as well as tactical intelligence. Wielding the bat and reacting to spinning balls are skills not learned overnight and even learning the art of fair play, in which every clever move by your opponent is acknowledged with polite applause, needs years of experience.

On Lake St. Moritz, the game is a little different. Instead of whites, the players wear warm coloured fleeces. The ball is made of hard rubber, because traditional leather would become wet, heavy and unpredictable on the snow. The pitch is an artificial grass mat. Under the snow, the ice creaks! In summer, players tread the meticulously prepared grass with a ghostly silence. Every step crunches on Lake St. Moritz. Whether the players score their runs enthusiastically or with nonchalance, their performance can be checked acoustically.



Press coverage





Strategic objectives

Key result area

Objectives

Cricket on Ice

- To become the most prominent recreational cricket event in Switzerland.
- To develop the Cricket on Ice brand and its cultural leadership role.
- To be recognised as a Swiss leader in event presentation.
- To maximise our electronic media appeal.
- To develop an internationally recognised brand.

Participation

- To maintain the number of participating teams to eight teams.
- To increase the number of non-playing guests by 10% per annum.

Player development

- To maximise the standard of non-professional cricketers.
- To invite international professional players.

Event Management

- To retain international and domestic recognition in cricket management.

Partnership

- To work closely with Cricket Switzerland & Swiss Federation Of Umpires & Scorers.
- To work closely with St Moritz Tourist Office and the Engadin Tourist Authority.

Financial aspects

- To become pre-eminent in the field of cricket marketing in Switzerland.

Marketing the sport

- To continue to develop, implement and monitor a uniform image for the sport of cricket in St Moritz.
- To 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	-	-	-	-	-



Sponsoring packages

Whatever the package, sponsors of Cricket on Ice are encouraged to use the event for their own marketing activities. The organisers will work closely together with all sponsors and participants.

Crystal sponsorship - for supporters from CHF 100.-

With an entry level crystal sponsorship package, the sponsoring individual has the following advantages:

- Non-exclusive sponsorship agreement
- Option to provide an advertising banner for display around the cricket-field (excl. production costs)
- Platform to invite customers and to establish new business relationships

Bronze sponsorship - for patrons/individuals from CHF 1'000.-

With a bronze sponsorship package, the sponsoring individual has the following advantages:

- Non-exclusive sponsorship agreement
- One complimentary ticket to the black-tie Tournament Dinner
- Mention of the sponsor's name on the webpage + link
- Option to provide two advertising banners for display around the cricket-field (excl. production costs)
- Catering on the ice for one person
- Platform to invite customers and to establish new business relationships

Silver sponsorship - Event partnership for companies/businesses from CHF 3'000.-

With a silver sponsorship package, the sponsoring company has the following advantages:

- Non-exclusive sponsorship agreement
- Mention of the sponsor's name on the webpage + link
- Two complimentary tickets to the black-tie Tournament Dinner
- Platform to invite customers and to establish new business relationships
- Logo on the tournament fleeces (deadline 1st November)
- Logo on all promotional advertising for the event (deadline 1st November)
- Logo on invitations and press releases (International Press)
- Logo on flyers/posters distributed at event (deadline 1st November)
- Option to provide two advertising banner for display around the cricket-field (excl. production costs)
- Option to have a booth on the ice or at the gala dinner to promote brand and/or products
- Option for on ice catering
- Option to sponsor the gala dinner apéro (subject to availability)

Gold sponsorship - event sponsorship for companies & businesses from CHF 10'000.-

With a gold sponsorship package, the sponsoring companies have the following advantages:

- Non-exclusive sponsorship agreement
- Mention of the sponsor's name on the posters and webpage
- Four complimentary tickets to the black-tie Tournament Dinner
- Platform to invite customers and to establish new business relationships
- Logo on the tournament fleeces (deadline 1st November)
- Logo on all promotional advertising for the event (deadline 1st November)
- Logo on invitations and press releases (International Press)
- Logo on flyers/posters distributed at & prior to event (deadline 1st November)
- Option to provide four advertising banners for display around the cricket-field (excl. production costs)
- Option to advertise on the live streaming (excluding production costs)
- Option to sponsor the gala dinner apéro
- Catering on the ice for up to four people included
- Option to have a booth on the ice to promote brand and/or products
- Option to have a booth at the gala dinner to promote brand and/or products
- Access to VIP area for entertaining guests or as a platform to invite customers and to establish new business relationships
- Advertisement on www.cricket-on-ice.com

Platinum sponsorship - tournament sponsorship for companies & businesses from CHF 25'000.-

With our platinum sponsorship package, the sponsoring companies have the following advantages:

- Exclusive (your industry) sponsorship agreement
- Option to brand Tournament Trophy with sponsor's name
- Mention of the sponsor's name on the posters and webpage
- Logo on the tournament fleeces (deadline 1st November)
- Logo on all promotional advertising for the event (deadline 1st November)
- Logo on invitations and press releases (International Press)
- Logo on flyers/posters distributed at & prior to event (deadline 1st November)
- Option to provide eight advertising banners for display around the cricket-field (excl. production costs)
- Option to advertise on the live streaming (excluding production costs)
- Option to have a booth on the ice to promote brand and/or products
- Option to have a booth at the gala dinner to promote brand and/or products
- Named as gala dinner apéro sponsor
- Catering on the ice for up to eight people included
- Advertisement on www.cricket-on-ice.com
- Designated host on the ice to explain cricket and assist in any way possible
- Access to VIP area for entertaining guests or as a platform to invite customers and to establish new business relationships
- Eight complimentary tickets to the black-tie Tournament Dinner
- Slot to address dinner guests at tournament gala dinner
- Further services and options by agreement