



BATFAST CRICKET

WWW.BATFAST.COM

08006893137

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BATFAST **SPONSORSHIP BRIEF**

INTRODUCTION



DEAR SIR/MADAM,

THANK YOU FOR TAKING THE TIME TO READ THROUGH OUR SPONSORSHIP BRIEF. I HOPE THIS BRIEF INTRODUCES OUR COMPANY AND CLEARLY LABELS TO YOU THE SPONSORSHIP POTENTIAL OF BATFAST.

BATFAST IS THE BRAIN CHILD OF TWO CRICKET ENTHUSIASTS RUNISH GUDHKA AND JIGNESH PATEL. TOGETHER, THEY HAVE BUILT THE UK'S FIRST CRICKET SIMULATOR CAPABLE OF GIVING THE USER THE EXPERIENCE OF BEING AN INTERNATIONAL BATSMAN FACING INTERNATIONAL BOWLERS.

UNLIKE A BOWLING MACHINE, BATFAST CRICKET SIMULATORS ALLOW YOU TO EXPERIENCE THE REAL EXPERIENCE OF BEING AN INTERNATIONAL BATSMEN! OUR PRECISE TECHNOLOGY TIMES THE BALL RELEASE EXACTLY IN-SYNC WITH THE BOWLING ACTIONS OF THE CRICKETERS YOU ARE FACING ON THE SCREEN. CAMERAS FLASHING, CROWDS CHEERING AND OPPOSITION SLEDGING, WE PROVIDE THE COMPLETE PACKAGE.

EACH TEAM COMPRISES OF TWO FULLY TRAINED, CUSTOMER FRIENDLY OPERATORS WHO WILL ACT IN THE BEST INTEREST OF YOUR BRAND AND BATFAST. WE HAVE PERSONALLY CHOSEN OUR TEAM AND SPENT TIME AND RESOURCE TRAINING THEM. THUS WE HAVE FULL CONFIDENCE IN THEIR ABILITIES. WE WILL ALSO HAVE TECH SUPPORT THROUGH PHONE, AND ANY DISRUPTIONS WILL BE DEALT WITHIN THE SHORTEST AMOUNT OF TIME.

BATFAST SIMULATORS ARE DESIGNED WITH ADVERTISERS AND SPONSORS IN MIND AND HOW THEY CAN GET THE GREATEST COVERAGE

THANKS
RUNISH



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WHAT WE DO?

THE BATFAST CRICKET SIMULATOR PROVIDE A UNIQUE AND IMMERSIVE CRICKET BATTING EXPERIENCE FOR PLAYERS OF ALL AGES AND ABILITIES.

THE GAME IS PLAYED BATTING AGAINST A BOWLING MACHINE, WHICH HAS VIRTUAL REALITY, OF INTERNATIONAL BOWLERS, PROJECTED ONTO IT. THE BATFAST SCORING TECHNOLOGY WILL DISPLAY SCORING TARGETS FOR THE USER TO TRY HIT THE BALL. FOR EACH TARGET, THE PLAYER GETS A RUN.

THE OBJECT OF THE GAME IS TO SCORE AS MANY RUNS AS POSSIBLE WHILE. THE VIRTUAL REALITY IS SET OUT TO REPLICATE AN INTERNATIONAL CRICKET STADIUM AND SO THE PARTICIPANT CAN GAIN AN IDEA OF WHAT IT FEELS LIKE TO BE A INTERNATIONAL BATSMAN IN A MATCH SITUATION. THE PARTICIPANT IS GIVEN 6 BALLS WHERE THEY CAN SCORE AS MANY RUNS AS POSSIBLE. THE GAME ALSO COMES WITH IN-GAME SOUNDS; HOWEVER THESE CAN BE TURNED ON/OFF AS REQUESTED.

THROUGHOUT THE DAY(S) A LEADER-BOARD OF THE TOP TEN HIGHEST RUN SCORERS CAN BE DISPLAYED FOR BOTH MEN AND WOMEN PARTICIPANTS. THERE CAN BE UP TO THREE DIFFERENT SUB-CATEGORIES OF THE LEADER-BOARDS E.G. UNDER 12'S, UNDER 18'S AND ADULTS.



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WHAT WE OFFER?

WE OFFER TO DRIVE YOUR
BRAND
ENGAGEMENT
THROUGH
CREATIVE
APPLICATION OF
SPORT AND
TECHNOLOGY.

An audience of

1,000,000

1 IN 3 BATFAST USERS

SHARE THEIR EXPERIENCE ON SOCIAL MEDIA

LESS FINANCIAL RISK | AWESOME RESULTS | CREATIVE PRECISION



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ADVERTISING OPPORTUNITY

BATTING REPLAYS

SHARE THE VIDEOS AND PICTURES OF THE BATSMEN ON SOCIAL MEDIA CHANNELS AND GET GREAT VIRAL REACH.

Metrics

 Exposure

 Impact

£££ Cost

✓ Value

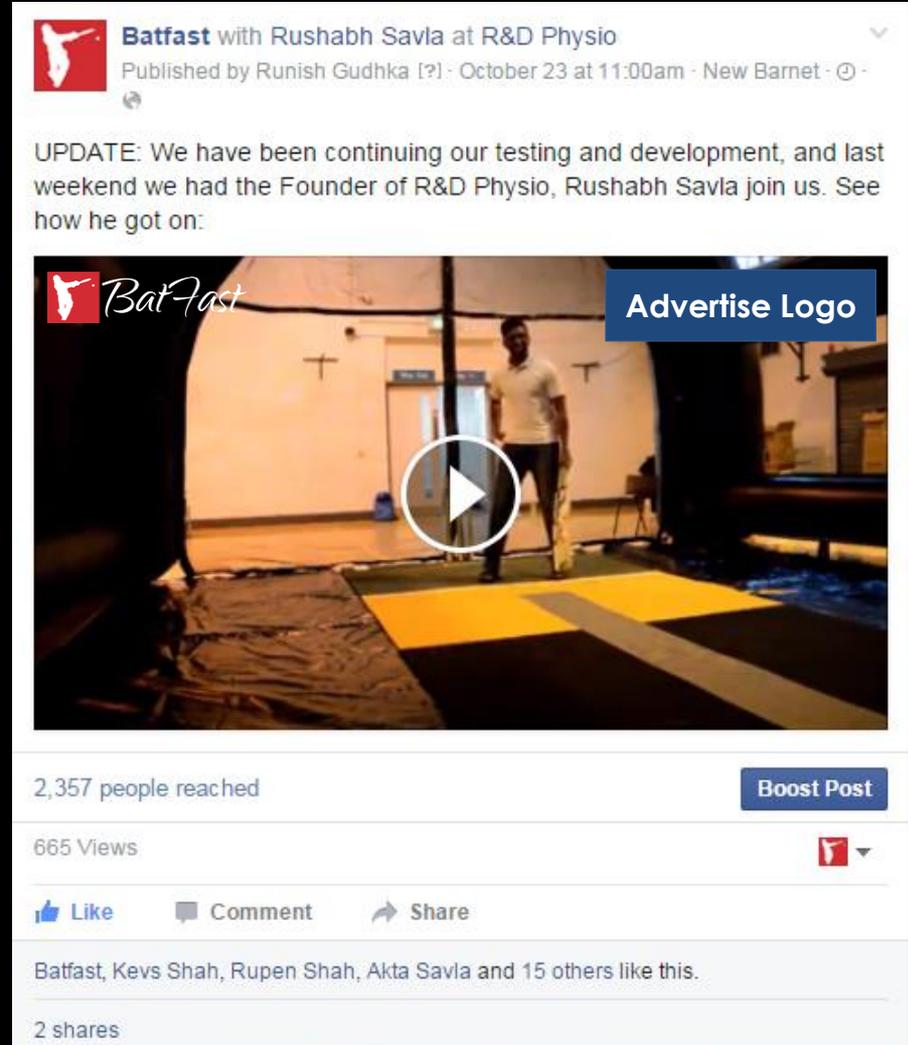
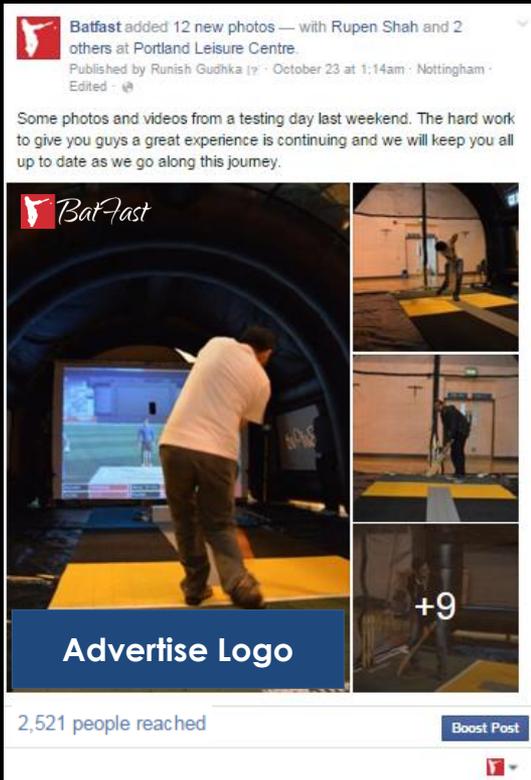
Medium

 Picture

 Video

 Merchandise

 Print



ADVERTISING OPPORTUNITY

AWARDS AND GIFTS



HAND OUT REWARDS FOR CUSTOMERS THAT THEY WILL REMEMBER YOUR BRAND FOR.

Medium

- Exposure
- Impact
- Cost
- Value

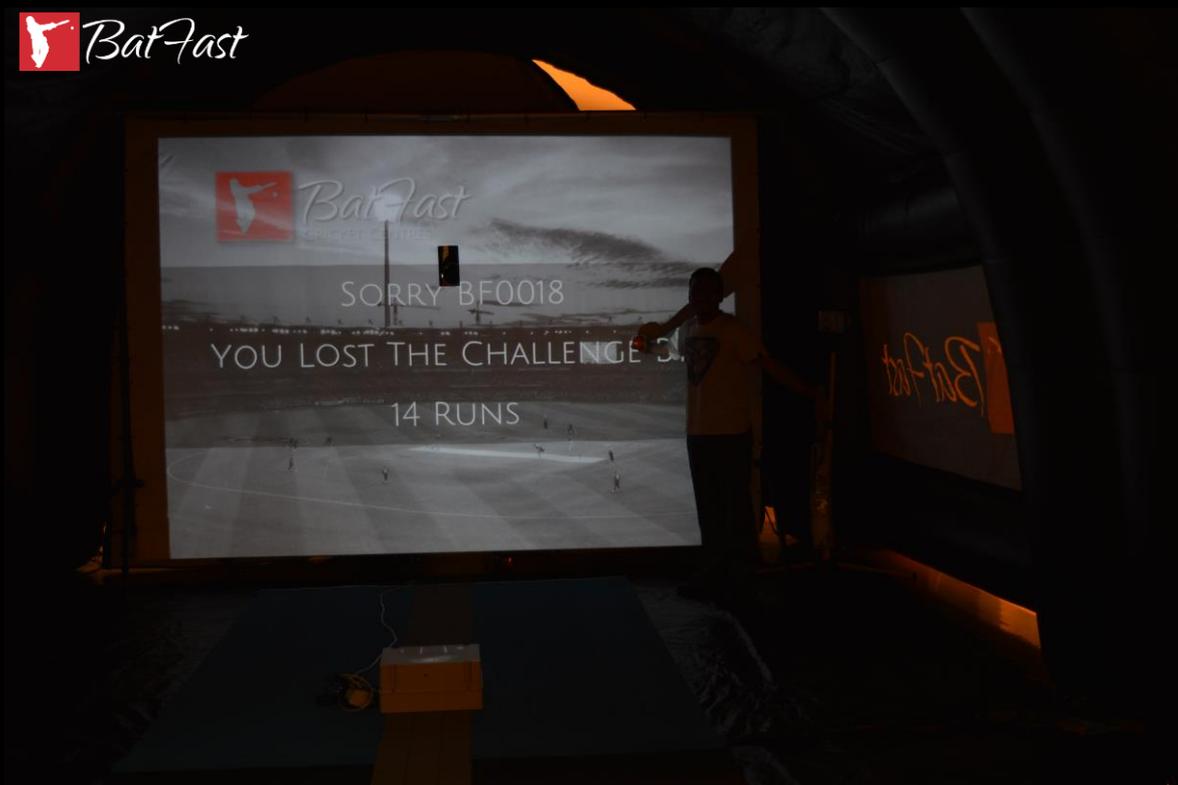
Medium

- Picture
- Video
- Merchandise
- Print



ADVERTISING OPPORTUNITY

BETWEEN OVERS



PLAY A VIDEO AD BETWEEN OVERS JUST LIKE IN LIVE CRICKET BROADCASTING. WE CAN ALSO STREAM THESE ADS LIVE.

Medium



Exposure



Impact



Cost



Value

Medium



Picture



Video



Merchandise



Print

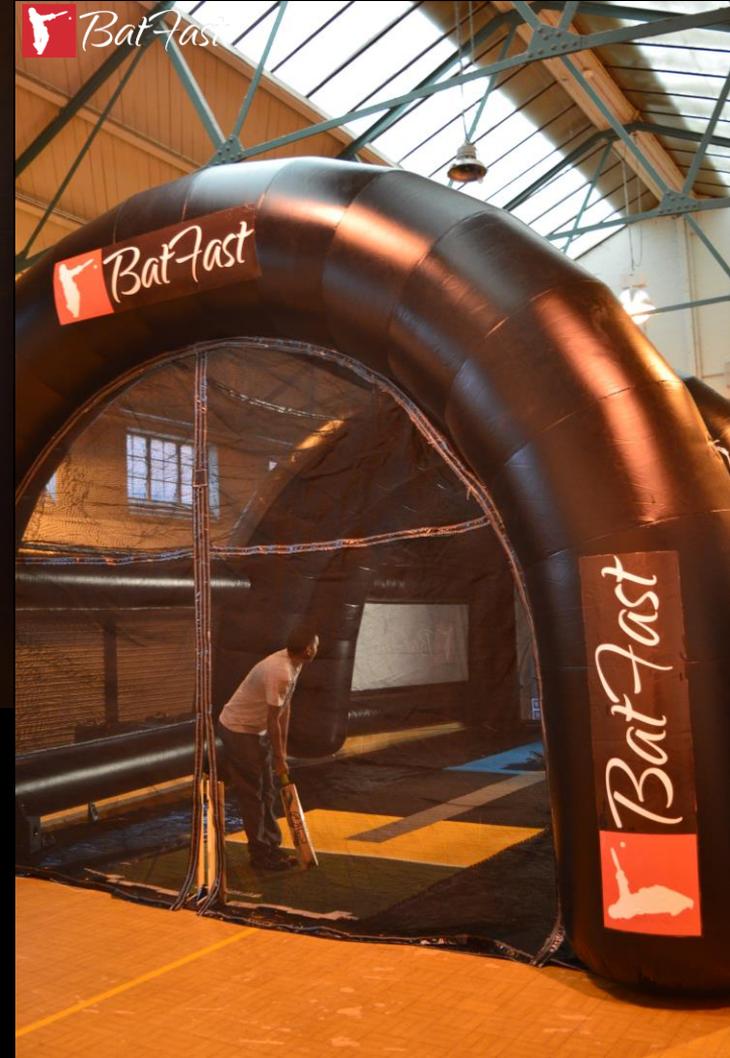


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ADVERTISING OPPORTUNITY

MARQUEE



GRAB THE HEADLINES AT OUR VENUES BY NAMING OUR MARQUEES AFTER YOUR BRAND. COULD ALSO MEAN FREE PR FOR YOUR BRAND.

Medium



Exposure



Impact

£££

Cost



Value



Picture



Video



Merchandise



Print

Medium



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ADVERTISING OPPORTUNITY

POST MATCH INTERVIEW

CAPTURE THE VIDEOS OF CUSTOMERS GIVING AN INTERVIEW OF HOW THEY TRIED ATTAIN THEIR GOALS

Medium



Exposure



Impact



Cost



Value

Medium



Picture



Video



Merchandise



Print



MATCH PRESENTATION - SA VS NZ

16:03, Tue 24 Mar 2015 Views 74,434 Length 4m 05s

SHARE THIS VIDEO



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HOW WE DO IT?

“OFFLINE IS OUR CRAFT, ONLINE IS OUR PASSION”

OFFLINE EXPERTISE

WE BELIEVE THAT TRADITIONAL USER EXPERIENCES STILL HAS A PLACE IN THIS INCREASINGLY DIGITAL WORLD. AND WE HAVE A TEAM OF FOLKS THAT KNOW HOW TO LEVERAGE YOUR BRAND

ONLINE INSIGHT

WE BELIEVE THAT TRADITIONAL USER EXPERIENCES STILL HAS A PLACE IN THIS INCREASINGLY DIGITAL WORLD. AND WE HAVE A TEAM OF FOLKS THAT KNOW HOW TO LEVERAGE YOUR BRAND

WE USE OUR PRODUCTS TO CONNECT BRANDS TO CUSTOMERS. AND WE DO IT IN A RESULTS ORIENTED, TOTALLY INTEGRATED MANNER. WE HAVE A BOTTOMLESS SUPPLY OF ENTHUSIASM.



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CORPORATE OFFICE

BATFAST CRICKET CENTRES LTD,
GORDON HOUSE,
29 GORDON SQUARE,
LONDON.
WC1H 0PP

TEL: 0800 6893137

WORKSHOP

BATFAST CRICKET CENTRES LTD,
ADVANCED TECHNOLOGY INNOVATION CENTRE,
LOUGHBOROUGH UNIVERSITY AND SCIENCE PARKS,
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