Johnians
Cricket Fiesta

JOHNIANS' CRICKET FIESTA

SESSION IX

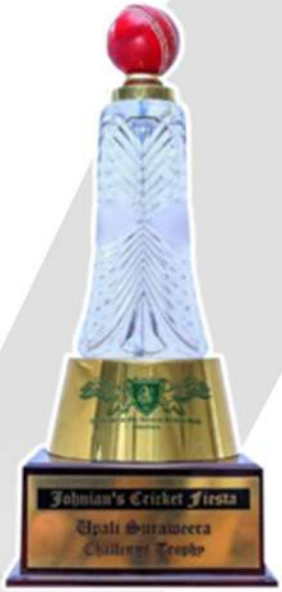
UPALI SURAWEERA CHALLENGE TROPHY

Since 2014
Association of Old Johnian Prefects Guild
Panadura

Johnians Cricket Fiesta

INTRODUCTION

This proposal presents a unique opportunity for your esteemed organization to sponsor and contribute to the **"Johnians Cricket Fiesta 2025 – Season 09" – the Ninth Annual Eleven-a-Side Cricket Tournament, "Upali Suraweera Challenge Trophy", organized by the Association of Old Johnians Prefects Guild.**



Scheduled for **11th October 2025 at the School Cricket Ground,** this highly anticipated event will not only celebrate the spirit of sportsmanship but also support a greater cause – the **School Main Hall (Asbestos Hall) Renovation Project.**

Our school currently does not have a proper seminar hall, which limits opportunities for students to participate in educational programs, seminars, and community activities. The existing hall needs urgent renovation to become a **safe, healthy, and modern learning space**. The total project cost is estimated at **LKR 4,000,000,** and the Johnians Cricket Fiesta 2025 – **Season 09** is one of our main fundraising initiatives to achieve this goal.

If we succeed in completing this project, **it will significantly enhance our students' educational opportunities and provide a much-needed venue for academic, cultural, and social development.** We are determined to do our best to make this vision a reality – and **your support can make all the difference.**

By partnering with us as a sponsor, your organization will help us bridge this funding gap while gaining prominent brand visibility through logo placement on event banners, promotional materials, and team jerseys. Your contribution will also reflect a strong commitment to **community development and social responsibility**. Your support will be highlighted through **pre-event press releases, media coverage, and social media campaigns,** ensuring your brand receives valuable exposure among a diverse and engaged audience.

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EVENT OVERVIEW

Event Name

JOHNIANS CRICKET FIESTA 2025

This year's event will be even more special as it will be held as a Day & Night Cricket Tournament — marking the second time in the history of Johnians Cricket Fiesta that matches will be played under the lights. The first Day & Night experience was a resounding success, and this year we aim to make it even bigger and more memorable.

Trophy

" UPALI SURAWEERA CHAMPIONS TROPHY "
(CHAMPION)

" THISARA PEIRIS MEMORIAL TROPHY "
(RUNNER UP)

"ASANKA SHIROMAL TROPHY"
(MAN OF THE SERIOUS)

"NALANI ALWIS CHAMPIONS TROPHY"
(WOMEN CHAMPION)

Awards

CHAMPIONSHIP / RUNNERS-UP

Format

ELEVEN A SIDE CRICKET TOURNAMENT

Venue

SCHOOL CRICKET GROUND

Proposed Date

11TH OCTOBER 2025

No of Teams

24 TEAMS

Time

07:00 AM ONWARDS

Womens Teams

6 TEAMS

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SPONSORSHIP BENEFITS

BRAND VISIBILITY

YOUR ORGANIZATION'S LOGO PROMINENTLY DISPLAYED ON BANNERS, PROMOTIONAL MATERIALS, AND TEAM JERSEYS. ADVERTISING ON DIGITAL SCREEN (ONLY IF DIGITAL SCREEN IS AVAILABLE ON SPONSORSHIP SUBSCRIPTION.)

PUBLICITY

RECOGNITION IN PRE-EVENT PRESS RELEASES, MEDIA COVERAGE, AND EVENT-RELATED SOCIAL MEDIA POSTS.

ON-SITE PRESENCE

OPPORTUNITIES TO SET UP STALLS OR BOOTHS DURING THE TOURNAMENT, ENABLING DIRECT INTERACTION WITH PARTICIPANTS AND SPECTATORS.

NETWORKING

ACCESS TO A DIVERSE GROUP OF ALUMNI, LOCAL COMMUNITY MEMBERS, AND PROFESSIONALS ATTENDING THE EVENT.

APPRECIATION

PUBLIC ACKNOWLEDGMENT OF YOUR CONTRIBUTION DURING OPENING AND CLOSING CEREMONIES.

LONG-TERM ASSOCIATION

THE OPPORTUNITY TO ESTABLISH A LASTING RELATIONSHIP WITH OUR ASSOCIATION AND PARTICIPATE IN FUTURE EVENTS.

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SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP
500,000.00

GOLD SPONSORSHIP
400,000.00

SILVER SPONSORSHIP
300,000.00

BRONZE SPONSORSHIP
200,000.00

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SPONSORSHIP LEVELS

	PLATINUM SPONSORSHIP 500,000.00	GOLD SPONSORSHIP 400,000.00	SILVER SPONSORSHIP 300,000.00	BRONZE SPONSORSHIP 200,000.00
NAME OR LOGO DISPLAY ON ADVERTISING & SOCIAL MEDIA CAMPAIGNS	✓	✓	✓	✓
NAME OR LOGO ON STAGE BACK DROP	✓	✓	✓	✓
COMPANY'S LOGO OR NAME WILL BE PRINTED ON THE T-SHITS	✓	✓	✓	✓
FREE BROADCASTING OF COMMERCIALS ON DIGITAL SCREEN	(75sec)	(60sec)	(45sec)	(30ses)
FREE ADVERTISEMENT ON THE FRONT INNER COVER OF THE SOUVENIR (ONLY IF SOUVENIR IS AVAILABLE ON SPONSORSHIP SUBSCRIPTION)	✓	✗	✗	✗
SPECIAL RECOGNITION AT OPENING & CLOSING CEREMONIES	✓	✗	✗	✗
RECOGNITION DURING EVENT ANNOUNCEMENTS	✓	✓	✓	✗
RECOGNITION DURING THE AWARDS CEREMONY	✓	✓	✓	✓

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MATCH UNIFORM T SHIRT

"NOTE: THE OFFICIAL MATCH UNIFORM DESIGN IS STILL UNDER DEVELOPMENT. THE IMAGE SHOWN IS A SAMPLE ONLY; THE FINAL DESIGN WILL INCLUDE SPONSOR LOGOS AND BRANDING PLACEMENTS AS PER SPONSORSHIP PACKAGE BENEFITS."

TEAM SPONSORSHIP LOGO

OFFICIAL MATCH T-SHIRT

THE OFFICIAL JOHNIANS CRICKET FIESTA SEASON 09 T-SHIRT WILL BE WORN BY ALL PLAYERS, OFFICIALS, AND VOLUNTEERS, WHILE ALSO BEING SOLD TO SUPPORTERS AS AN EVENT SOUVENIR.

TEAMS: 30 (MEN'S & WOMEN'S)
PLAYERS: 330+ (COMBINED MEN & WOMEN)
TARGET AUDIENCE AT GROUNDS: 1,000+ SPECTATORS, INCLUDING STUDENTS, PAST PREFECTS, PARENTS, AND WELL-WISHERS.
SPECIAL GUESTS: SCHOOL LEADERSHIP, INVITEES, AND CELEBRITY APPEARANCES AT THE EVENT.
SALES: OFFICIAL T-SHIRTS WILL ALSO BE MADE AVAILABLE FOR SALE, INCREASING BRAND EXPOSURE FOR SPONSORS BEYOND JUST THE MATCH DAY.

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OTHER SPONSORSHIPS

BALLS
40,000.00

(Sponsor recognition announced at the start of each match.)

REFRESHMENTS
100,000.00

(Sponsor's logo will be displayed at all refreshment stalls and mentioned during announcements.)

GROUP PHOTO
55,000.00

(Sponsor's logo will appear on the footer of all official group photos.)

WATER BOTTEL
50,000.00

(Sponsor's name or logo will be printed on water bottle labels or displayed at water distribution points.)

MEDALS
60,000.00

(Sponsor's logo will be displayed on medal presentation backdrop and announced at award ceremony.)

ENTERTAINMENT- DJ
80,000.00

(Sponsor's name/logo will be highlighted at the DJ booth and during entertainment segments.)

KIDS AREA
50,000.00

(Sponsor's logo displayed at the kids' play zone with announcements during the event.)

FACE BOOK & YOUTUBE LIVE
100,000.00

(Sponsor's name/logo will appear on live-stream frames, introductions, and closing credits.)

TV CHANNEL LIVE BROADCAST
200,000.00

Logo displayed during live TV coverage (opening & closing frames)

Recognition as "Official TV Partner" in all event promotions, social media posts, and press releases.

Opportunity to run a short TV advertisement (up to 15 seconds) during the program (subject to TV channel agreement)

ADVERTISING
100,000.00

(Sponsor's logo and name will be displayed on event advertising boards and materials.)

UMPIRE FEES
45,000.00

(Sponsor recognition announced during toss and breaks with umpire introductions.)

BREAKFAST
35,000.00

(Breakfast boxes will carry the sponsor's shop name/logo for strong visibility.)

SUPPORTING SPONSORS (UP TO LKR 15,000)

One-Time Announcement – LKR 10,000.00
Your name or business will be announced once during the event in front of the audience.

One-Time Video Ad (Live Stream) – LKR 15,000.00
Your short video advertisement (up to 20 seconds) will be played the Facebook & YouTube live broadcast.

Event Well-Wisher – LKR 5,000.00
Your name/business will be mentioned in the "Thank You" digital post shared on our official Facebook page.

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TEAM SPONSORSHIP

EACH PARTICIPATING TEAM WILL BE GUIDED BY A TEAM MANAGER, WHO WILL ALSO TAKE RESPONSIBILITY FOR SECURING A TEAM SPONSORSHIP OF LKR 50,000.

SPONSOR BENEFITS

OFFICIAL TEAM JERSEY BRANDING –

SPONSOR'S LOGO WILL APPEAR ON THE RIGHT-HAND SLEEVE OF THE OFFICIAL TOURNAMENT T-SHIRT.

OPENING CEREMONY RECOGNITION –

SPONSOR'S NAME AND TEAM WILL BE ANNOUNCED DURING THE OPENING CEREMONY.

FLAG HOISTING HONOR –

SPONSOR WILL HAVE THE SPECIAL OPPORTUNITY TO HOIST THEIR TEAM FLAG AT THE OPENING CEREMONY.

SOCIAL MEDIA PROMOTION –

SPONSOR WILL BE HIGHLIGHTED IN THE OFFICIAL TEAM GROUP PHOTO, WITH THEIR NAME/LOGO MENTIONED IN EVENT POSTS.

THIS PACKAGE OFFERS BUSINESSES AND WELL-WISHERS THE CHANCE TO "OWN" A TEAM IN THE TOURNAMENT, GAINING STRONG VISIBILITY WHILE DIRECTLY SUPPORTING THE MAIN HALL (ASBESTOS HALL) RENOVATION PROJECT.

WHY SPONSOR US?

SUPPORTING THE JOHNIANS CRICKET FIESTA – SEASON 09 IS NOT JUST ABOUT CRICKET. IT IS ABOUT BUILDING A BETTER FUTURE FOR ST. JOHN'S COLLEGE STUDENTS.

OUR MAIN OBJECTIVE THIS YEAR IS TO RAISE LKR 4,000,000 FOR THE ASBESTOS HALL RENOVATION PROJECT — TRANSFORMING AN OUTDATED AND UNSAFE HALL INTO A MODERN, SAFE, AND FULLY EQUIPPED SEMINAR HALL FOR EDUCATION, EVENTS, AND COMMUNITY USE.

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WHY SPONSOR US?

WE ARE PLANNING TO PARTNER WITH A LEADING TV CHANNEL TO BROADCAST THE TOURNAMENT LIVE ACROSS THE ISLAND. *(THIS WILL DEPEND ON SECURING A DEDICATED SPONSOR FOR THE TV BROADCAST.)* IF SUCCESSFUL, THIS ENSURES THAT ALL SPONSORS FROM PLATINUM TO SUPPORTING PARTNERS GAIN UNMATCHED NATIONAL VISIBILITY THROUGHOUT THE LIVE COVERAGE.

ACCESS TO OUR 1,400+ ENGAGED FOLLOWERS ON OUR OFFICIAL FACEBOOK PAGE, ENSURING EXCELLENT DIGITAL EXPOSURE

WWW.WEB.FACEBOOK.COM/JOHNIANPREFERCTSGUILD

DIRECT OUTREACH TO 180+ ST. JOHN'S COLLEGE PAST PREFECTS, ENSURING STRONG PERSONAL ENGAGEMENT WITH AN INFLUENTIAL AUDIENCE

+94713002014

OFFICIAL WEBSITE RELAUNCH

AS PART OF JOHNIANS CRICKET FIESTA SEASON 09, WE ARE PROUD TO ANNOUNCE THE OFFICIAL RELAUNCH OF OUR ASSOCIATION'S WEBSITE. THIS PLATFORM WILL SERVE AS A HUB FOR EVENT UPDATES, SPONSOR RECOGNITION, AND FUTURE ALUMNI ENGAGEMENT.

SPONSORS WILL BENEFIT FROM:

FEATURED LOGOS AND ADVERTISEMENTS ON THE RELAUNCHED WEBSITE.

DEDICATED SPONSOR PAGE WITH BACKLINKS FOR SEO AND ONGOING VISIBILITY EVEN AFTER THE EVENT.

EVENT HIGHLIGHTS AND LIVE UPDATES, ENSURING CONTINUOUS DIGITAL REACH.

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THE ASSOCIATION OF OLD JOHNIAN PREFECTS GUILD

THANK YOU!

FOR CONSIDERING OUR PROPOSAL. YOUR SUPPORT WILL BE GREATLY APPRECIATED.

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