

CE

*Legacy*  
PROGRAMME



## OUR *Foundation*

The Cricket Live Foundation is a New Zealand based non-profit organisation. Our objective is to bring cricket to the kids of Sri Lanka and South Asia who live in underprivileged environments with limited opportunity. To make any social or global change, you need a vehicle to drive that particular change. Our vehicle is Cricket.

The Cricket Live Foundation prides itself on using cricket as a medium for developing the life skills and education of underprivileged children. Using sport, we can provide children with direction in their lives, with opportunities to further themselves, and most of all, provide them with a pathway for their futures.

The Cricket Live Foundation currently operates three centres in Moratuwa, Sri Lanka in partnership with the MJF Foundation, the Charitable Foundation of Dilmah Tea. The centres work with an intake of 250 children.

Further expansion will see over 1000 boys and girls become part of the programme by June 2018.

It is our goal to establish a network of these Cricket Education and Development Centres throughout South Asia. Through our unique Legacy Programme this will be made possible.

# WHAT IS YOUR *Legacy?*

I always say that we are responsible for the world that we live in today. We have the ability and the capacity to make the world a place that we are proud of.

There's much about today's world that I am not proud of. Open the newspaper or look on the internet and it often doesn't make for pretty reading.

We use cricket as a vehicle to inspire, motivate and develop the life skills of underprivileged children in Sri Lanka and soon to be, India and Bangladesh. We teach the values learnt through sport; Teamwork, Respect, Discipline, Time Management and Nutrition, to develop community leaders fit to change the world.

We love to work with businesses to develop exposure and profile overseas in important developing markets, and change the world for the better at the same time.

We are proud to share our vision with like-minded individuals and businesses and recognise the huge impact we can make, together.

With you, we can make a difference. With you, we can begin to solve the world's social issues. With you, we can bring smiles to the faces of those who don't know how to smile.

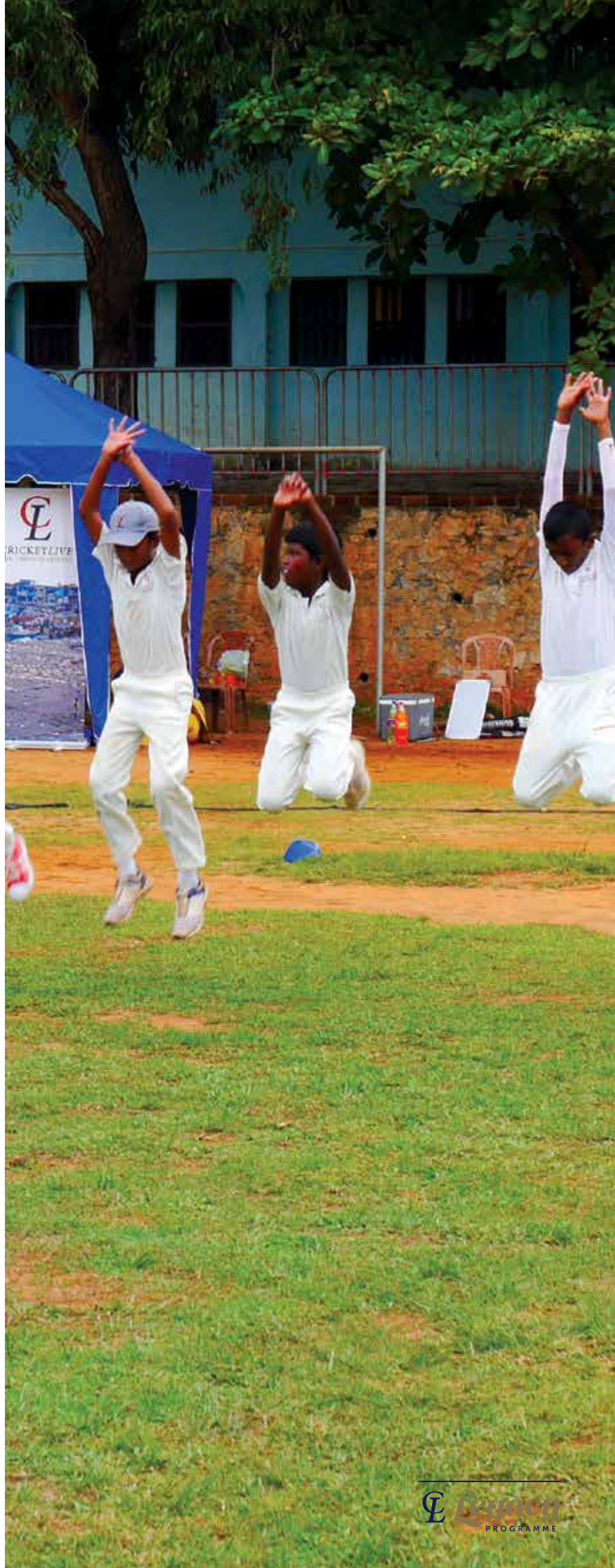
Together, we can leave our legacy on the world we live in today and be proud of it. I hope we can share this exciting journey together.



Alex Reese  
Founder

CricketLive Foundation

CRICKETLIVEFOUNDATION



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PROGRAMME



# Legacy

## SPONSORSHIP

Along with the tangible benefits associated with each level of sponsorship, our vision for the Legacy Programme is to help individuals and businesses:

1. **Reach** - Reach hearts and minds of new audiences and potential customers.
2. **Join** - Join a unique network of like-minded people, who respect and uphold similar values to you.
3. **Develop** - Develop your profile by adding an element of social responsibility to your business and/or lifestyle.

# Legacy

PARTNER

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## \$20,000

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### KEY BENEFITS:

- Legacy Programme Certificate, signed by Patron, Sir Richard Hadlee.
- Right to display Cricket Live Foundation Logo on digital and print material.
- Company logo and web link on the Cricket Live Foundation website and Facebook page.
- Personalised, impact reports from Sri Lanka showing what your money is doing.
- Regular Cricket Live Foundation newsletters.
- Invitations to all Cricket Live Foundation events including a specific 'Legacy Programme' event.
- Ten complimentary tickets to Cricket Live Foundation events and priority ticketing for additional tickets.
- Cricket Live Foundation Custom made Tie and Pashmina.
- Promotional Banner or Flag displayed at on and offshore events.
- Two Cricket Live Foundation Lapel Badges.
- Opportunity to be involved in on and offshore events.
- Endorsement to participate in business delegations to India and Sri Lanka, as well as invitations to join CLF for their end of year prize giving and tournaments in Sri Lanka.



We know that to make a difference and a real impact in this world, we need to share our journey with those who have the same vision, values and drive as us.

We understand that the satisfaction and feeling of goodwill received from making this impact and changing lives all around the world, may not be enough in terms of a return on sponsorship. This is where we can help.

We will be proactive in developing your company brand, image and reputation throughout New Zealand and across the globe as a way to say thank you for supporting us. This will be in the form of regular networking events, social functions, the display of your logo and material at all events and if relevant for you, hosting you in Sri Lanka and India with us for a sport and business road show. To ensure we maximise your exposure for your support, we will commit ourselves to a face-to-face meeting with you every other month.

We look forward to a relationship with you where we can help each other to change the world for the better.

# Champion

SPONSOR

## \$5,000

### KEY BENEFITS:

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- Company logo and web link on the Cricket Live Foundation website and Facebook page.
- Personalised, impact reports from Sri Lanka showing what your money is doing.
- Regular Cricket Live Foundation newsletters.
- Invitations to all Cricket Live Foundation events including a specific 'Legacy Programme' event.
- Two complimentary tickets to Cricket Live Foundation events and priority ticketing for additional tickets.
- Cricket Live Foundation custom made tie and pashmina.
- Promotional banner or flag displayed at on-shore events.

Our children are our champions. By becoming a Champion Sponsor, you are giving our kids a childhood to remember.

We realise the importance of ensuring all of our children are fit and healthy in these crucial years of their lives. Sponsorship at this level will ensure we can put all of our children on a unique nutrition programme, including a post training snack, daily milk packets and regular nutritional education for them and their families.





# Leadership

SPONSOR

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## \$2,000

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### KEY BENEFITS:

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- Company logo and web link on the Cricket Live Foundation website and Facebook page.
- Personalised, impact reports from Sri Lanka showing what your money is doing.
- Regular Cricket Live Foundation newsletters.
- Invitations to all Cricket Live Foundation events including a specific 'Legacy Programme' event.

Children need guidance, friendship and continuous support as they grow up. Being a leadership sponsor allows us to provide our children with life changing leaders in their lives. Our coaches act as role models, mentors, teachers, friends, father figures and of course, quality cricket coaches. Sponsorship of \$2,000 will allow us to pay a coaches salary for a year.

Our Team Leader, Jayantha, says, "I have learnt the most valuable life lessons since working for the Cricket Live Foundation. Earlier, if a child did something wrong, I would tell them off. Now, it's simple, we just need to show them that they are loved. I give my life to this programme."

# Patron's MESSAGE

"I am delighted to be Patron of the Cricket Live Foundation. I support the vision of the Foundation which is to improve the lives of young underprivileged kids in Sri Lanka and India.

The Cricket Live Foundation provides them with an opportunity to learn life skills through cricket to better themselves and give them hope for the future.

As a former international cricketer there is no doubt that cricket has played a major role in making me a better person through the values I have adopted – for that I am very grateful.

I ask you all to support the Cricket Live Foundation to enable them to fulfil their goals."



Sir Richard Hadlee

Patron  
Cricket Live Foundation







[www.cricketlive.co.nz](http://www.cricketlive.co.nz)

