



KERALA - T20 PL

TEAM ENTITLEMENTS

1. ON-GROUND ENTITLEMENTS

- Naming Rights of the Team - Each franchise/team to identify with a district (with the prior approval of KCA)
- LED Perimeter Boards - 6 Boards on the Ground for both playing teams during each match of the tournament.
- Logo on Dugout Banner during home matches.
- Representative shall be present at the Award Presentation Ceremony for home matches of the tournament.
- Representative at Toss at the home matches of the tournament.
- Team Logo will be Integrated in all Event Driven Marketing Efforts on Print, OOH, Digital and Radio and PR
- Right to nominate a Brand Ambassador to be part of the Sponsor Team at the team's cost.

2. ON-AIR ENTITLEMENTS

- On-Air FCT's on the Channel Broadcasting the Matches (600 seconds per match divided equally between both playing teams – 300 each to be allocated amongst team sponsors).

3. JERSEY ENTITLEMENTS

- Full Apparel Sponsorship including Front of Jersey, Lead-Arm, Right Chest, Lead and Non-Lead Trouser except Non lead-arm (reserved for Central Title Sponsor Logo) and left chest (reserved for Tournament ILU)

Below are the Mock-ups for the Jersey Entitlements along with the size dimensions of the logo for each position -



TEAM SPONSOR JERSEY ASSETS

Logo Position on Jersey	Rights Holder	Size Dimension
A Front	Team Sponsor	206.45 sq.cm
B Back	Team Sponsor	206.45 sq.cm
C Right Chest	Team Logo	64.5 sq.cm
E Leading Arm	Team Sponsor	129 sq.cm
G Trouser – Leading	Team Sponsor	64.5 sq.cm
H Trouser – Non-Leading	Team Sponsor	64.5 sq.cm

RESERVED JERSEY ASSETS

Logo Position on Jersey	Rights Holder	Size Dimension
D Left Chest	Tournament ILU	64.5 sq.cm
F Non-Leading Arm	Title Sponsor	129 sq.cm

The following entitlement can be considered to be added as additional entitlement on KCA's discretion -

- Franchisees will also be provided with dedicated corporate boxes for each match.