

Tourism Event Sponsorship Application

For an event to be considered for funding, all sections of the application must be completed. Missing information will delay approval. Additional supporting documentation (such as prior year's performance of room nights generated) are strongly encouraged.

Section 1: Event administration

All fields in Section 1 of this application must be completed. Attach additional pages as needed.

Legal name of company: T20 World Cup USA Inc

State the company was incorporated/organized in: Colorado

Contact name: Brett Jones

Contact email: Brett.jones@t20worldcup.com

Title: CEO

Address: 1631 Mesa Avenue - Suite B, Copper Building

Phone #: +1 508 838 6062

City/St/Zip: Colorado Springs, 80906

Name of event: T20 World Cup 2024, USA & West Indies

Event date(s): 2nd June to 29th June 2024

Event venue(s): Central Broward Park, Lauderhill

Y N Is one of the main purposes of this event to attract tourists to Broward County?

Y N Will the event marketing target audiences outside of South Florida?

Y N Do you have hotel or other lodging partners for this event? If YES, attach a list to application.

>80% What percentage of your attendees will stay overnight in Broward County?

Amount of funding requested: US\$350,000

Total projected attendance: 45,000

Total projected room nights: 20000

(Total # of anticipated hotel nights the event will generate within Broward County.)

What percentage of projected attendees reside outside of Broward/Palm Bch/Mia-Dade? >90%

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance). Attach documentation showing prior year's performance. If this is a new event, explain why you anticipate the numbers above.

The T20 World Cup 2024 is holding 4 matches in Florida from 11th to 16th June, including 1 match featuring host nation the USA and two of the most followed teams in world cricket, India & Pakistan. This is the first time the World Cup will be played on US soil. Over 250 rooms per night will be required for TV production and event staff alone. For the West Indies vs India matches held in August 2023, nearly 15,000 paying attendees watched over 2 days. Broward County will host 4 matches over a week. Tour operators travel agents will be bringing in fans from across the world to follow their teams.

Describe the event's budget

What is the total budget? List all sources of revenue (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket?

Describe how this sponsorship funding will be used. If we don't fund this event, what impact does that have on your event?

The budget for the four matches will be c. US\$11m covering event management, TV production, security, catering, logistics, merchandise, ticketing, concessions, fan experiences and more.

Revenue will be from ticket sales and concessions. Ticket revenue is expected to be a c. US\$2.5m with the lowest priced ticket at US\$35 per match.

Hosting a cricket World Cup is a major undertaking. The funding will be used to stage the event and to help promote and communicate the event to fans to attend.

About your company

Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.

T20 World Cup USA Inc. is newly incorporated to manage the delivery of the T20 World Cup 2024 and the 16 matches being held in Florida, New York and Texas as part of the 55 match World Cup held across the USA and Caribbean. T20 World Cup USA has been incorporated by world cricket governing body and tournament rights holder, the International Cricket Council (ICC). The ICC has been running World Cups across the world since 1975 and runs two world events each year for Men's and Women's cricket as well as the Under 19 cricket every other year. Cricket West Indies is a member of the ICC and has hosted international cricket matches at Central Broward Park in 2018, 2019, 2022 and 2023

Section 2: Event plan

All questions in Section 2 must be completed. Attach additional pages as needed.

Describe the event and how the local tourism industry is involved.

Describe who the event appeals to and why it would be a good fit for Broward County. Describe what tourism partners are involved. (For example, are you partnering with local hotels for promotions? Are local restaurants participating?)

The event brings tens of thousands of cricket and sports fans into Broward County from across North America and from cricket nations such as the UK, Ireland, India, Pakistan, Sri Lanka, Bangladesh, Australia, South Africa, New Zealand and more. There are over 30m ex-pats in the USA from the Indian subcontinent who will be incredibly eager to attend the matches. The ICC's contracted international travel partner STH will be working with travel agents around the world to book thousands of reservations with local hotels. Travelling fans and tour groups will be visiting tourist attractions, restaurants, shopping malls during their visits.

Describe the marketing / promotional plan for the event.

Description should include marketing budget, media outlets, execution methods as well as how Broward County will be promoted.

A worldwide marketing plan will be launched on the 1st February and run through to the end of the T20 World Cup in June 2024, featuring paid media, social media and PR. A multi-million dollar advertising programme covering TV, out of home advertising, press and digital media will run to promote the tournament and ticket sales, with venue specific advertising running to promote matches in each location. Broward County will be promoted with links to things to do/places to go in ticket emails and venue information updates, social media and with promotional opportunities at Central Broward Park. Broward County will also be able to use T20 World Cup IP to promote as a World Cup venue.

Specify all deliverables Broward County will receive with this sponsorship.

(Example: Visit Lauderdale logo included in 6-mo digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; attendee testimonials; etc.)

Visit Lauderdale messaging in email blasts to all ticket and hospitality purchasers for all four games
 Social media promotion CWI, Cricket USA and event channels (frequency to be agreed)
 Visit Lauderdale communications to official Tour Travel partners
 Branding and press release references at PR launch events in the area with team captains
 Visit Lauderdale logo on stadium replay screen, including TV coverage
 Promotional concession space at the venue plus stadium external perimeter branding opportunities

Metrics to Evaluate Success

Specifically identify how you will measure success. Outline the metrics that will be used and identify the source. (ex. 3rd party vendor, ticket sales, gate entrance counter, etc.)

Ticket sales across all 4 match days
 Number of attendees visiting from outside of Broward County - data to be provided showing attendee zip codes for further analysis
 Number of attendees visiting through overseas tour operators.

What format will you submit your evaluation report?

3rd Party Study

Hotel Room Night Pick-up

Ticket Sales Report with corresponding attendee room nights

Other: Ticket sales report, attendee zip code report

Dominic Warne

Signature (required) Dominic warne
 dwarne@cricketwestindies.org

1/27/2024 | 4:37:08 AM PST

Date Submitted