



A
Brand
New
Landmark

A black and white photograph of a modern, curved glass skyscraper. The building's facade is covered in large glass panels, reflecting the sky and surrounding environment. At the top of the building, the logo 'GVK One' is prominently displayed in blue and red. Below the logo, the name 'Allen Solly' is visible on one of the glass panels. To the right of the main glass section, there are large vertical advertisements, one of which features the number '750' and the text 'To Advertise Here Call 9848888888'. The building is situated on a street with a few auto-rickshaws and a person walking in the foreground. The sky is overcast with clouds.

GVK One

Hyderabad is the fourth most populous city in India. According to the McKinsey Urban World report, Hyderabad is one of the top 5 Indian cities that account for huge consumption growth.



Cricket is the religion that unifies a diverse set of Hyderabadis – Hindus, Muslims, Marwaris, Kannadigas, Iranians, Punjabis and Pathans.

Hyderabad is home to some of India's most exciting cricketers – CK Nayudu, Syed Abid Ali, ML Jaisimha, Abbas Ali Baig, Mohd Azharuddin, Shivalal Yadav, Arshad Ayub, Venkatapathy Raju and the Very Very Special Laxman.







The cricket stadium at Uppal hosts both domestic and international cricket matches.





Uppal is the home of Telugu Warriors, the champion team of Celebrity Cricket League. CCL is a cocktail of Hyderabad's two famous religions - Cricket and Movies.







Uppal is also the home of an unfancied, fighter team that beat IPL's favourite team in a nail biting final. IPL 2016's champion team - Sunrisers Hyderabad

The prestigious stadium is now open to
Naming Rights Partners.

A black and white photograph of a large stadium with a distinctive spire-like roof structure. A large blue rectangular overlay is positioned in the center of the image, containing the text 'SPONSOR STADIUM LOGO' in white, bold, sans-serif capital letters. The stadium's facade features several logos, including 'BTDCA' on the left, '4G' in the center, and 'UCB BANK' on the right. At the bottom of the stadium, the text 'HYDERABAD CRICKET ACADEMY' is visible. The foreground is partially obscured by dark trees.

**SPONSOR
STADIUM
LOGO**



**SPONSOR
STADIUM
LOGO**



SPONSOR STADIUM LOGO

VISAKHA CRICKET GROUND

SPONSOR STADIUM LOGO

SUNRISERS HYDERABAD



SPONSOR STADIUM LOGO

KENIA JAYANTILAL



SPONSOR
STADIUM
LOGO

SUNRISERS HYDERABAD

VIVO IPL 2016

IPL20.COM

HYDERABAD

SUNRISERS HYDERABAD

SPONSOR STADIUM LOGO

T. DEVENDER
GOLD
GATE ...

GATE-5

TYKA

GATE



SPONSOR
STADIUM
LOGO

SPONSOR
STADIUM
LOGO



SPONSOR STADIUM LOGO

N. SHIVLAL YADAV PAVILION

HYDERABAD

CRICKET

ASSOCIATION

Advertising Value Equivalent (AVE)

Conversations peak during every cricket match.

We took into account the mileage earned through Print, TV and Online coverage before and after every game played at the Stadium. We took into account every mention that the Stadium got in newspapers and magazines.

Similarly we calculated the value of in stadia advertising including the hospitality boxes, tickets etc that the Hyderabad Cricket Association is offering to the Naming Rights Sponsor.

After accounting for all of the above, a conservative estimate gives us an AVE of INR 50 crores per annum.

For a 5-year period, the AVE stands at INR 250 crores !!



**SPONSOR
STADIUM
LOGO**

KENIA JAYANTILAL



SUNRISERS HYDERABAD

VVS LAXMAN PAVILION

SPONSOR STADIUM LOGO

HYDERABAD

CRICKET

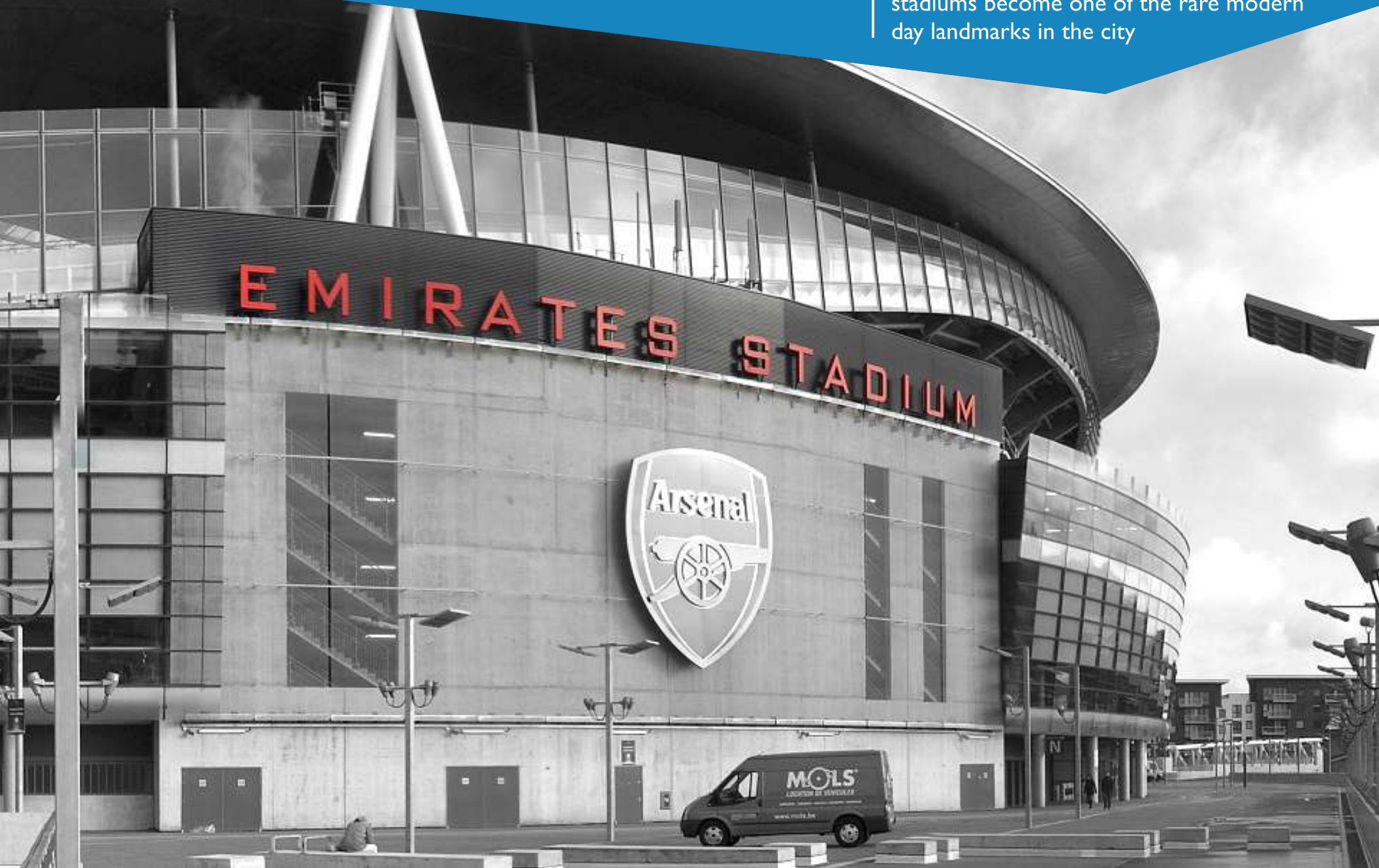
ASSOCIATION

IPL



Across the world, Naming Rights are one of the most important assets in sports

Mentioned across news papers, magazines, television coverages, tickets etc. Branded stadiums become one of the rare modern day landmarks in the city



A passport to becoming a local

A large, modern stadium with a distinctive, textured, white, ribbed facade. The words "Allianz @ Arena" are prominently displayed in blue on the right side of the stadium's exterior. The sky is overcast, and a few people are visible walking on the ground in front of the stadium.

Allianz @ Arena

Naming Rights Deals in the US

Stadium	Sponsor	Total value (\$mil)	Length of deal (years)
MetLife Stadium	MetLife	450	25
AT&T Stadium	AT&T	400	20
Citi Field	Citigroup	400	20
Mercedes-Benz Stadium	Mercedes-Benz	310	27
Reliant Stadium	NRG Energy	300	30
SunTrust Park	SunTrust Banks	250	25
Gillette Stadium	Gillette	240+	30
Levi's Stadium	Levi Strauss	220	20
FedEx Field	FedEx	205	27
Barclays Center	Barclays	200	20
U.S. Bank Stadium	U.S. Bancorp	200	20
Philips Arena	Philips	185	20



“Naming rights is a win-win for all partners. Your brand becomes synonymous with the sporting culture of Hyderabad. Budding cricketers get world class infrastructure. Spectators get what they deserve – a fantastic fan experience. All thanks to your brand”

– Arshad Ayub,
President, Hyderabad Cricket Association

