



**NCCA, Inc.**

**Est: 1892**

<http://www.ncalcricket.org>

# NCCA

## 2003 Cricket Season

### Sponsorship Opportunities



2002 League Champions  
Marin Cricket Club

MISSION OF NCCA, INC.  
THE NORTHERN CALIFORNIA CRICKET ASSOCIATION  
[www.ncalcricket.org](http://www.ncalcricket.org)

The NCCA is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes. The specific purposes for which this corporation is organized are:

1. To promote, encourage, foster and cultivate interest in the game of cricket.
2. To initiate, sponsor, promote and carry out plans, policies and activities that would further the development and advancement of cricket in Northern California.
3. To develop, foster and train amateur athletes for representation in national and international amateur cricket competitions.

# 2003 NCCA League and Knock-out Season

## April - October, 2003.

The NCCA League Season lasts from April through September, with Knock-out tournament starting, immediately thereafter.

In order to expand cricket in the Bay area, NCCA is making available different levels of sponsorship opportunities.

The following Sponsorship Packages are available for this year

### 1. A-Division Sponsor

Number of Sponsors                    1  
Amount to be sponsored    \$25,000

Package includes:

1. A-Division Winner's Cup to be named after the Sponsor
2. All reporting of A-Division in the press to include "Sponsor Name NCCA A-Division League Championship"
3. Prominent Company name and logo placement on "traveling" championship trophy.
4. Publicity campaign will carry sponsor's name and logos
  - 1st tier placement of Company name and logo placement on all NCCA merchandising.
  - Prominent mention in all media advertisements.
  - Web Banner Ads with click through to site of your choice
    - Top of "This Week's Results" page
    - Top of "A-Division League Standings" page
5. Year end Awards Banquet
  - A gala banquet for all sponsors with their guest along with prominent personalities in the Bay area
  - Recognition as a A-Division sponsor during the event
  - Dinner with Chief Guest at his table
6. Recognition during the Awards ceremony

### 2. B-Division Sponsor

Number of Sponsors                    1  
Amount to be sponsored    \$20,000

Package includes:

1. B-Division Winner's Cup to be named after the Sponsor
2. All reporting of B-Division in the press to include "Sponsor Name NCCA A-Division League Championship"
3. Prominent Company name and logo placement on "traveling" championship trophy.
4. Publicity campaign will carry sponsor's name and logos
  - 2nd tier placement of Company name and logo placement on all NCCA merchandising.
  - Prominent mention in all media advertisements.
  - Web Banner Ads with click through to site of your choice
    - Middle of "This Week's Results" page
    - Top of "B-Division League Standings" page

5. Year end Awards Banquet
  - A gala banquet for all sponsors with their guest along with prominent personalities in the Bay area
  - Recognition as a B-Division sponsor during the event
  - Dinner with Chief Guest at his table
6. Recognition during the Awards ceremony

### 3. C-Division Sponsor

Number of Sponsors 1  
 Amount to be sponsored \$15,000

Package includes:

1. C-Division Winner's Cup to be named after the Sponsor
2. All reporting of C-Division in the press to include "Sponsor Name NCCA A-Division League Championship"
3. Prominent Company name and logo placement on "traveling" championship trophy.
4. Publicity campaign will carry sponsor's name and logos
  - 3rd tier placement of Company name and logo placement on all NCCA merchandising.
  - Prominent mention in all media advertisements.
  - Web Banner Ads with click through to site of your choice
    - Middle of "This Week's Results" page
    - Top of "C-Division League Standings" page
5. Year end Awards Banquet
  - A gala banquet for all sponsors with their guest along with prominent personalities in the Bay area
  - Recognition as a C-Division sponsor during the event
  - Dinner with Chief Guest at his table
6. Recognition during the Awards ceremony

### 4. Knock-out Trophy Sponsorships

This will be a double-elimination knockout tournament

#### Winner's Cup Knockout

Number of Sponsors 1  
 Amount to be sponsored \$10,000

Package includes:

1. Cup to be named after the Sponsor
2. All reporting of Knockout Tournament in the press to include "Sponsor Name Knockout Championship"
3. Prominent Company name and logo placement on "traveling" championship trophy.
4. Publicity campaign will carry sponsor's name and logos
  - 1st tier placement of Company name and logo placement on all event merchandising.
  - Prominent mention in all media advertisements.
  - Web Banner Ads with click through to site of your choice
5. Year end Awards Banquet
  - A gala banquet for all sponsors with their guest along with prominent personalities in the Bay area
  - Recognition as a Knockout championship during the event

- Dinner with Chief Guest at his table

### **Loser's Plate Knockout**

Number of Sponsors 1  
Amount to be sponsored \$7,500

Package includes:

1. Cup to be named after the Sponsor
2. All reporting of Knockout Tournament in the press to include "Sponsor Name Knockout Championship"
3. Prominent Company name and logo placement on "traveling" championship trophy.
4. Publicity campaign will carry sponsor's name and logos
  - 1st tier placement of Company name and logo placement on all event merchandising.
  - Prominent mention in all media advertisements.
  - Web Banner Ads with click through to site of your choice
5. Year end Awards Banquet
  - A gala banquet for all sponsors with their guest along with prominent personalities in the Bay area
  - Recognition as a Knockout championship during the event
  - Dinner with Chief Guest at his table

For more information please contact:

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The NCCA was started in 1892 and has grown by leaps and bounds since then to become one of the biggest cricket leagues in the US. It currently has 35 teams and approximately 1000 members playing in three divisions. These members come from all over the Bay Area - from as far north as Davis, to Fresno in the south and come from all cricket-playing nations of the world.

The league season starts in April and continues into September when play-offs are held. With the help of local cities, schools, and Parks and Recreation Departments, NCCA Clubs have 14 grounds in the Bay Area, where each team plays 16 league games and play-offs each season.

The NCCA provides the framework for cricket to be played in the Bay Area by organizing games and activities for its members. In addition, it hosts a variety of visiting teams from all over the world and sends its representative teams to play in other states and countries. It is constantly striving to promote the game at all levels, particularly in schools.

The NCCA started the Schools Cricket Program in January 1999 and currently six schools across the Bay Area are enrolled in the program. Coaches employed by the association coach elementary school children the art of playing cricket. Currently there are about 1500 children playing cricket as part of the Physical Education class. The goal is to have 5000 children playing cricket by Fall 2003.

It also hosts the prestigious National Inter-League Tournament every year during the Labor Day weekend. Since 1997, each year, eight premier teams from different parts of USA have participated in the Tournament. Support from the City of Sunnyvale and the City of Santa Clara were a key ingredient to the success of each of the past tournament. Kingfisher Premium Lager, ICIM-RPG, and Challenger Systems have sponsored the tournament in the past. The tournament provides a great venue for showcasing cricket and helps popularize the game in USA.

The first ever USACA National Championship tournament was held in the San Francisco Bay Area from May 25 to 27, 2002. The Northern California Cricket Association was the proud host of the Western Conference Tournament for the Somak Trophy in the heart of Silicon Valley in the San Francisco Bay Area. Somak Safaris is one of Kenya's longest established and most successful safari operators to this magical part of the world were the proud sponsors of this Tournament.

Kingfisher Premium Lager, the worldwide best-selling India lager brand was also a Corporate Sponsor.