



OFFICIAL SPONSORSHIP DECK · SEASON 1 · 2026

KASHI PREMIER LEAGUE T10

#KashiKeChampions





#KashiKeChampions

IF YOU READ NOTHING ELSE, READ **THIS.**

Format

T10 TENNIS-BALL

Under 90 minutes per match · Festival-day energy

Franchises

8 CITY - LED TEAMS

Under Limited inventory · Auction-based squads

Projected Reach

200M+

On-ground · DDSports · FanCode · Digital

Geography

20+ CITIES

Purvanchal & Eastern UP · 62.8M residents

Season Kick-off

NOV 2026

Pre-launch Feb · Auction Sep · Live Nov

Sponsor Tiers

5 OPEN

₹10L → ₹1Crore · Founding partners only

Kashi's first professionally-run T10 cricket league - engineered so your brand owns **specific, named assets** (not vague exposure). Season 1 inventory is finite, founding-partner pricing is locked, and Season 2 prices will reset higher.



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WHERE KASHI MEETS CRICKET.

Purvanchal and Varanasi sit on India's largest under-claimed cricket fan base 62.8 million Bhojpuri-speaking residents across 32 eastern UP districts, half of them under 25, everyone of them obsessed with the game. No professional cricket league has ever called this region home.

62.8M

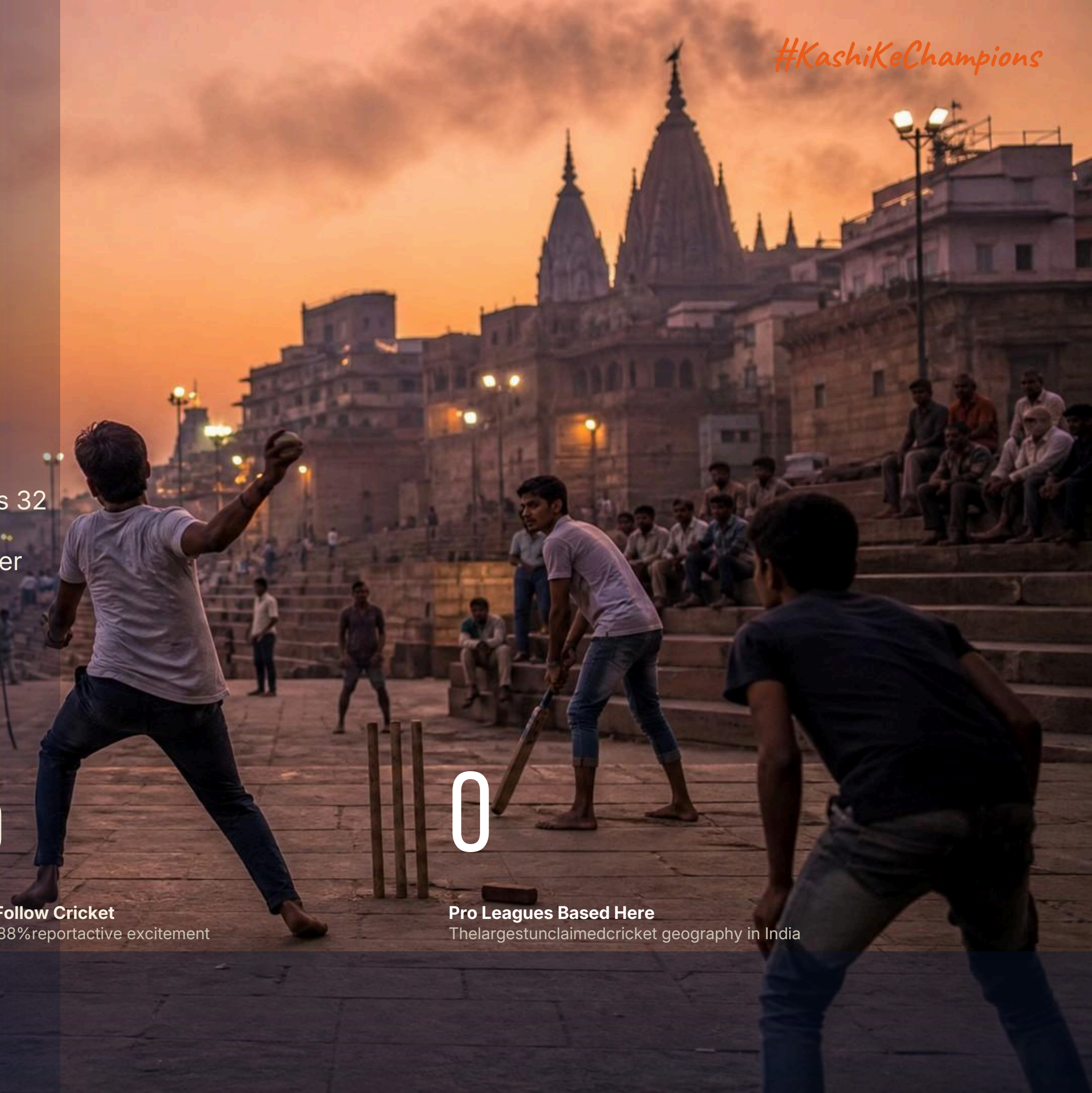
32 eastern UP districts · Bhojpuri-speaking belt

53%

Of Urban Indians Follow Cricket
Ipsos India Bus 2024 · 88% report active excitement

0

Pro Leagues Based Here
The largest unclaimed cricket geography in India



UNDER 120 MINUTES OF PURE T10.

T10 is built for how India actually watches sport today, short, punchy, festival-day complete.
Tennis-ball cricket is the most-played form of the game in the country, instantly relatable from gully to grandstand.

20 OVERS

Pace · No mid-innings drag · Action every ball

120 MIN

Full match runtime · Built for modern attention spans

0 ENTRY BARRIER

Tennis-ball cricket: India's most-played sport format

100% LIVE

Festival-day match windows · Music, food, brand zones





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WE'RE BUILDING KASHI'S **FIRST** PRO T10 LEAGUE.

KPLT10 will blend the cultural identity of Kashi and Purvanchal with high-octane sporting action turning regional pride into a professionally-managed, broadcast-grade spectacle. A seamless pathway from gully cricket to a national stage, and a platform that empowers the next generation of **#KashiKeChampions**.



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EIGHT FRANCHISES. EIGHT CITY RIVALRIES.

Adeliberatelysmall,high-qualityfieldofeightcity-ledteams.Concentratedtalent, sharp localisedfandom,andatransparentauction-basedsquadmodel.**(Franchiseidentities remain confidential until the official launch.)**

01 · Quality

8 TEAMS ONLY

Tight competition · Undiluted talent pools

02 · Geography

CITY-LED

Each team represents a distinct Purvanchal city/ethos

03 · Talent Funnel

TRIALS-BASED

Open scouting across 20+ cities

04 · Squad Build

AUCTION

TransparentSeptember 2026 player auction



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FIVE PLAYERS. ONE SHARED WIN.

The league is engineered as a self-reinforcing ecosystem; every actor's success amplifies the others. Sponsors sit in the centre, not bolted on the side.

01 · Players

PLAYERS

Raw Purvanchal talent→
professional stage. Trials across
20+ cities.

02 · Owners

FRANCHISES

8 visionary owners driving team
culture and localised fandom.

03 · Sponsors

YOU.

Core partners powering the
league. Named, owned, integrated
assets.

04 · Audience

FANS

The heartbeat. In-stadia, on
phones, on social. Both wallets
and word-of-mouth.

05 · Amplifiers

CREATORS

Regional sports creators+ local
media translating matches into
stories.



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10 MONTHS TO SEASON KICK-OFF.

Every phase is engineered to compound audience anticipation — earned media in the run-up, packed stadiums on opening night.

FEB 2026

MAR — SEP 26

SEP 2026

SEP — OCT 26

NOV 2026

PRE-LAUNCH

Brand reveal · trophy unveil · sponsor announcements · PR press conferences

Scouting across 20+ Purvanchal cities to finalise the full player pool

PLAYER AUCTION

8 franchises bid live to build their ultimate squads · VVIP sponsor access

Team camps · local activations · PR push · sponsor digital hype campaigns

SEASON KICK-OFF

Opening ceremony · inaugural match · sponsor activation live

Sponsor onboarding window is open **now** — earliest signatures get the longest activation runway and the biggest pre-launch PR share of voice.



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Act III · Reach & Distribution

YOUR LOGO IN FRONT OF 200M+

Projected eye balls across the 2026 season — on-ground, broadcast, digital, and creator network combined.

01 · On-Ground

2.5M+

Purvanchal & Eastern UP

02 · Broadcast

120M+

DD Sports linear TV across UP, Bihar & Hindi-speaking markets

03 · Digital

60M+

Match Day Digital
FanCode OTT streaming + reels & shorts

04 · Community

20M+

1000+ syndicated community pages + creator network



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Act III · Broadcast & Digital

EVERY SCREEN. EVERY MATCH.

Linear TV across Hindi-speaking India + premium OTT distribution + 1,000+ syndicated community pages + match-day creator drops. Sponsor logos travel from the boundary rope to the smartphone - all on day one.

01 · Linear TV

DD SPORTS

Multi-camera live broadcast across UP, Bihar & Hindi-speaking markets

75% of urban viewing

02 · OTT Streaming

FANCODE

Premium digital live streaming with native ad integration

49% mobile + 20% OTT

03 · Short-Form

REELS & SHORTS

Sixes, catches, drama-moments cut + published in < 30 min

Real-time virality

04 · Community

1000+ PAGES

Local cricket community pages amplifying every match

Syndicated network



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OUR SOCIAL MEDIA NETWORK.

Projected Season1 organic reach across our owned channels - before the community network and creator partnerships layer on top.



25K+

YouTube Subscribers

Match highlights, behind-the-scenes, weekly recaps · 4K broadcast-grade content



10K+

Facebook Followers

Match-day live updates, fan engagement, sponsor integration posts



50K+

Instagram Followers

Reels, takeovers, fan UGC, sponsor product integration · highest engagement channel

Overall Reach

200M+

Total projected reach across all channels — owned,
community network & creator amplification combined.



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NEWS PR COVERAGE



DIGITAL
NEWS



PRINT
COVERAGE



TV NEWS &
RADIO NEWS



YOUTUBE NEWS
CHANNELS

PROPOSED MEDIA PARTNERS

HindustanTimes

लोकमत

ANI
SOUTH ASIA'S LEADING NEWS AGENCY

आज तक

हरियाणा Tak

SPORTS Tak

abp न्यूज़



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INSTAGRAM TAKEOVERS & FAN INTERACTIONS.

Players go live from the KPLT10 handle— taking over the official account for warm-up sessions, Q&A drops, dressing-room reveals, and post-match victory rounds. Sponsor brands ride the live wave with co-branded story stickers, swipe-ups & integrated giveaways.

01 PLAYER GOES LIVE

Single-player IG Live takeovers from the KPLT10 handle — pre-match, warm-up, post-victory rounds

02 FAN Q&A SESSIONS

Live comment-pulls, voice-replies, & sticker polls — fans drive the conversation in real time

03 SPONSOR GIVEAWAYS

Co-branded giveaway drops during lives — sponsor product placement, tag-to-win mechanics

04 SWIPE-UP COMMERCE

Story-sticker links drive directly to sponsor offers, ticket pages & brand campaign landers

Live Reach
50K+

IG followers projected by S1 launch

21 take over sessions across S1 — minimum one per match window, plus owner-led specials & brand-ambassador drops.

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EVERY STREET IS A STADIUM.

Off-screen brand visibility across Varanasi, Allahabad, Gorakhpur, and 17 other Purvanchal cities — pre-launch and through the season.

01 · Mass-reach OOH

BILLBOARDS & HOARDINGS

Strategic city-entry, market-square, and stadium-route placements across 20+ Purvanchal cities

02 · Mobile media

BRANDED STREET VANS

Match-day roadshows · trophy tours · mobile-LED screens routing through city centres and markets

03 · Print Reach

NEWSPAPER PAMPHLETS

Inserts in Hindustan, Dainik Jagran, Amar Ujala – Hindi-belt readership across UP & Bihar

04 · Direct Engagement

MEET & GREETs

Marquee-player public appearances · sponsor-hosted fan events · trial-city activations



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TROPHY TOUR.

Pan-Purvanchal Trophy Tour

The KPLT10 trophy travels on a branded mini-truck across 20+ cities in the lead-up to launch — anchoring billboard takeovers, photo-ops, and fan engagement moments that build a wave of regional anticipation around sponsor brands.

01 · Static OOH

BILLBOARDS & POSTERS

Trophy reveal billboards across Varanasi, Allahabad, Gorakhpur, Azamgarh & 16 more cities. Wall-mounted posters in market squares, ghats&stadium-radius zones — sponsor brand block locked top-right of every print.

02 · Mobile Activation

BRANDED TROPHY TRUCK

Mini-truck wrapped in KPLT10 navy + gold livery, trophy on display under spotlight. 6-week city-to-city route · photo-op anchors attemplecourtyards,college fests & market hubs · co-branded sponsor decal on side panel.



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FIVE TIERS. ONE **FOUNDING** SEASON.

Tier 01

TITLE / PRINCIPAL

₹1 CR

Naming rights · MoM exclusive · 35% ad inventory · 30% boundary rope

Tier 02

POWERED BY

₹75 L

Premium logo placement · Strategic Time out dominance · 20% ad inventory

Tier 03

CO-POWERED BY

₹50 L

Playing XI & Umpire Review integration · 15% ad inventory

Tier 04 · 2 slots

OFFICIAL PARTNER

₹20 L

Category exclusivity · 10% ad inventory · Match-day branding

Tier 05 · Specialist

UMPIRE PARTNER

₹15 L

100% umpire jersey · Camera time every decision



TITLE / PRINCIPAL SPONSOR

₹1 CR

ASSOCIATION

- NamingRights: <Brand> Kashi Premier League T10
- Logo Lock-up: <Brand> integrated with all league assets
- Ad Shoot: Film/Photo shoot with all 8 team captains & ambassadors
- FCT (TV/OTT/YouTube): **35%** of total spots
- Image Rights: Brand usage for the season + approved post-campaign window

ON AIR INVENTORY

- Verbalmention: <Brand> KPLT10 during live match commentary
- Association with sixes, big hits, fours & key moments
- Exclusive Content Show — <Brand> Presents Player Stories
- FCT (TV/OTT/YouTube): **35%**
- Award presentation in post-match ceremony — Man of the Match exclusive

ON GROUND INVENTORY

- Boundaryrope perimeter branding: **30%**
- LED perimeter branding: **35%**
- Match Presentation & Awards Backdrop: **35%**
- Press Conference Backdrop: **35%**
- Team Dugout & Coaches Area Panels: **30%**
- 2 premium pitch / ground logo placements · Entry-arch presence · In stadia stalls & display

SOCIAL MEDIA

- 1Reel+ Storyfrom 50+ Players & Influencers
- Mention on KPLT10 Instagram & Facebook bio
- 50+** Collaborative Posts with League Handle · YouTube cover mention

TICKETS & HOSPITALITY: **15 VIP / match · 30 general / match · VVIP auction access · Premium box**

Only **ONE** Title Sponsor slot exists across Season 1. Season 2 inventory will reset at higher pricing.



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POWERED BY SPONSOR

₹75 L

ASSOCIATION

Powered By <Brand> — secondary logo hierarchy on every league asset
Exclusive Big Screen & strategic timeout branding
FCT (TV/OTT/YouTube): **20%** of total spots
Image Rights: Brand usage for the season + approved post-campaign window

ON AIR INVENTORY

Verbal mention: <Brand> KPLT10 strategic timeout
Verbal & visual mention of <Brand> strategic timeout branding
FCT (TV/OTT/YouTube): **20%**
70% visibility during Strategic Timeouts
Award presentation in post-match ceremony

ON GROUND INVENTORY

Boundaryrope perimeter branding: **20%**
LED perimeter branding: **20%**
Match Presentation & Awards Backdrop: **20%**
Press Conference Backdrop: **20%**
2 premium pitch / ground logo placements · In stadia stalls & display

SOCIAL MEDIA

1Reel+ Storyfrom 25+ Players & Influencers
Mention on KPLT10 Instagram & Facebook bio
25+ Collaborative Posts with League Handle

TICKETS & HOSPITALITY: **10** VIP / match · **20** general / match · Grandstand access · PR event invites

Only **ONE** Powered-By slot exists. Strategic Timeout dominance is exclusive to this tier — own 70% of every game break.



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CO-POWERED BY SPONSOR

₹50 L

ASSOCIATION

Co-PoweredBy <Brand> — tertiary logo hierarchy on primary league backdrops & digital headers
Exclusive Playing XI + Umpire Review branding
FCT (TV/OTT/YouTube): **15%** of total spots
Image Rights: Brand usage for the season + approved post-campaign window

ON AIR INVENTORY

Verbal mention: Playing XI presented by <Brand>
Verbal & visual association with every Umpire Review
FCT (TV/OTT/YouTube): **15%**
70% visibility during Playing XI & Umpire Review windows
Award presentation in post-match ceremony

ON GROUND INVENTORY

Boundaryrope perimeter branding: **10%**
LED perimeter branding: **10%**
Match Presentation & Awards Backdrop: **10%**
Press Conference Backdrop: **10%**
1 premium pitch / ground logo placement · In stadia stalls & display

SOCIAL MEDIA

1Reel+ Storyfrom 10+ Players & Influencers
Mention on KPLT10 Instagram & Facebook bio
10+ Collaborative Posts with League Handle

TICKETS & HOSPITALITY: **5 VIP / match · 10 general / match · Opening ceremony invite**

Best balance of investment to visibility — Playing XI & Umpire Review windows are watched by **100%** of the live audience.



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OFFICIAL PARTNER

₹20 L

ASSOCIATION

Official<Category> Partner of KPLT10 — full category exclusivity for Season 1
Categories available: Beverage, Auto, Telecom, F&B, Apparel, Fintech, Insurance, etc.
FCT (TV/OTT/YouTube): **10%** of total spots per partner
Image Rights: Brand usage for the season

ON AIR INVENTORY

Verbal mention:Official <Category> Partner — <Brand>
Passive logo appearance throughout match broadcast
FCT (TV/OTT/YouTube): **10%** per partner
Award presentation in post-match ceremony

ON GROUND INVENTORY

Boundaryrope perimeter branding: **10%**
LED perimeter branding: **10%**
Match Presentation & Awards Backdrop: **10%**
Press Conference Backdrop: **10%**
1 standard pitch / ground logo placement · Category-product stall at match days

SOCIAL MEDIA

1Reel + Story from 5+ Players & Influencers
Digital social media contest integration · category-specific giveaways
5+ Collaborative Posts with League Handle

TICKETS & HOSPITALITY: **3 VIP / match · 7 general / match · Premium match-day tickets**

Only **TWO** Official Partner slots — first signed brand picks first category. Second slot closes the category map for Season 1.



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Tier 05 of 05 · Specialist · Highest Broadcast Frequency

OFFICIAL UMPIRE PARTNER

₹15 L

ASSOCIATION

Official Umpire Partner of KPLT10 — exclusive umpire-jersey branding rights
100% exclusive branding on front + back of every on-field umpire's jersey
FCT (TV/OTT/YouTube): **5%** of total spots
Image Rights: Brand usage for the season

ON AIR INVENTORY

Verbal mention: Official Umpire Partner — <Brand>
Guaranteed camera time on every umpire decision, review & over-change
100+ on-camera moments per match (T10 = every 30 seconds)
Award presentation in post-match ceremony

ON GROUND INVENTORY

Boundaryrope perimeter branding: **5%**
LED perimeter branding: **5%**
Match Presentation Backdrop: **5%**
1 standard pitch / ground logo placement
Referee kit branding: **100%** exclusive

SOCIAL MEDIA

1Reel+ Storyfrom 3+ Influencers
Mention on KPLT10 Instagram & Facebook bio
3+ Collaborative Posts with League Handle

TICKETS & HOSPITALITY:

2 VIP / match · 5 general / match · Standard VIP access all matches

The smartest **CPM** in the deck your logo on screen every 30 seconds, for the cost of a mid-market digital campaign.



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EIGHT NAMED **IN-STADIA** SURFACES.

01 · Field

PITCH LOGOS & FIELD ADS

3D painted pitch & outfield logos · maximum broadcast camera time

02 · Perimeter

BOUNDARY & SIDEWALLS

Boundary rope branding · sidewall hoardings · visible during every wide camera shot

03 · Digital

SCOREBOARDS & LED

Live scoreboard logo · HD LED perimeter panels · graphic-overlay slots

04 · Player Areas

DUGOUTS & CANOPIES

Branded dugout seating · hydration stations · canopy headers · seen on every cutaway

05 · Umpire Visibility

UMPIRE JERSEY

100% exclusive umpire-partner branding · on screen every decision & review

06 · Commentary

COMMENTATOR BACKDROPS

Commentary-box backdrop · interview drop · presentation studio walls

07 · Award Moments

CEREMONY WALLS

Post-match presentation dais · MoM photo backdrop · trophy lift walls

08 · Entry & Exit

ENTRY ARCHES & GATES

Massive branded welcome arches at stadium gates · every fan walks under your brand



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BRANDING REFERENCES

As Per Partnership Category



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COMPOSITE LOGO

PRINCIPAL SPONSOR



COMPOSITE LOGO 1

PRINCIPAL SPONSOR



POWERED BY

COMPOSITE LOGO 2



#KashiKeChampions

COMPOSITE LOGO 1





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COMPOSITE LOGO 1



PRINT



DIGITAL

SIGHT SCREEN





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LOGO ON GROUND



DUG OUT



COMMENTARY BOX



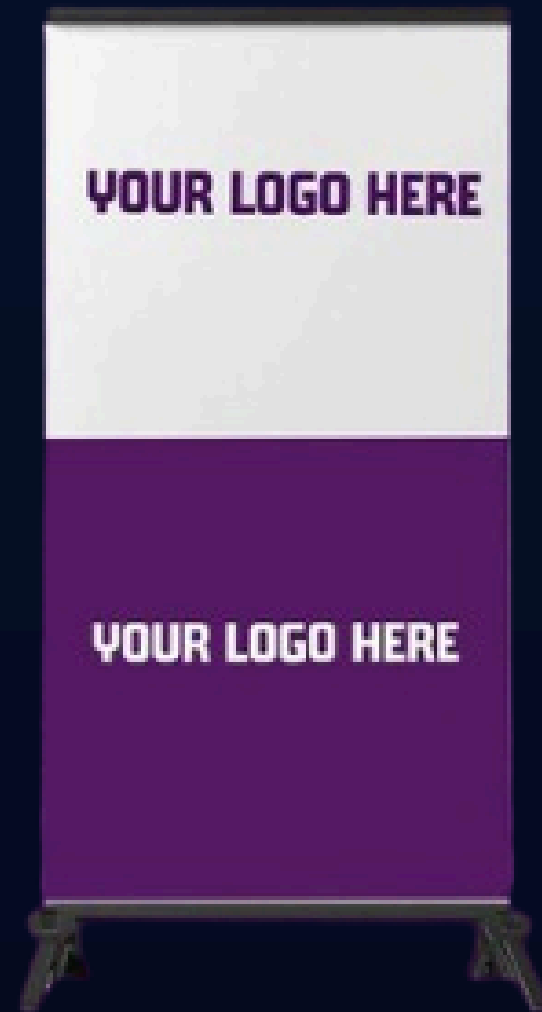
POST MATCH PRESENTATION



ROPE BRANDING



DEDICATED STANDEE & KIOSK





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POINTS TABLE

POINTS TABLE



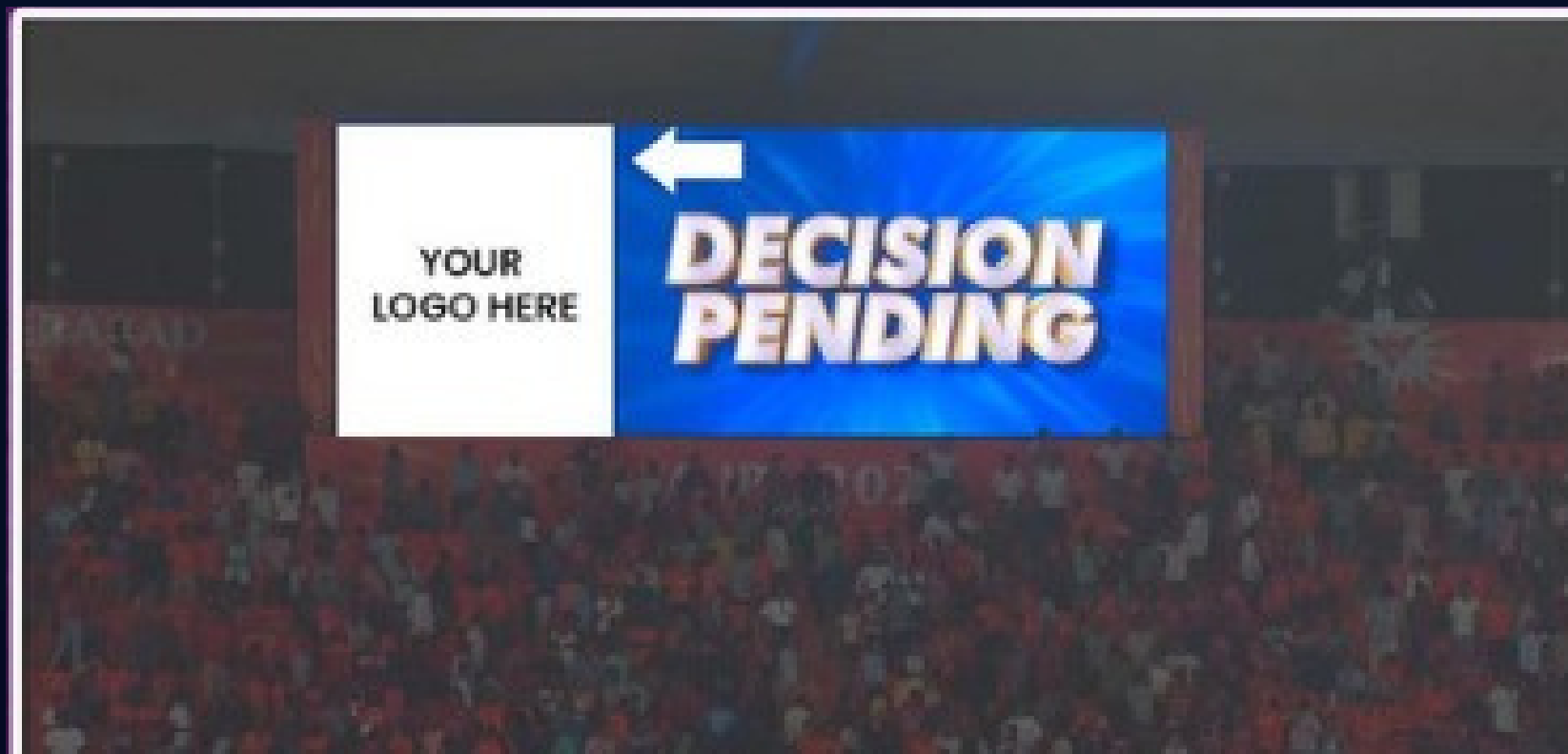
KASHI PREMIER LEAGUE T10								
POINTS TABLE								
POS	TEAM	PLAYED	WON	LOSS	T	NR	PT	POINTS
1	 TEAM ALPHA	4	3	1	0	0	0	6
2	 TEAM BRAVO	4	2	2	0	0	0	4
3	 TEAM CHARGERS	4	2	2	0	0	0	4
4	 TEAM DYNAMOS	4	1	3	0	0	0	2

YOUR
LOGO
HERE

- ▶ Brand name will be included before the title
- ▶ 6 posts on Meta
- ▶ Dedicated page on website with logo presence

- ▶ Brand name will be included before the title
- ▶ 6 posts on Meta
- ▶ Dedicated page on website with logo presence

UMPIRE REVIEW



- ▶ Brand logo watermark prominently display during the review process
- ▶ Brand logo integration during the decision reveal on the big screen

PLAYING 11



- ▶ Logo integration with broadcasting graphics GSP
- ▶ 18 squad line up posts

ORANGE CAP (MOST RUN)



- ▶ Brand name will be included before the title
- ▶ Graphic chart of the Top competitor of the League
- ▶ 8 posts on meta
- ▶ Dedicated page on website with logo presence

PURPLE CAP (MOST WICKET)



- ▶ Brand name will be included before the title
- ▶ Graphic chart of the Top competitor of the League
- ▶ 8 posts on meta
- ▶ Dedicated page on website with logo presence

TOSS



- ▶ Brand logo watermark during toss
- ▶ 18 toss update posts on meta with brand logo & theme
- ▶ During the toss brand logo coverage on perimeter LED

MAN OF THE MATCH



- ▶ Presenter from the brand will be available to present the title on live television
- ▶ Dummy check featuring the brand's logo
- ▶ 18 reels and 18 posts on meta with dedicated brand integrated intro



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PLAYERS KIT BRANDING.

10 individual branding zones across every player's kit ,across all 8 franchises, every match, every broadcast cut.The on-jersey real-estate that keeps sponsors visible whether the camera is on the batter, the bowler, or the dugout.

JERSEY · Front

- 1 Chest centre — title sponsor
- 2 Chest upper-right
- 3 Chest lower-left

JERSEY · Back & Sleeves

- 4 Back upper — above number
- 5 Back lower — below number
- 6 Left sleeve
- 7 Right sleeve

SHORTS

- 8 Front-left thigh panel
- 9 Front-right thigh panel
- 10 Back-waist band

Across the league

10 ZONES × 8 TEAMS × 11
PLAYERS

Total addressable on-jersey impressions across the season's 21 matches.

Hours of on-camera visibility

31.5H

Total jersey on-screen time across S1 — 21 matches × ~90 minutes match duration.

Sponsor logos are stitched on the kit — not patched — so every replay, every freeze-frame, every photo carries the brand mark.



YOUR BRAND. OUR PLAYERS.

Sponsorship tiers include direct access to KPL10 players for brand commercials, product shoots, and integrated campaign content, not just logo placement.

01 • Solo Brand Shoots

MARQUEE PLAYERS

Top-tier sponsors get dedicated shoots with the league's marquee names — commercials, print, social.

02 • Group Team Shoots

FULL SQUAD SHOOTS

Full-team back drop shoots for sponsor campaigns — choose a franchise, get the whole squad.

03 • Meet & Greets

SPONSOR ACTIVATION

Player appearances at sponsor stores, factories, dealer events — powerful B2B + retail tool.

04 • Content IP Tie-in

DOCU + STORIES

Sponsor integration into “Player Stories” docu-series — authentic, narrative-first storytelling.

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TICKETING PARTNERS.

Tickets distributed across India's largest live-event marketplaces — putting KPLT10 in the same check out flows as the IPL, Bollywood concerts & comedy nights that the urban Purvanchal diaspora already books.

Partner 01

DISTRICT

DISTRICT BY ZOMATO

India's fastest-growing live-events & dining super-app.
Inventory across iOS, Android & Zomato app cross-promotion
to 80M+ users.

Partner 02

WC TICKETS

WC TICKETS

Dedicated cricket-event ticketing platform with proven IPL & ICC tournament inventory. Native checkout in Hindi & English.

Sponsor benefit

CO-BRANDED TICKETS.

- ▶ Sponsor logo locked on every digital + print ticket
- ▶ App-checkout banner placements during ticket purchase
- ▶ Post-purchase email sequence with sponsor offers
- ▶ Gate-scan moment carries sponsor mark on-screen



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FOUNDING PARTNERS **ONLY** GET ONE SHOT.

Season 1 sponsor pricing is locked. Once these slots close, they don't reopen at this number again. Season 2 will reset prices to market — meaning every brand that signs in 2026 enters the cap table at a discount the market won't see again.

01

SCARCITY

5 tiers · 6 slots total · one shot at "founding partner" status

02

PRICING LOCK

Season 1 rates · Season 2 will reset higher · 10-month earned-runway window

03

CATEGORY MAP

Once a category exclusivity is taken, no other brand in that space joins Season 1





**AETHLETI
CIRCLE**



PRESENTED BY

Aethleti Circle

LET'S CREATE THE NEXT

#KashiKeChampions

TOGETHER.