



Sponsorship Brochure
2018



What is TNPL?

The Tamil Nadu Premier League (TNPL) is a professional Twenty20 cricket league in Tamil Nadu, India. The league was formed by the Tamil Nadu Cricket Association (TNCA) in 2016.

TNPL has drawn 44 million viewers across India with 10 million viewers in TN alone. The objective is to create opportunities for young and emerging talent in TN and provide a platform for them to showcase their skills. They are also provided with tremendous exposure by interacting with world class training and support staff.

Siechem

Wires & Cables

Siechem – India's No.1 for speciality wires and cables manufacturer for Aerospace, Automotive, Defence, Railways, Solar, Wind, Power, Control and Instrumentation, established in 2002, having its head office at Chennai and factory at Pondicherry, equipped with state of the art automated manufacturing plant spread over 100,000 sq. feet built-up area in an environment friendly surrounding. We have in-house R&D, Design, Manufacturing, Electron Beaming, Compounding facilities and hence cost effective and reliable in terms of its performance. The Company is financially strong, zero debt and growing rapidly year on year with its innovative products.

Siechem's In-house cable design studio can design and develop any type of cable with its expertise supported by R&D team to make insulating, sheathing and jacketing compounds that any competitor can offer. The company's current production capacity is about 3.5 million meters a day of assorted sizes of wires & cables. Siechem has more than 12 million part numbers for 33 different segments/markets.

Siechem is constructing 500,000 sq. feet factory shed as Unit – II, near existing plant in Pondicherry, South India. The proposed wire and cable manufacturing capacity will be 5 Million Kms /Annum. This new facility also will be operational from April 2019.



NAMMA MADURAI

Madurai is the third largest city in Tamil Nadu. Located on the banks of river Vaigai, Madurai has been a major settlement for two millennia and is one of the oldest continuously inhabited cities in the world.

The magnificent Madurai is known for its tourism which gives the city the nickname Thoonga Nagaram (city that never sleeps). About 15,00,000 tourists visit madurai each year.



Tourists - 15,00,000+



Population - 31,88,000+



Area - 148 sq.km.





SIECHEM MADURAI PANTHERS

We are the Siechem Madurai Panthers, a team of talented individuals participating in the third edition of the TNPL.

We have changed our name this season from Madurai Super Giants to Siechem Madurai Panthers. Owned by Siechem, a company which is not new to cricket, strives to identify and develop raw talent among the youth. The goal for this team is simple, find the best talent and outshine the others. We picked the best possible 19 players in draft of TNPL and are happy with team's combination. This squad looks stronger than previous editions and a very well balanced side. The player stats available in our website as well in TNPL sites, social media pag

About Head Coach

Mr. J Arun Kumar who will be the Head Coach for Siechem Madurai Panthers has played 109 1st class matches, scored 7000+ runs. And also featured in 100 list A games for Karnataka. He as a coach to Karnataka guided the teams to win, Ranji Trophy, Irani Cup, Vijay Hazare Trophy and other domestic championships. He has also shaped many national cricketers like : KL Rahul, Manish Pandey, Karun Nair, Mayank Agarwal, Robin Uthappa and recently Ambati Rayadu as Coach. He also guided Karnataka Premier League team (T20) to win Championship. He was appointed as Coach for Hyderabad Cricket Association (2017-18). He too coached Kings XI Punjab in IPL.



TN PREMIER LEAGUE



 31 Matches

 8 Teams

 152 Players



WHY YOU NEED US ?

Cricket being a prominent sport with wide range of enthusiasts has attracted across 2.5 billion fans around the globe. The advent of T20 cricket has enhanced interests in a wider range of audience which was not the case prior to this. Further, the increase in viewership has provided a platform for highest brand visibility compared to any other sport. Hence, being associated with the team is not only going to help the brand in increasing it's value but also contributing to the development of the game.



**WIDE
AUDIENCE**

90 million viewers
watched **TNPL** across
India

29m

29 million viewers
watched **TNPL** across
Tamil Nadu



90m

TNPL is the second
highest rates cricket
tournament across
the country

#2

Telecasted in
Star Sports the most
watched sports
broadcaster in India



BRAND REACH

#2

among TNPL franchises in Brand outreach

56,000+

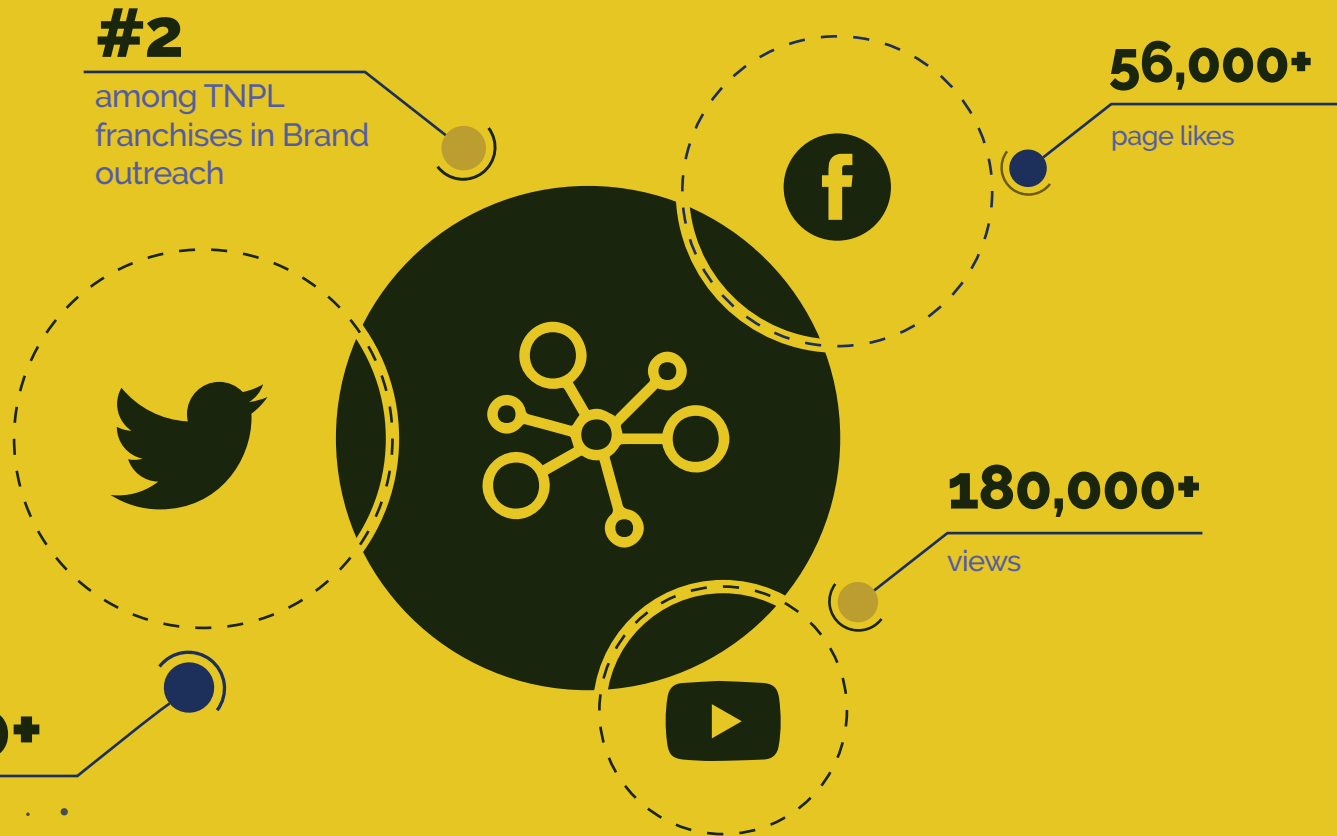
page likes

180,000+

views

11,000+

followers





FAN ENGAGEMENT



At TNPL 2017
Mr. Cricket,
addressed the media
at Crowne Plaza



Head Coach
Siechem
Madurai Panathers
2018





EVENTS



Cricket Clubs



Colleges



Schools



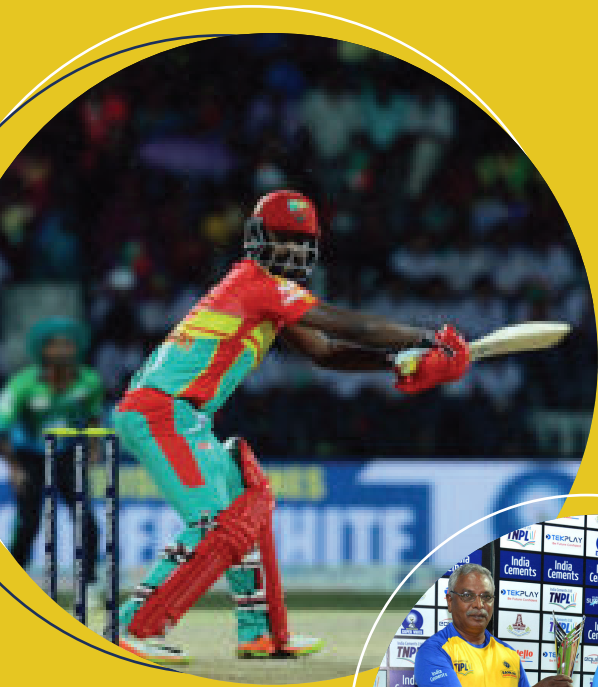
Public Events



SHORT & LONG TERM BENEFITS OF INVESTMENT

Grab a piece of the action generated by the power of one of the world's most popular sports and also by far the most popular sport in India and this will generate large amounts of publicity and goodwill both inside and outside of Tamil Nadu.





WHY WE NEED YOU ?

The tournament's focus largely lies on developing the grass-root level players in and around Tamil Nadu. The state is renowned for producing excellence in its players, coaching staff and other support staff, however the ratio of players able to represent the state in the National team has been marginally lesser. Each player on the team has been selected on their skill, commitment and sportsmanship. To ensure the best result we need worthy and credible sponsors to help boost morale of the team. Therefore, we need your financial support in order to give each player an equal opportunity to showcase their skill and finesse.



SPONSOR PRICING

LEVEL 1 SPONSOR(S): ₹ 75 lakhs (Title Sponsors)

i) Player Jersey:

- * Chest

ii) In Stadium:

- * Perimeter boards - 3 nos
- * Promotional stalls
- * Banner at venue
- * Representative at toss

iii) Mass Media:

- * Radio ads
- * Promotional shoots
(5 players for a shoot)

iv) Online Media:

- * Official website advertising
- * Social media shoutouts

v) Events:

- * Launch and fan events
- * Colleges and schools

LEVEL 2 SPONSOR(S): ₹ 50 lakhs (Co-sponsors)

i) Player Jersey:

- * Left above chest
- * Behind, above jersey number

ii) In Stadium:

- * Perimeter boards - 2nos
- * Banner at venue

iii) Mass Media:

- * Promotional shoots
(4 players for a shoot)

iv) Online Media:

- * Official website advertising
- * Social media shoutouts

v) Events:

- * Launch and fan events
- * Colleges and schools

LEVEL 3 SPONSOR(S): ₹ 25 lakhs (Sponsors)

i) Player Jersey:

- * Left arm
- * Trouser

ii) In Stadium:

- * Perimeter board - 1no
- * Banner at venue

iii) Mass Media:

- * Promotional shoots
(3 players for a shoot)

iv) Online Media

- * Official website advertising
- * Social media shoutouts

v) Events:

- * Launch and fan events
- * Colleges and schools



SPONSOR PRICING

LEVEL 4 SPONSOR(S): ₹ 20 lakhs (Sponsors)

i) Player Jersey:

- * Right arm

ii) In Stadium:

- * Banner at venue

iii) Mass Media:

- * Promotional shoots
(3 players for a shoot)

iv) Online Media:

- * Official website advertising
- * Social media shoutouts

v) Events:

- * Launch and fan events
- * Colleges and schools

LEVEL 5 SPONSOR(S): ₹ 10 lakhs (Sponsors)

i) Player Jersey:

- * Cap and helmet

ii) Online Media

- * Official website advertising
- * Social media shoutouts

iii) Events:

- * Launch and fan events (or)
colleges and schools

LEVEL 6 SPONSOR(S): ₹ 5 lakhs (Sponsors)

i) Player Jersey:

- * Collar

ii) Online Media:

- * Official website advertising
- * Social media shoutouts

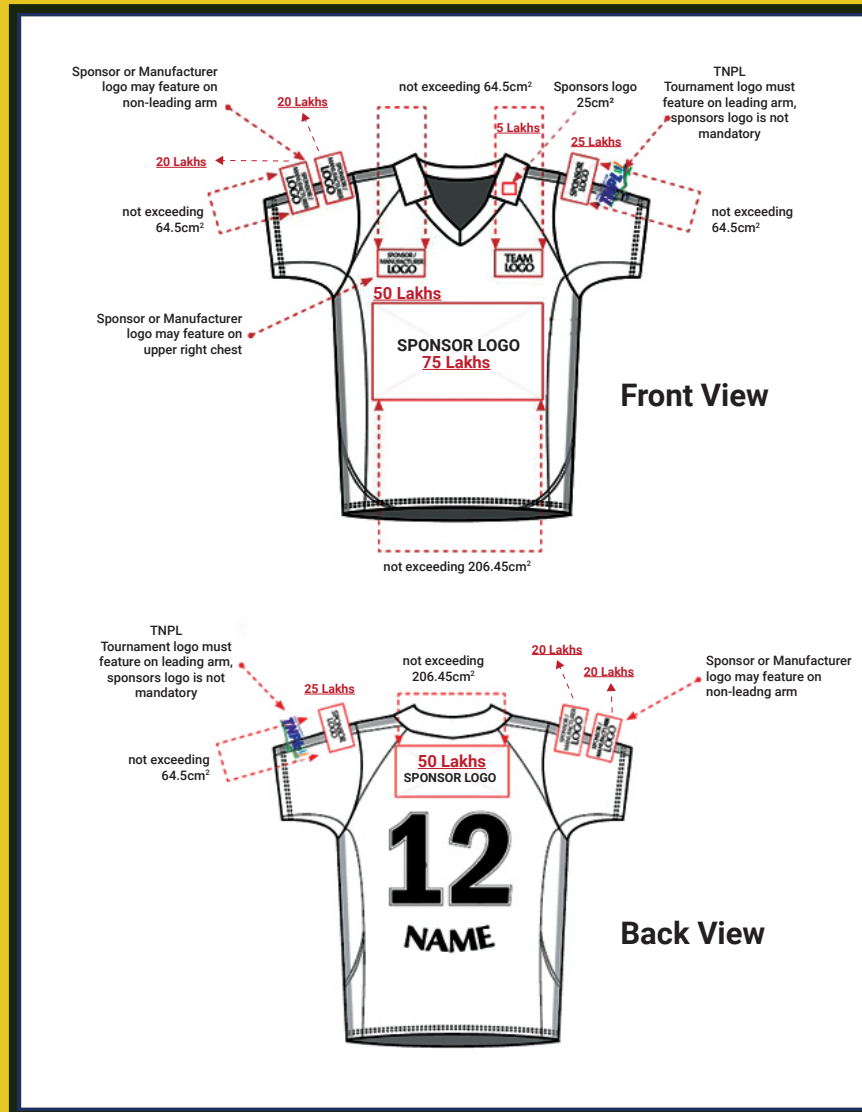


SPONSORSHIP BRANDING



SPONSORSHIP BRANDING

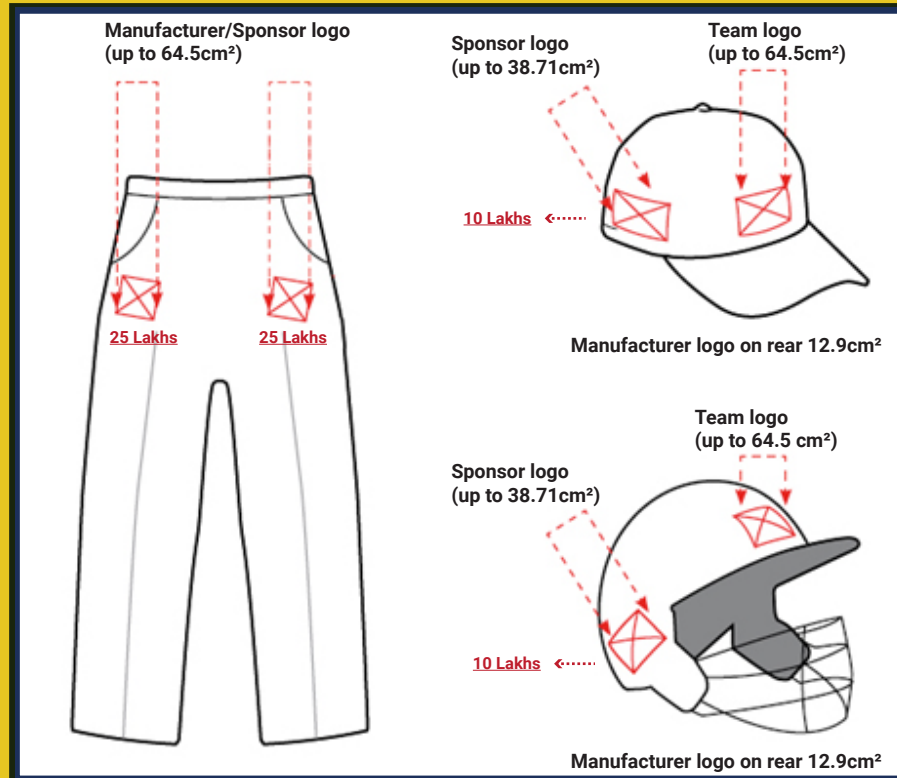
Team Jersey





SPONSORSHIP BRANDING

Team Kit





SPONSORSHIP BRANDING

Proposed
Player
Jersey



**SPONSORSHIP
BRANDING**

Player
Warm Up
Jersey



Arun
Karthick .K.B



Rahul S Shah



Thalaivan
Sargunam .X



Abhishek
Tanwar



Kousik
Jagatheesan



Shijit
Chandran .P



Nathan S.P



Nilesh
Subramanian



Karthikeyan .R



Varun
Chakravathi .V



Shiva
Ramakrishnan P.S



Sabin Somatha
Karnavar



Jaganath
Srinivas R.S



Kiran Akash .L



Tushar
Raheja



Lokesh Raj T.D



Vikram
Jangid



Promoth M.S



Rohit Damodaren

Captain



SPONSORSHIP BRANDING

Banner
at Events /
Print Media





SPONSORSHIP BRANDING

Stadium
Perimeter
Boards



SPONSORSHIP BRANDING

Representative
at Toss



SPONSORSHIP BRANDING

Online Branding



msgteamofficial

126 likes

msgteamofficial Our Captain @kbanu... Hitting 79 off 34 balls, the fastest in... #Aattaikkureadya #...



Madurai Super Giant @MSGTeamofficial

Another wicket for Poizmozhi!
Another crucial breakthrough. #Aattaikkureadya



4:31 AM - 13 Aug 2017

MSGTeamofficial



Madurai Super Giant

2 hrs · e

Like Comment Share

Write a comment...

#SIECHEMMADURAIPANTHERS 2018



BRANDS PREVIOUSLY ASSOCIATED





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