



# EX CRICKET

## USA CUP 2016

SMART CHOICE CRICKET ACADEMY USA  
*A Not For Profit Charitable Organization - 501 C3*

# CRICKET - 2ND LARGEST SPORT IN THE WORLD

Most exciting form of cricket - 2X

Brand Opportunity like no other

Over one million avid fans - young & old - male & female

CRICKET MATCHES ARE AMONG THE HIGHEST GROSSING

PPV EVENTS IN THE USA



# WANT GROWTH - THINK ETHNIC

2X Cricket USA CUP is a not for profit event.

Reach the largest British Commonwealth communities in the US  
(India-Pakistan- Bangladesh-Afghanistan-England-South Africa-Australia-Canada and more...)

Multiyear sponsorship opportunity

Millions of viewers across the USA and worldwide

Extensive exposure via Live Broadcast TV - Commercials - Social  
Media - Stadium Advertising - Players Uniform Logos +++

# FORMAT & SCHEDULE

## 2X CRICKET FORMAT

2 Innings of 10 Overs each played in 20/20 Format Match Rules

EVENT DATES: November 9 - 13, 2016

NUMBER OF DAYS: 5 Days

NUMBER OF TEAMS: 8

TOTAL NUMBER OF MATCHES: 15

SEMI FINAL MATCHES: 2

FINAL: 1

VENUE: Moosa Stadium, Houston, TX



# TEAMS & PLAYERS REPRESENTING COUNTRIES

8 Teams and some of the best cricket players  
in the world will be competing for  
the 2X Cricket USA Cup

Countries represented:  
USA, Canada, India, Pakistan, Bangladesh,  
Caribbean, UK, Australia, South Africa,  
Sri Lanka, Afghanistan and more...

# TOURNAMENT SCHEDULE

DATE	EVENT	TIME	MOOSA STADIUM	STAR FIELD
Nov. 8	Team' s Reception Texas Style BBQ & Country Music	7:00pm-9:30pm		
Nov 9	Opening Ceremony	9:30 - 10am		
	Match	10am	A1 vs A2	B1 vs B2
	Match	1:00pm	B3 vs B4	A3 vs A4
	Goodwill Ambassador Dinner	7:00 pm – 9:00 pm		
Nov 10	Match	9:30am	B1 vs B3	A1 vs A3
	Match	1:00pm	A2 vs A4	B2 vs B4
	Bollywood Night (Bollywood Dancing & Desi Food)	7:00pm-9:30pm		
Nov 11	Match	9:30am	A1 vs A4	B1 vs B4
	Match	1:00pm	B2 vs B3	A2 vs A3
Nov 12	Match	9:30am	First Semi Final	
	Match	1:00pm	Second Semi Final	
Nov 13	Match	11:00am	FINAL	



# SPONSOR BENEFITS

Brand Exposure  
Live Broadcast  
Social Media Exposure  
Players Logo ID  
Sampling & Trial Offering Opportunities  
Hospitality Options  
Award Presenting Opportunity

**REACH YOUR TARGET MARKET**

Stadium Attendance: 15,000

TV Viewers: 1 Million, plus

# SPONSORSHIPS & BENEFITS

SPONSORSHIP CATEGORY	TITLE SPONSOR	PLATINIUM	GOLD	SILVER
Minimum Investment	\$100,000	50,000	25,000	15,000
Number of Sponsor	1- Exclusive	3	5	10
Sponsor Logo on Event Products & Uniforms	Yes	Yes	Yes	Yes
Website Banners/Each Page	3 Months	3 Months	3 Months	3 Months
Sponsor name mention after at each break	Yes	Yes	No	No
Logo ID at all Press Conferences & Awards	Yes	Yes	Yes	Yes
Mention in Newspapers, Posters, Magazine	Yes	Yes	Yes	Yes
Stadium Banners	14 Banners	8 Banners	6 Banners	4 Banners
Promotion on Facebook & Twitter	Yes	Yes	Yes	Yes
Mention in Mail, Texts, Direct Mail, etc.	Yes	Yes	No	No
Sampling/Couponing	Yes	Yes	Yes	No
Promotion Booth	Yes	Yes	Yes	No
ADDITIONAL OPTIONS ON REQUEST	Yes	Yes	No	No



# SPONSORSHIP - CONTD.

SPONSORSHIP CATEGORY	TITLE SPONSOR	PLATINIUM	GOLD	SILVER
Minimum Investment	\$100,000	50,000	25,000	15,000
Number of Sponsor	1- Exclusive	3	5	10
Logo ID - TV	1,000 Ads	500 Ads	500 Ads	300 Ads
TV Ads On Multiple Channels - leading to event	300 Ads	300 - Ads	300 Ads	200 Ads
TV Ads During Matches	250	200	100	50
Sponsor Promotional Video - 3 minutes	10	5	No	No
Full Page AD in Program Magazine	Yes	Yes	Yes	Yes
Mention in Newspapers, Posters, Magazine	Yes	Yes	Yes	Yes
Sponsor Logo On Players Uniforms	Yes	Yes	Yes	No
Invitation to Press Events	Yes	Yes	Yes	Yes
Award the Winners Cup	Yes	No	No	No
ADDITIONAL OPTIONS ON REQUEST	Yes	Yes	No	No

# TARGET AUDIENCE

2X Cricket USA CUP boasts one of the largest gathering of Indians, Pakistanis and other immigrants from the British Commonwealth countries in the USA representing:

Students  
Young Professionals  
Doctors  
Lawyers  
Bankers  
Business People  
Technocrats  
Educators  
Researchers  
Housewives  
Kids and more...

## Audience Profile:

High Net worth  
Individuals  
Senior Business Decision Makers  
Executive Management Managers  
Business Traveler  
Luxury Traveler  
Leisure Traveler  
Family Visitors

## Household Income in US\$ per annum

**50,000+: 10%**  
**75,000+: 50%**  
**100,000+: 30%**  
**150,000+: 7%**  
**200,000+: 3%**

## Other facts:

- South Asian American contribute over \$100 billion to the US economy
- There are over 2 million South Asians living in the USA
- South Asians in the USA are considered to have one of the highest amounts of disposable income
- Over 70% of the South Asians in the USA are professionals in their fields of endeavor
- Over 65% of the South Asian population in the USA has a high school diploma or better education

## Gender Profile:

**Men: 80%**  
**Women: 20%**

## Age Group

**0 - 17: 10%**  
**18 - 24: 20%**  
**25 - 34: 25%**  
**35 - 64: 35%**  
**65 +: 10%**

## Occupation

**Executive: 15%**  
**Professional: 25%**  
**Manager: 10%**  
**Student: 15%**  
**Self-employed: 15%**  
**Unemployed: 5%**  
**Skilled Trade: 10%**  
**Other: 5%**



# NOT FOR PROFIT

Smart Choice National Cricket Academy  
is a Not For Profit - 501C3 Charitable Organization

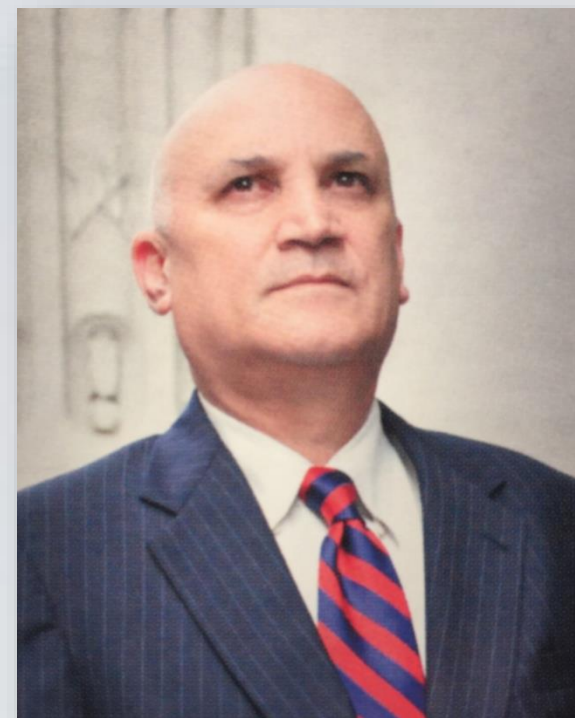
Smart Choice National Cricket Academy is the sponsor  
of the 2X CRICKET USA CUP, 2016

Please make checks payable to: Smart Choice National Cricket Academy/USA Cup

## Address:

Smart Choice National Cricket Academy  
17610 Northwest Freeway  
Jersey Village, TX 77065  
713-933-2288  
sabshak@aol.com

# CORPORATE PROFILE



**MAX SHAUKAT**  
Chairman & CEO

Mahmood (Max) Shaukat is an entrepreneur & a business executive, with wide experience in film, television and sports operations and management. He has analyzed market trends in timely manner and capitalized on global market opportunities to create high-profit, high visibility partnerships. He has played an integral part in the execution of national business campaigns for the USA launch of ARY & TV One Global networks in the United States.

Mr. Shaukat has created some of the largest cricket sporting events in North America. He has accomplished a wide array of partnerships, businesses and sponsorships opportunities with organizations like Time Warner, Caribbean Broadcasting Union, Sony Television, Alpha Star, Disney, CBS Sports, and Asian Television Network. He has consulted and developed relationship with major corporations, including: Coca Cola, Pepsi, Disney, Nike, British Airways, American Express, Benetton, Virgin Atlantic, Air India, Saudi Airlines, Budweiser, New York Lotto, AT&T, New York Daily News, King Edward Hotel, MetLife and more.

His international cricket matches in North America, have featured players like Sir Viv Richards, Imran Khan, Brian Lara, Sachin Tendulkar, Wasim Akram, Richie Richardson, David Gower and many more. He has created and produced from ground-up pay-per-view infrastructure to broadcast cricket matches from the Caribbean to the USA and Canada on Cable and Satellite platforms. He has the experience of negotiating with government entities, major corporations, sporting organizations and talent agencies. He has acquired the rights, negotiated contract, procured sponsors and produced some of the largest cricket events in the USA and Canada.



**SAKHI MUHAMMAD**  
Chief Operations Officer

Mr. Sakhi Muhammad has been involved in automotive sales and finance since April 1996., He was rewarded the “The Best Finance Manager in Greater Houston area” during his 1 st six months in car business by Florida based lender “Special Finance Inc.” He started his own business in August 1999 and has built a recognized name-brand (“Smart Choice”) He has also been involved in New Chevy and Buick franchise. He was one of the top Payless Car Sales dealer in the country and now currently owns Mitsubishi Franchise in La Porte Texas which has been named #1 Mitsubishi Franchise 9 out of 12 months in Greater Houston Area.

He played cricket in Fujairah (UAE) as an opening batsman and Leg Spinner, lead his team National Cricket Club to several In-State Championships during 1990-1996, won Houston Cricket League Championship in 1999 with Houston Cricket Club.

He started Smart Choice Sports Club to focus on healthy living through sports. He believes, “As we age, we get lost in taking care of our responsibilities of work and family ignoring our health.” He runs Marathons, plays cricket and has started construction of the 1st privately owned cricket stadium in the USA in honor of his father. His cricket team Smart Choice has several international players on its roster and the teams has won numerous national and international tournaments.



# CORPORATE PROFILE



**RIAZ BABAR KHAN**  
CHIEF BROADCASTING  
OFFICER

Mr. Riaz Babar started his career in Media Management and Programs Productions in 1990 with the launch of Pakistan's first private TV channel NTM (Network Television Marketing). He has a strong network of relationships in Media & Entertainment Industry around the Globe.

Mr. Babar is among the pioneers in introducing the first South Asian Punjabi TV channel in America. He is also credited with effectively leveraging small business advertising and Community interaction/participation throughout North America. His marketing oriented programming strategy has effectively penetrated throughout the Pakistani community.

Mr. Babar has also worked with various leading film and television production companies in the entertainment industry. He has over twenty two years of experience in Programs Production and TV channel Management. His most recent achievement was a successful launch of TV ONE USA. A 24/7 channel on Dish Network and part of the Pak Mega Pack. Positioned among top main stream channels.

As the CEO & President of Network Television Marketing Inc. Mr. Babar has reshaped TV ONE USA as Local Hybrid channel. Among Pakistani Channels, TV ONE is the only network that has studios in New York, Houston, Washington DC.



**AIZA IRFAN**  
Executive Director

Creative media executive with extensive skill and experience in both studio and field production.

An Executive with distinctive vision, story telling abilities and finesse in managing large productions, events and broadcasts, Ms. Irfan has produced over 700 hours of television content including: current affairs, drama, commercials, music videos and more.

Proactive with an ability to multitask, Ms. Irfan is currently employed as an Executive Producer at TV One Global. Previously, she has served such prestigious organizations as: Pakistan Television Network, President of Pakistan Media Advisory Group, Bray Entertainment, NJ, National Islamic Academy. Ms. Irfan holds a Masters degree in Mass Communication from the University of Punjab and has taught as an Adjunct Professor of Media Studies at the same university.

# CONTACT INFORMATION

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*Chairman & CEO*

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