



Harness the Power of Sport

# Sports Sponsorship

**Sport offers a highly effective way to showcase your brand, collect audience data and engage with your customers through compelling content**

Leading rights holders begin their sponsorship conversations by seeking to understand brands' individual goals and challenges.

Expat Sport tailors the rights & benefits with the rights holders on behalf of our clients and helps to create a campaign that delivers against your goals.

We will find you the perfect brand-placement to suit your strategic plans and budget.



## What Sponsorship delivers ...

Increased  
Brand  
Awareness

Brand Loyalty

Compelling  
Digital  
Content

VIP access  
to amazing  
Sporting  
Events

Engaging PR  
stories about  
your  
organisation

Exclusivity and  
an edge over  
your competitors

Access to  
Sporting Icons  
and Memorabilia

# Cricket

Compelling reasons to align your brand with the world of cricket:

- Cricket is the world's second largest sport with over 1.5 billion fans worldwide and 452 million participants
- The ICC Cricket World Cup 2019 boasted a cumulative broadcast audience of 3.74 billion, in over 200 countries
- 61% male and 39% female audience, average age 31
- Cricket is a multibillion-dollar industry and set to grow exponentially
- Dominate South East Asia and Emerging Markets
- Projected 3.7 million spectator attendance 2021-2023

Expat Sport is the exclusive commercial partner of ICC for the Mena region and Pakistan.



## Cricket events we represent:



# Case study - Golootlo

Pakistan's leading discount app brand drove major growth and brand recognition through a local sponsorship of the ICC Cricket World Cup 2019:

## The partnership delivered:

- 350,000 match predictions via the app
- 1235 additional merchant partners
- Over 75 million Cumulative TV audience during trophy tour
- 200,000 QR scans from TV coverage
- 20x growth in app downloads, reaching the 3m milestone
- Over 1 million monthly active users

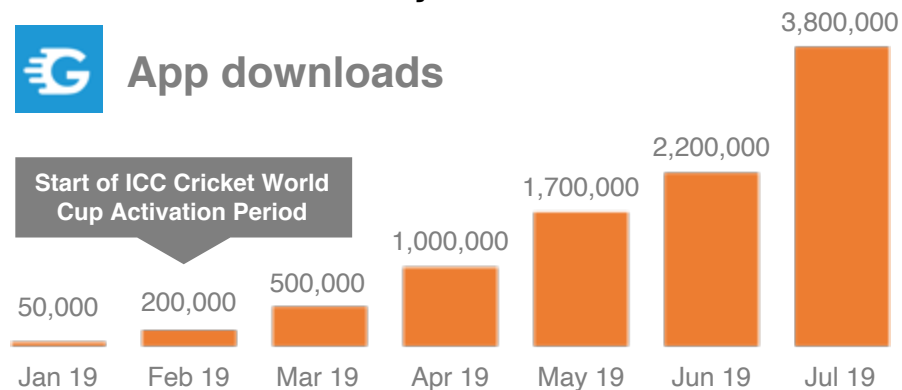


*“Our sponsorship of the ICC Cricket World Cup through Expat Sport, undoubtedly played a crucial role in our rapid growth. The Golootlo brand gained huge credibility through our association with the ICC.*

*“Not only did the brand exposure boost every aspect of our business; the Expat Team helped us maximize the partnership. This included connecting us to other ICC partners such as Emirates, Coca Cola and Uber, who supported our activations, shared content and helped drive customer engagement.*

**Aziz Khasimali | Chairman, Golootlo**

## App downloads



Source: Golootlo

[Click here](#) to watch the sponsorship highlights

# Football

Football brands we work with:



**Football's extraordinary reach in the Mena region and around the world, makes it unequalled among sports in terms of value to media and sponsors. This will become even more evident to Mena brands in the lead up to the FIFA World Cup 2022**

Expat Sport will implement your vision, whilst getting people talking about your impact on football, both regionally and globally through:

- **Local and Global partnerships with Real Madrid and Manchester United**
- **Sponsorship rights for UAE and Saudi football teams**
- **Brand alignment with Real Madrid and Barcelona through localized LED**
- **Coaching Master Class with sporting icons**
- **Player Meet and Greets**
- **Official Access to FIFA World Cup 2022 VIP hospitality**

# Case study – District One



Mohammed Bin Rashid Al Maktoum City District One gained major brand recognition across 24 countries via localised LED boundary board placement at La Liga matches featuring Real Madrid, Atletico Madrid and Barcelona.

Mohamed Bin Rashid Al Maktoum City, received:

- Virtual display boards along the length of the pitch showcased the brand and its message: “Dubai’s most prestigious residential community”
- Specific geographic regions were selected and targeted across live broadcasts of FC Barcelona, Real Madrid and Atletico Madrid away matches
- Total cumulative audience reached 231,325 (Nielsen)



Please click [here](#) for an example video

## The partnership delivered:

Club (away Fixtures)	Total DBR Booked Exposure	Total DBR Delivery	% extra coverage
FC Barcelona	870 seconds	1,283 seconds	+47%
Atletico De Madrid	945 seconds	1,886 seconds	+99%
Real Madrid	1.095 seconds	1,772 seconds	+62%
<b>Total</b>	<b>2,910 seconds</b>	<b>4,941 seconds</b>	<b>+70%</b>

“Our leadership team were impressed by the exposure we received throughout the Mena region and the ability we had to showcase specific key messages in both English and Arabic

**Philippose Thomas**  
Marketing Manager, Mohammed Bin Rashid Al Maktoum City – District One

Expat Sport delivered additional exposure valued at \$144,500

## Brands we represent:

Quilter  
International



**UniqueFinance**



mashreq المشرق  
WE MAKE POSSIBLE



**DANUBE**



Coca-Cola



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