

Delhi District Cricket Association

Sponsorship across age groups : DDCA

About DDCA

The Delhi & District Cricket Association (DDCA) is the governing body of Cricket activities for Delhi state and the Delhi cricket team. It is affiliated to the Board of Control for Cricket in India and is the first state association to implement the Supreme Court appointed Lodha Committee suggestions in electing its governing members. Senior journalist Mr. Rajat Sharma is the current President of DDCA having commenced his term in July 2018.

About Delhi Cricket

A hot bed of Cricket, Delhi has been at the forefront of producing world class talent over the decades from the likes of **Virender Sehwag**, **Gautam Gambhir**, **Ashish Nehra** to the current superstars of Indian team **Virat Kohli**, **Shikhar Dhawan**, **Ishant Sharma** and **Rishabh Pant**. A new generation of young Delhi stars such as Nitish Rana and Unmukt Chand have also shone bright on the IPL stage to take forward Delhi crickets legacy.

In their storied history, the Delhi Cricket team has been Ranji Trophy winners on 7 occasions and Vijay Hazare Trophy winners once. The team finished Runners-up in the latest 2017-18 season having developed a strong mix of experience and youth in the squad.

The Opportunity

Principal Sponsorship of all teams across age groups under DDCA

Rights of Principal Sponsor

- **Jersey Sponsorship**
All Teams
 - 64 sq.cm branding on Right Chest of Playing shirt and non-leading arm
- **Image Rights**
 - Right to use minimum 4 Delhi Squad players for TVC shoot (maximum 8 hours)
 - Right to use Delhi squad imagery across brand promotion/marketing campaigns (players must be dressed in Team kit) 15 Images per Season
- **Right to host one Meet & Greet for brand promotion**
 - Minimum of 3 Delhi Squad players appearance for non-media engagement for employee/customer meet & greet