



SPONSORSHIP
OPPORTUNITIES

BIGGER. BETTER. STRONGER.

ABOUT YPL

YPL (Yuvak Premiere League) is a one-day turf cricket tournament organized by Yuvak Ganeshotsav Mandal, bringing together young cricket enthusiasts for a high-energy sporting experience.

With 10 teams and 100+ registrations in the previous edition, YPL delivered a full-day cricket carnival featuring competitive matches, live commentary, DJ, trophies, and an electrifying on-ground atmosphere.

YPL blends sports, entertainment, and strong community engagement, making it a vibrant platform for youth participation and brand visibility.





WHY SPONSOR YPL?

Sponsoring YPL offers a unique opportunity to connect directly with youth and families, enhancing your brand's visibility while fostering community engagement through cricket.



AUDIENCE PROFILE

ON-GROUND AUDIENCE

The on-ground audience comprises young players, parents, families, coaches, and local cricket fans, fostering a vibrant community atmosphere and encouraging local engagement with the sport.

DIGITAL AUDIENCE

The digital audience includes active users on platforms like Instagram, Facebook & Youtube, as well as the local sports community, enhancing brand visibility through shares, posts, and engaging content.



MARKETING & PROMOTION

PRE-TOURNAMENT

In the pre-tournament phase, we will create engaging Coming Soon creatives and announce teams to build excitement. This approach ensures that we capture interest and promote brand visibility ahead of the event.

POST TOURNAMENT

Throughout the tournament, we will share match day posts and stories featuring sponsor branding. This ongoing presence maximizes engagement and keeps the audience informed and entertained during each event.

DURING TOURNAMENT

After the tournament concludes, we will celebrate winners with posts and thank our sponsors through creative recognition. This reinforces partnerships and keeps the momentum alive in the community post-event.



SPONSORSHIP CATEGORIES

TITLE SPONSOR

The Title Sponsor category offers maximum visibility, with the brand name featured prominently. This includes branding on jerseys, promotional materials, and significant social media exposure to engage the audience.

OFFICIAL PARTNER

Official Partners enjoy category exclusivity within their segment, ensuring no competitors are present. Benefits include logo placement on branding assets and digital shout-outs, amplifying brand presence and reach.

ASSOCIATE SPONSOR

As an Associate Sponsor, brands gain strong recognition through logo placement on banners and merchandise. This tier offers valuable opportunities for engagement during tournaments, enhancing the brand's community connection.



TITLE SPONSOR

INVESTMENT

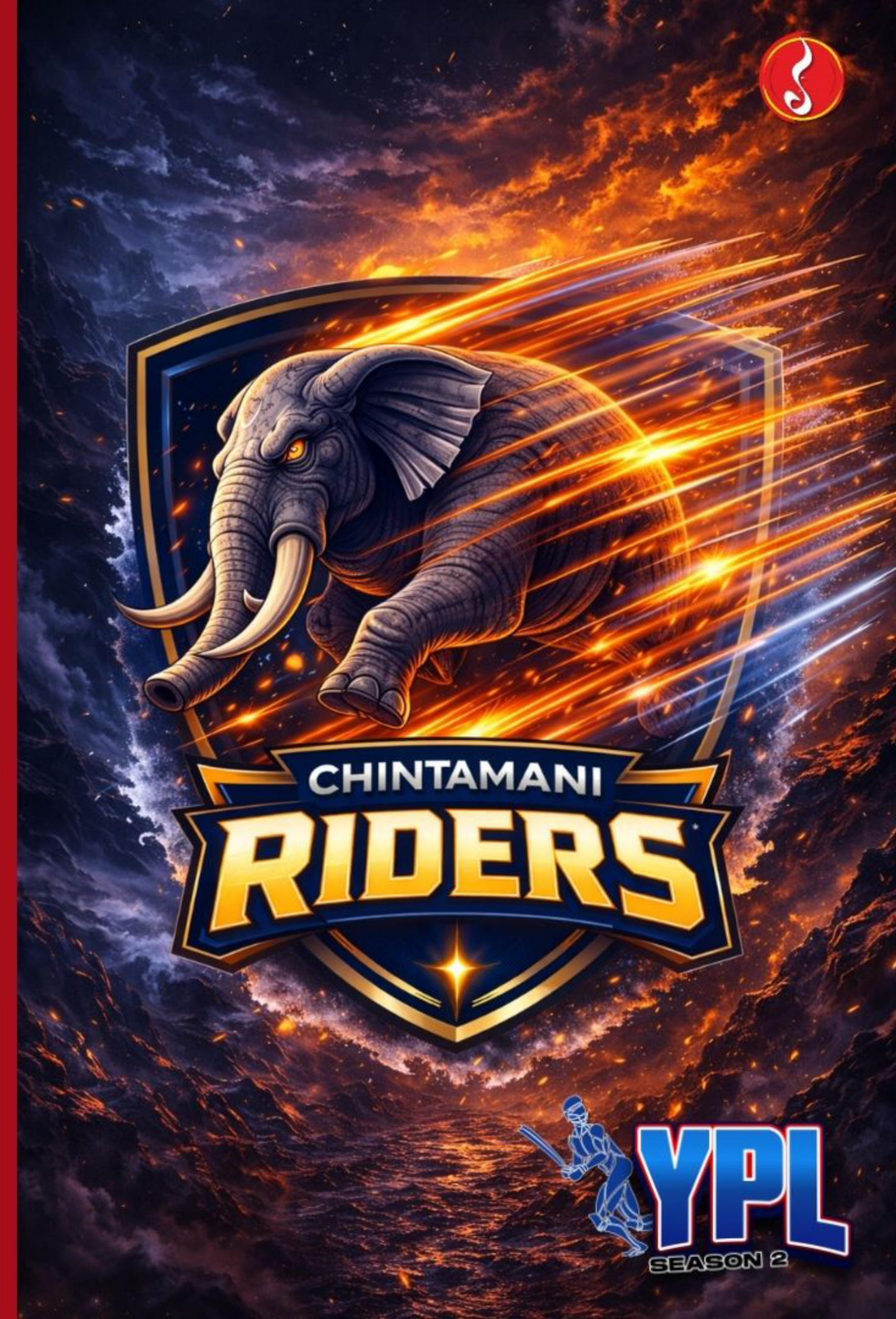
The investment for Title Sponsorship is

₹ 50,000

ensuring your brand gains extensive visibility and influence throughout the tournament.

BENEFITS

As a Title Sponsor, enjoy premium benefits, including your brand prominently displayed on jerseys, maximum social media reach, and ground branding during the tournament events.



ASSOCIATE SPONSOR

INVESTMENT

The investment for becoming an Associate Sponsor is

₹ 35,000

allowing brands to engage effectively with the audience while maximizing their visibility during the tournament.

BENEFITS

Benefits include logo placement on jerseys and banners, digital posts, match day announcements, and increased brand visibility throughout the event, creating significant exposure opportunities.



MATCH / DAY SPONSOR

INVESTMENT

The investment for becoming a Match/Day Sponsor is

₹ 25,000

ensuring a significant presence throughout the tournament for your brand.

BENEFITS

As a Match/Day Sponsor, your brand will receive prominent visibility through Banners & match-specific posts, stories, and ground announcements, enhancing engagement and outreach on event day.





TROPHY & AWARDS SPONSORSHIP

Sponsoring Trophies & Award provides your brand with direct recognition during key moments of the tournament, ensuring maximum visibility and engagement with the audience.



CHAMPIONS TROPHY



RUNNERS UP TROPHY



PLAYER OF THE TOURNAMENT



BEST BATSMAN



BEST BOWLER



BEST FIELDER



MAN OF THE MATCH

DIGITAL & MEDIA SPONSOR

INVESTMENT

The investment for becoming a Digital & Media Sponsor is

₹ 15,000 (Digital & Media Sponsor)

₹ 2,000 (Logo on Reels & Post)

BENEFITS

Digital sponsorship provides extensive branding opportunities across multiple online platforms, ensuring maximum visibility during the tournament through engaging content and targeted promotions.

HIGH ONLINE REACH

Utilizing social media channels enhances brand awareness and connection with the youth audience, leading to increased engagement and fostering community involvement throughout the event.



BARTER / IN-KIND SPONSORSHIP

CONTRIBUTION EXAMPLES

Contributing Food & Beverages, player kits, or equipment can significantly enhance the tournament experience. These donations create a supportive environment while showcasing your commitment to local sports development.

BENEFITS

In-kind sponsors receive branding recognition proportional to their contributions. This includes on-ground visibility during the event and digital acknowledgment, fostering goodwill within the community and enhancing brand presence.



JERSEY SPONSORSHIP

JERSEYS

Our branded jerseys and kits ensure maximum visibility for sponsors, as players wear them proudly throughout the tournament, establishing a strong connection with the audience and participants alike.

BENEFITS

In-kind sponsors receive branding recognition proportional to their contributions. This includes on-ground visibility during the event and digital acknowledgment, fostering goodwill within the community and enhancing brand presence.



ON GROUND SPONSORSHIP

TURF SPONSORSHIP

The investment for Turf Sponsor

₹ 12,000/-

Gain premium visibility as the Official Turf Sponsor with your brand showcased at the heart of all on-field action. Your logo and branding will be prominently placed across key turf areas, ensuring maximum exposure to players, spectators, and digital viewers throughout the tournament.

ON GROUND BANNERS

The investment for On Ground Banners

₹ 5,000/- + Printing

Eye-catching ground banners and standees strategically placed around the venue will highlight your brand prominently, engaging attendees and creating lasting impressions during the tournament events.





WHY PARTNER WITH US ?

COMMUNITY-DRIVEN TOURNAMENT

Partnering with YPL means engaging in a community-focused initiative that promotes youth cricket, bringing together families and local residents for a vibrant sporting experience.

YOUTH & FAMILY ENGAGEMENT

Our tournament fosters connections among youth, families, and local communities, creating a supportive environment while enhancing brand visibility and goodwill through interactive and fun-filled cricket events.



LET'S BUILD A
WINNING
PARTNERSHIP

DAKSH LODAYA

+91 99877 11365

PRANAY KADAM

+91 75067 69880

IT'S NOT
JUST CRICKET



YPL
SEASON 2

