



ULC
Universal Luminaries Cricket

PROPOSAL

SEASON - 1

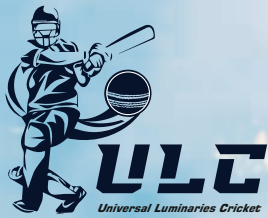
2025

INTRODUCTION



The Universal Legends Championship T20 (ULC T20) cricket league that aims to bring together legendary cricketers from World and provide an opportunity for fans to witness their favorite players in action once again.

The League will be managed by Innings Sports Management, a renowned sports management company with years of experience in organizing successful sporting events.



ABOUT US



More than 20 years of experience in the sports Industry



Worked with the renowned cricketers and cricket boards all across the World.



ISM acclaimed as one of the key global players in the field of Conceptualisation and Hosting Sporting Events, Franchise Selling, Player Management, League Financing, Media Sales & Sponsorship



Governing body to supervise management of ULC T20

OUR PORTFOLIO

Inning Sports Management



**SPORT &
LEAGUE MANAGEMENT**



**GROUND
SPONSORSHIP**



**LEAGUE/FRANCHISE
SALES & SPONSORSHIPS**



LEAGUE FINANCING



**TV PRODUCTION OF
SPORTS & EVENTS**



**MEDIA RIGHTS- DIGITAL
& BROADCASTING**



**SPORTS MARKETING &
BRAND DEVELOPMENT**



**PLAYER TALENT
MANAGEMENT**

WHEN



2025



World Class
Franchise Teams



Days



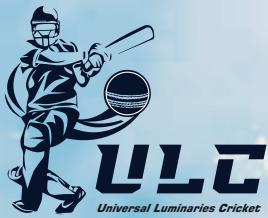
Match Days



15 Matches



South Africa
Venue



BROADCAST PARTNERS



USA & CANADA



CARRIBEAN



MIDDLE EAST



PAKISTAN



INDIA

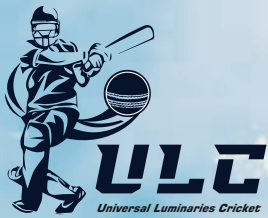


BANGLADESH



AUS & NZ





ANTICIPATED GLOBAL BROADCAST

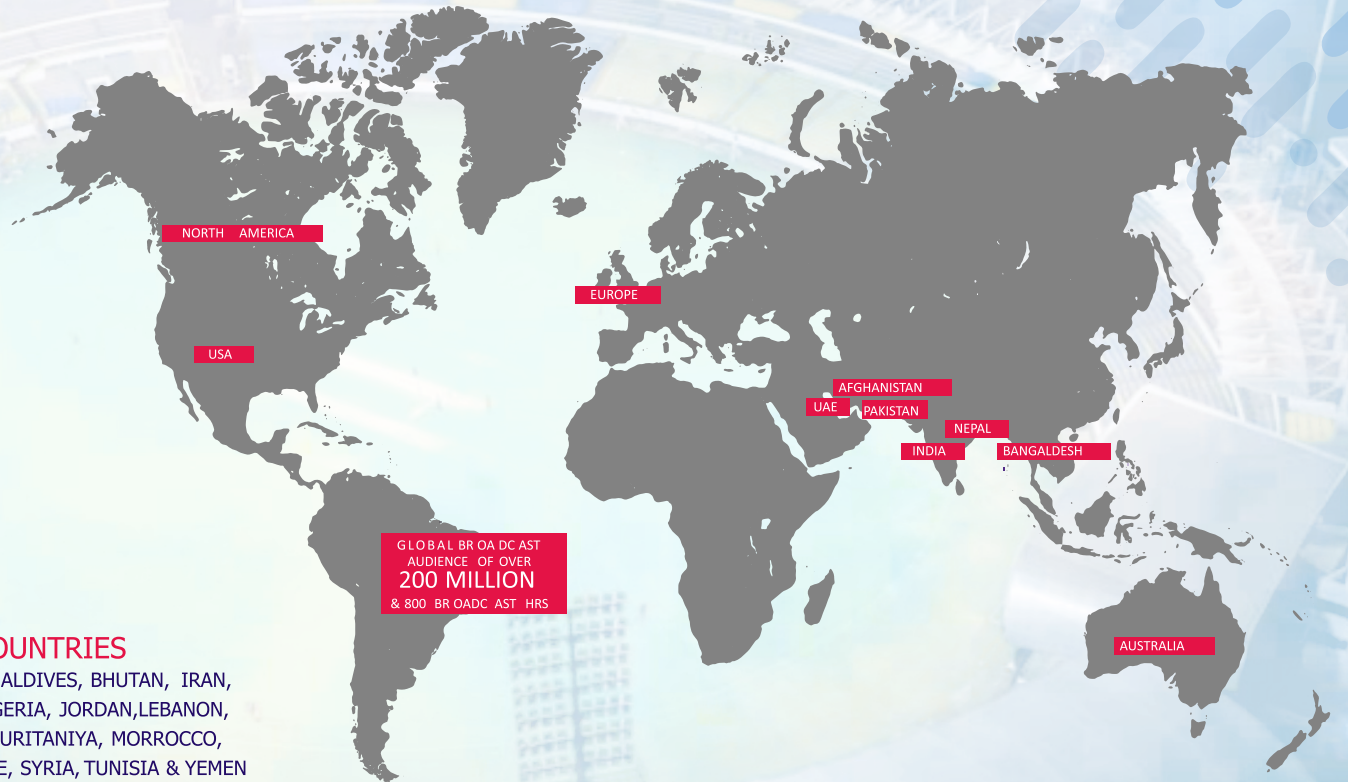


BROADCAST REACH ACROSS 4 CONTINENTS

LIVE, DELAYED, HIGHLIGHTS, REPEAT

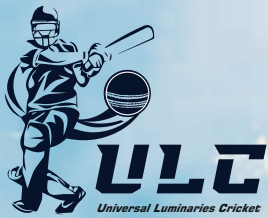
KEY TERRITORIES (TV + DIGITAL)

| | |
|--------------------------|-------------|
| SRILANKA | 15,000,000 |
| INDIA | 50,000,000 |
| PAKISTAN | 100,000,000 |
| UK | 2,000,000 |
| BANGLADESH | 15,000,000 |
| AMERICA | 9,000,000 |
| MIDDLE EAST & AFRICA | 5,500,000 |
| REST OF ASIA & AUSTRALIA | 7,000,000 |



OTHER COUNTRIES

NEPAL, MALDIVES, BHUTAN, IRAN, IRAG, ALGERIA, JORDAN, LEBANON, LIBYA, MAURITANIYA, MORROCCO, PALESTINE, SYRIA, TUNISIA & YEMEN



VIEWERSHIP



\$82.5M

\$48.6M
TV

\$15.5M
OTT

\$12.8M
SOCIAL

\$5.7M
PRESS



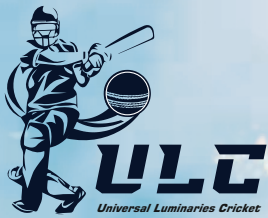
168M
TV Audience



228M
Digital Audience



192M
Readers



SPONSORSHIP VALUATION



TOTAL SPONSORSHIP VALUE \$82.5M



PRINT EARNED MEDIA VALUE \$5.7M



NET TV SPONSORSHIP VALUE \$48.6M



NET OTT + SOCIAL SPONSORSHIP VALUE \$28.2M



WHY INVEST IN T20 CRICKET ?



T20 Cricket
2nd most watches
Sport in the
World.



2.5BN
Viewers
Worldwide



Over 70.000
Active
Competitive
Players



300 Million
Participants
Worldwide



34
Average
Age of Fans

WHY OWN A FRANCHISE ?



**An Exclusive
Sporting
Asset**



**Attractive
Financial
Rewards**



**Unique
Marketing
Platform**



**CSR
Benefits**

A Franchise in the League will offer its Owners an unparalleled combination of various significant strategic and commercial benefits.



SPONSORS / FRANCHISES



BROADCAST PARTNERS



DIGITAL PARTNERS

MARKETING

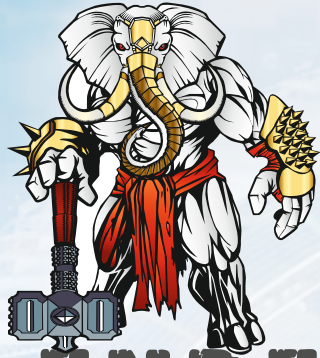
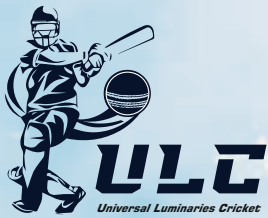
The ULC T20 will be marketed extensively through various channels, including social media, television, and print media. The league will also collaborate with sponsors and partners to enhance its reach and promote the league across World.



ULC

Universal Luminaries Cricket

FRANCHISEES



**INDIAN
VEDIC
WARRIORS**



**WEST INDIES
SCORCHERS**



OUR STARS

OVER 50+ INTERNATIONAL PLAYERS



Harbhajan Singh



Yuvraj Singh



Suresh Raina



Irfan Pathan



Yusuf Pathan



Shahid Afridi



Misbah ul haq



Mohd Hafeez



Mohd Irfan



Kamran Akmal



T Dilshan



Sanath Jayasurya



Upul Tharanga



Dwayne Bravo



Lungi Ngidi



Asghar Afghani



Quinton D'Kock



Andre Russell

to be invited
**** tentative list**

FRANCHISE QUALIFICATION CRITERIA

The Franchises will be awarded to the qualified bidders offering the highest price. The bidders' qualification process will assess a range of matters including, but not limited to, the following below. Details will be provided in the LOI.



The bidders can be incorporated entities, individual or consortiums. However, once the award has been made the bidders will need to establish a corporate vehicle that should assume the role of the Franchisee;



Bidders to provide a corporate governance structure; description of the members of the Board of Directors and key members of the Franchises management (e.g. CEO, Head of Business Development, Head of Marketing, Head of Cricket Operations and Finance), etc.



None of the entity or consortium members should be blacklisted or have a criminal record, or adjudged insolvent (in the medium term). They will also be required to meet other KYC requirements with respect to the law and international regimes covering sanctions, anti-corruptions, anti-money laundering, anti-terrorist financing, etc.;



The winning bidders will be required to negotiate and execute the Franchise Agreement with ISM within 3 days of the award; and



The entity or consortium should be registered and auditable;

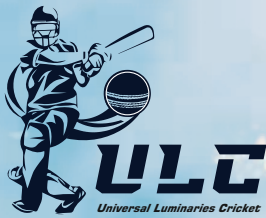


The winning bidders will be required to pay 50% of the agreed Annual Fee to ISM at the time of execution of the Franchise Agreement. The balance 50% will be payable to ISM within 15 days after signing the Franchise Agreement.



Bidders to provide a detailed 3-year business plan with respect to the Franchises business and operations;

ISM WILL CONDUCT A THOROUGH DUE DILIGENCE ON ALL BIDDERS ENTERING THE BID PROCESS, COVERING THEIR CAPABILITIES, FINANCIAL STRENGTH, BUSINESS PLANS, COMMITMENT TO PROMOTE CRICKET UNDER THE DEVELOPMENT AGENDA, COMMITMENT TO THE LEAGUE'S AND FRANCHISE'S SUCCESS, MANAGEMENT CREDENTIALS, MARKET STANDING, SOUND GOVERNANCE, KYC CREDENTIALS AND SUITABILITY.



ATTRACTIVE FINANCIAL REWARDS



LEAGUE'S FRANCHISES WILL BE ABLE TO GENERATE ATTRACTIVE ANNUAL REVENUES FROM A RANGE OF SOURCES:



Guaranteed share of the Leagues broadcast, central sponsorship and ticketing revenues, (together the "Central Revenues").



Right to sell and retain 100% of the revenues from all team kit sponsorships (logos, etc.); allocation in stadium branding; advertising and hospitality boxes and tickets; and



Right to create products, services and partnerships based on the Franchises own brand value such as merchandizing, licensed revenues, TV/OTT content and team events, co-branding and partnership programs, social media advertising, and any other own event, marketing and promotional activities.

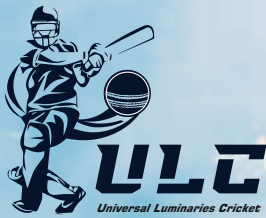
Subject to the Franchise being able to effectively capitalize on sponsor and franchising revenues the Franchise is expected to generate profits after Year 1.

In addition to the attractive revenue generating potential, the intrinsic brand value of the Franchise is also expected to register sizable growth as the League grows in profile and popularity.

Franchise Owners will have the option to sell part of the ownership of the Franchise within the first 3 years and whole after 3 years. It is expected that Franchise Owners may generate significant capital gains on such exits.

FRANCHISEE REVENUE BASE





CENTRAL REVENUE



The League will generate several streams of Central Revenue through sale of commercial rights, properties, merchandise and other products owned or developed by the League.

WHILE CONCERTED AND CONTINUAL EFFORTS WILL BE MADE TO DEVELOP A NUMBER OF ADDITIONAL SOURCES OF CENTRAL REVENUE OVER TIME; IN EARLY YEARS, MAJORITY OF THESE REVENUES WILL BE GENERATED FROM THE FOLLOWING THREE KEY SOURCES:



CENTRAL SPONSORSHIPS:

Title Sponsorship, Co-sponsorships and other sponsorships



GATE MONEY:

Revenues from the gate receipts.



BROADCAST:

Domestic and international TV and digital broadcast rights;

The share of central revenues to the franchises is as follows:

| REVENUE SHARE MODEL | YEAR 1 | YEAR 2 - 5 | YEAR 6 - 10 |
|---------------------|-------------------------------|-------------------------------|-------------------------------|
| | Aggregate Share of Franchises | Aggregate Share of Franchises | Aggregate Share of Franchises |
| Broadcast | - | 40% | 60% |
| Sponsorships | 32% | 40% | 50% |
| Gate Money | 40% | 50% | 60% |
| Licensing | 40% | 50% | 60% |

Note: This is an indicative example. Final details will be provided in the MOU.

A SIGNIFICANT PERCENTAGE

of net Central Revenues will be allocated to the Franchises on a pro rata basis (after deducting costs and expenses directly attributable to the production and sale of assets).

EVENT PROCESS



**FRANCHISE
EXPRESSION OF
INTEREST**



**POTENTIAL
BIDDERS
SUBMIT BIDS**



**PLAYERS AND SUPPORT
STAFF
ANNOUNCEMENT &
SOFT LAUNCH**



**FRANCHISE IM
DISTRIBUTION**

**POTENTIAL
BIDDERS SIGN MOU**



**FRANCHISE
OWNERS
ANNOUNCED**



**OPENING
CEREMONY**



**TOURNAMENT
STARTS**



**FINAL
MATCH DAY
& AWARDS**





ULC

Universal Luminaries Cricket

ORGANIZED & MANAGED BY

**SPORTS
INNINGS
MANAGEMENT**

Inning Sports Management, Dubai

info@inningsports.com