

EST. 2014

Lucknow Corporate Cricket League

A corporate networking platform that plays cricket - not the other way around.

Sponsorship Brochure

Put your brand where Lucknow's corporate leaders play.

10

Seasons Completed



SEASON 11 · 2026

THE OPPORTUNITY

The Audience You Actually Want



LCCL players and attendees are mid-to-senior professionals from Lucknow's corporate sector — IT, manufacturing, infrastructure, FMCG and financial services. You are not reaching cricket fans — you are reaching decision-makers.

20+

**CORPORATE
COMPANIES**

Teams fielded by Lucknow employers, season after season.

1,500+

**PROFESSIONALS
ENGAGED**

Players, colleagues and families across ten seasons.

250+

MATCHES PLAYED

Ten seasons of fixtures, every result logged and verifiable.

ABOUT LCCL

A 15-overs-a-side corporate league. Every player, spectator and manager on the ground works for a Lucknow company.

WHY SPONSOR LCCL

The league reaches the exact buyers your sales team is already targeting.



Season champions celebrate on the field

CHOOSE YOUR TIER



What Are the Sponsorship Tiers?

MOST EXCLUSIVE

Title Sponsor

1 SLOT ONLY

BEST FOR ·
CATEGORY OWNERSHIP OF THE LEAGUE

- ◆ League named after your brand
- ◆ Front-of-jersey logo
- ◆ All digital assets
- ◆ Opening ceremony branding
- ◆ Post-season content rights

Co-Sponsor

2 SLOTS ONLY

BEST FOR ·
SEASON LONG BRAND PRESENCE

- ◆ “Powered by [Brand]” tagline
- ◆ Boundary board branding
- ◆ Digital mentions all season

Associate Sponsor

4 SLOTS

BEST FOR ·
COST-EFFICIENT REPEAT EXPOSURE

- ◆ Logo on scorecards & CricHeroes
- ◆ Select boundary boards
- ◆ Social media mentions

Team Sponsor

PER TEAM

BEST FOR ·
ONE TEAM, DEEP AFFINITY

- ◆ Team named after your brand
- ◆ Full jersey branding
- ◆ Scorecard attribution
- ◆ Merchandise for the full team
- ◆ All team photos & highlights

All tiers run for the full Season 11, from 22 November 2026. Custom packages and multi-season terms are available on request — message us on WhatsApp.

AT A GLANCE

What's Included at Each Tier



BENEFIT	 Title	 Co-Sponsor	 Associate	 Team
Slots available	1	2	4	Per team
League named after your brand	✓	—	—	—
“Powered by [Brand]” tagline	—	✓	—	—
Team named after your brand	—	—	—	✓
Front-of-jersey logo (all teams)	✓	✓	—	—
Full jersey branding (sponsored team only)	—	—	—	✓
Boundary board branding	Full	Full	Select	—
Logo on Scorecards & CricHeroes	✓	✓	✓	Attribution
Social media mentions	All season	All season	Select	Team posts
Opening ceremony branding	✓	✓	—	—
All digital assets	✓	✓	✓	—
Merchandise for the full team	—	—	—	✓
League photos & highlights	✓	✓	✓	—
Post-season content rights	✓	—	—	—

A dash means the benefit is not part of that tier. Inclusions are confirmed in writing at booking.

IDEAL FIT

Who Should Sponsor LCCL?



FMCG Brands

Sampling and visibility in front of a captive weekend crowd.



Tech Companies

Employer branding and hiring reach among IT professionals.



Real Estate Developers

Direct access to salaried buyers in the home-purchase bracket.



Healthcare

Build trust with corporate families through season-long visibility.



Banking & Insurance

Corporate salary accounts and group policies, decided in-house.



Educational Institutions

Executive programmes marketed to working professionals.



Captains at the toss — HCL Tech vs VBeyond Conquerors, Season 10

How Do You Become an LCCL Sponsor?

01 Choose Your Tier

Pick the package that matches your reach and budget.

02 Talk to Us

Call or WhatsApp +91 99845 75784 and we confirm availability.

03 Go Live

Send artwork; your branding goes up before the first ball.

PAST PARTICIPANTS

Companies That Have Been Part of LCCL



adani
Cement

HCLTech

ADITYA BIRLA
UltraTech
CEMENT
The Engineer's Choice

Great Place To Work.
Certified
AUG 2021-AUG 2022
INDIA
Beyond
PARTNERING FOR GROWTH

ORGANIC INDIA®
HEALTHY CONSCIOUS LIVING



USHA

V3 pepsi
Varun Beverages Ltd

SIEMENS

GREEN GAS LIMITED

SEPL
IT SOLUTIONS
ISO 9001:2008 | CMMI Level 3

NUANCE

IBS

K
KINGDOM
PROPERTIES

expansionjs

NATIONAL VOICE

TRICON
IT SOLUTIONS

SPONSORSHIP INQUIRIES CLOSE 10 NOV 2026

Ready to Put Your Brand on the **Field?**

Season 11 starts 22 November 2026. Message us and we'll match your brand to the right tier.

CONTACT

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LCCL • Season 11

All tier inclusions are subject to written confirmation and slot availability for Season 11.



SEASON 10 FINALISTS