



PLAYER SPONSORSHIP

BACKING ONE PLAYER ON TOUR
WITH THE GLOBAL CRICKET SERIES



BACK ONE PLAYER ON TOUR

A young cricketer has been selected to play for a squad in the Global Cricket Series. They are raising money towards the cost of going, and they are asking one local business to put its name on their kit.

WHAT THE GLOBAL CRICKET SERIES IS

A year-round international circuit for young cricketers rather than a one-off trip. Ten tournaments are confirmed for 2027 across the Caribbean, Europe and South Asia, with around 1,300 players taking part in boys', girls', junior, senior and softball formats.

Squads travel for up to ten days and play a full tournament against UK schools and academies, European, South Asian and US academies, and age-group squads from the host island. Island tourism authorities back the Series directly, which is what keeps it within reach of ordinary families.

10

TOURNAMENTS
IN 2027

1,300

PLAYERS
TAKING PART

3

CONTINENTS
ON THE CALENDAR

WHY A PLAYER IS ASKING YOU RATHER THAN A CLUB

Families fund these tours themselves. Rather than simply asking for money, players are encouraged to offer something back – which is where this comes in. What follows is a small, honest package, not a donation.

WHAT YOU GET

One player, one sponsor, one tour.



YOUR LOGO ON THE SLEEVE

YOUR LOGO ON THE PLAYING SHIRTS

Printed on the sleeve of the player's tour shirts by the Global Cricket Series as part of the kit, so there is nothing for you to arrange beyond sending a logo file over in time. Worn for every match of the tour – and kept afterwards, so it carries on appearing at their club, at training and in the nets long after they come home.

A STICKER ON THE BACK OF THE BAT

Produced by the player and on the bat for the tour and the season that follows. In shot in every photograph taken from behind the bowler's arm, and in front of every opposition, coach and parent at the ground.

NAMED IN THE PLAYER'S POSTS

Named when they are announced for the tour, and thanked afterwards with a photograph from out there that you are free to use yourself – reaching their family, their club and their cricket network.



IF YOU WOULD LIKE TO BACK THEM

01

Tell the player yes, and agree what you are putting in

02

Send your logo as a vector file

03

They pass it to GCS before the kit deadline

04

Announcement, tour, and a photo back

WHAT WE NEED FROM YOU

A logo as a vector file – .ai, .eps, .pdf or .svg. A screenshot from a website will not print or embroider cleanly. And it has to reach the player in good time: kit goes into production roughly twelve weeks before departure, and nothing new goes on a shirt after that.

ONE SPONSOR PER PLAYER

The sleeve is theirs to offer once. No other business shares it, and no logo is squeezed in beside yours.

CONTACT

Speak to the player who sent you this
They will tell you what they are asking for
and put you in touch with the tour organisers
if you need anything more.

www.tcasportstours.com



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