



# GINGER

## MEDIA GROUP

### GENERIC ENTITLEMENTS



INDIAN PREMIER LEAGUE (IPL) IS NOW THE SECOND RICHEST LEAGUE IN THE WORLD



source: BCCI, Elara Capital, Elara Securities Research, Forbes, Company reports

### DELIVERABLES OFFICIAL PARTNER REMARKS

#### IP RIGHTS

Category Exclusivity	Yes	To be mutually decided
Right to use team Logo in Marketing communication	Yes	
Right to use Player Images in ATL & BTL Marketing communication	Yes	As per IPL Guidelines

#### TICKETS (IF ALLOWED BY BCCI) | HOME MATCHES ONLY

Hospitality	YES	7 Home Matches
General	YES	7 Home Matches

#### AUTOGRAPH MERCHANDIZE

Miniature Bats (Digital Signatures)	YES	
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Autographed Full Size Bats (Digital Signatures)	YES	
Signed Replica Jersey	YES	
<b>DIGITAL &amp; CONTENT MARKETING</b>		
Brand Logo on Team Official Website	Yes	Yes
Any team marketing campaigns to have Brand logo as per the sponsorship hierarchy	Yes	
Social Media Post Mention/Integration	Yes	Number to be mutually decided