



SPONSORSHIP PROPOSAL

BACKING A SQUAD ON TOUR
WITH THE GLOBAL CRICKET SERIES





A TOURING SQUAD IS WORTH SPONSORING

A squad plays up to ten days of tournament cricket against UK schools and academies, European, South Asian and US academies, and age-group squads from the host island. Every match is streamed and live scored. Putting your name on that shirt is advertising, not a donation.

WHAT THE MONEY DOES

Sponsorship comes straight off the cost of the tour, so every package sold reduces what each family pays. It is invoiced by TCA Sports Tours and credited against the squad's tour account.

- Reduces the per-player tour cost
- Pays for tour playing and training kit
- Sends a young player on the trip of a lifetime who would otherwise stay at home

WHY BUSINESSES BACK A SQUAD

Most businesses back a squad for one or more of these reasons.

- Their name seen locally for months, not for one week
- A local good-news story they can tell customers
- A report afterwards showing what they got for the money

WHAT'S IN THIS PACK

Page 3 is who sees the shirt, page 4 who the squad would play. Page 5 shows where your logo goes, 6 and 7 what comes with each level, and page 8 what you get after the tour.



WHO SEES THE SHIRT

Two audiences for one price. One is international, watching online. The other is at home in your own town – which is where most small businesses actually sell.

THE 2026 SERIES IN NUMBERS – ALL TOURNAMENTS

5

TOURNAMENTS
DELIVERED

34

TEAMS
COMPETING

428

PLAYERS
ON TOUR

110

MATCHES
PLAYED

68,332

VIEWS OF LIVE
MATCH COVERAGE

240,000+

SOCIAL & DIGITAL VIEWS
(TOBAGO 2026 ALONE)

ON TOUR

- Every match streamed live and scored ball by ball
- Live scoring ball by ball through our GCS-branded CricHeroes app, followed at home all tour

AT HOME

- Club and school channels, newsletters and websites
- Squad tour updates followed daily by families
- The end-of-tour report, shared with families, the club and every sponsor

THE KIT DOES NOT STOP WHEN THE TOUR DOES

This is the part most sponsors miss. The players keep the kit. The shirts, the training wear and the caps go back into normal cricket life and stay there – worn at their own clubs, at training, in the nets, at net sessions over the winter and about the place socially. Fourteen teenagers wearing your name for a season or more, long after the tour itself has finished.

Local sponsorship does not work by reaching a lot of people once. It works by reaching the same few hundred over and over – and if your customers come from within ten miles, they are the same few hundred.

WHO YOUR SQUAD WOULD BE PLAYING

Twelve teams, usually made up like this:

6

UK schools and academies

Sedbergh, Oakham, Surrey Academic Cricket Scholars and Ludimos are all signed up for St Vincent in February.

2

Rest of world

European, South Asian and US academies at the same age group.

4

The island and the Caribbean

Host-island national age-group squads, sides from the other host nations, and academies like Franklyn Stephenson in Barbados and Excel in Trinidad.

WHAT YOUR SQUAD IS JOINING

The Global Cricket Series is a year-round international circuit rather than a one-off trip: ten tournaments confirmed for 2027 across the Caribbean, Europe and South Asia, around 1,300 participants, in boys', girls', junior, senior and softball formats. Island tourism authorities back it directly, which is what keeps the cost to travelling teams down.

The people it reaches are the ones most local businesses want: school and club families, young players on county programmes, travelling supporters, and cricket communities across the Caribbean.

The mix changes from tournament to tournament. This is a typical one.

WHERE YOUR LOGO GOES

Four packages. Every player is issued two strips – coloured kit with a pink ball for the limited-overs matches, whites for the longer format – and every position appears on both.



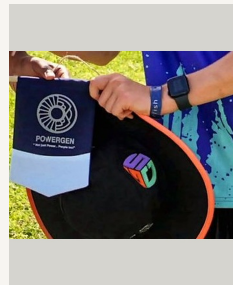
GOLD
FRONT + TRAINING



SILVER
BACK OF SHIRT



BRONZE 1
SLEEVES



BRONZE 2
CAPS

The rest of the kit is spoken for: the Global Cricket Series mark on the chest and upper back, the squad badge opposite, and TCA Sports Tours on the left sleeve. On the caps the Global Cricket Series mark takes the front and a Bronze 2 sponsor takes the side.

Sponsorship is set by the squad. They will talk you through what each package costs and what suits your budget – that conversation belongs with them, not in a document.

ONE SPONSOR PER PACKAGE

Each package is taken once, by one business, for one tour. No sharing, no second logo squeezed in beside yours. Whatever you take is yours alone across fourteen sets of kit.

HOW LONG YOUR NAME IS THERE

The kit is made for the tour and worn for every match of it, and the players keep it afterwards. It carries on appearing at their own clubs, at training and in the nets long after they land.

GOLD AND SILVER

GOLD

FRONT OF SHIRT AND TRAINING WEAR · ONE AVAILABLE



FRONT, BOTH STRIPS

- Your logo on the front of every playing shirt, both strips, and across the training wear – the biggest position on the kit
- On every shirt in the tour photography, which is where kit branding actually reads
- Social posts by the squad, plus a post naming you on Global Cricket Series channels
- A complimentary squad shirt
- Photos from the tour you are free to use yourself

SILVER

BACK OF SHIRT · ONE AVAILABLE



BOTH STRIPS

- Large logo across the back of every playing shirt, on both strips
- In shot in every wicket celebration and every over bowled from the end the camera is at
- Social posts by the squad, plus a post naming you on Global Cricket Series channels
- Photos from the tour you are free to use yourself

BRONZE

Two available, one each. Same price, same social support, different piece of kit.

BRONZE 1 – SLEEVES

ONE AVAILABLE



BOTH STRIPS

- Your logo on the sleeves of every match shirt, on both strips
- Social posts by the squad, plus a post naming you on Global Cricket Series channels
- Photos from the tour you are free to use yourself

BRONZE 2 – CAPS

ONE AVAILABLE



SQUAD CAPS

- Your logo on the side of every squad cap – the Global Cricket Series mark takes the front – worn in the field all tour and at the club long afterwards
- Social posts by the squad, plus a post naming you on Global Cricket Series channels
- Photos from the tour you are free to use yourself

WHAT A SPONSOR GETS BACK

The reason squads get sponsored twice is what happens after they land. Every sponsor should receive the same four things within three weeks of the tour ending.

01 – THE TOUR REPORT

Two pages. Where the squad went, who they played, how they did, and what the tournament generated in coverage and audience. Named thank-you to every sponsor and backer.

02 – THE PHOTOGRAPHY PACK

A folder of high-resolution images from the tour showing the sponsor's branding in use – cleared for the sponsor to publish on their own website and social channels.

03 – NAMED, NOT FORGOTTEN

The mentions promised in their package, posted by the squad, plus a closing thank-you naming every business that backed it.

04 – FIRST REFUSAL

A squad photograph in full kit, and first refusal on the same position for the next tour before it goes back on sale.

WHAT WE NEED FROM A SPONSOR

ARTWORK

A vector logo file
– .ai, .eps, .pdf or .svg. A screenshot from a website will not print or embroider cleanly.

A DECISION DATE

Sponsor logos go to GCS roughly twelve weeks before departure. After that the kit is set for this tour.

A NAMED CONTACT

One person to sign off artwork, receive the report and be tagged in the posts.



WHO POSTS WHAT

Worth being clear about up front, so nobody is disappointed afterwards.

YOUR SQUAD POSTS, AND SO DO WE

The squad posts about you. Every package includes named posts on the squad's own channels – the club, school or squad accounts – at minimum a tour announcement and an end-of-tour thank-you.

Global Cricket Series posts about you too. Every sponsor is named in a post on GCS channels. The Gold sponsor is also named in the squad announcement – "[Team name], supported by [your brand]".

The photography carries the kit. Beyond the named posts, our tour photography shows whatever is on the shirt – which is where kit branding genuinely reads, rather than in a wide match shot.

The photos bridge the two. Pictures taken by the GCS team are yours to post yourself, which is usually worth more to a local business than a mention on somebody else's feed.



NEXT STEPS

LET'S TALK

If you would like to back a squad on tour with the Global Cricket Series, the next step is a short conversation about which position fits your business and what you want out of it.

01

Choose a position and agree the package

02

Send your logo as a vector file

03

Approve the kit artwork

04

Announcement, tour and report

CONTACT

Speak to the squad who sent you this
They set the packages and the price, and they will put you in touch with us if you need anything more.

www.tcasportstours.com



TCA | SPORTS TOURS

