



USC Cricket Team at the National Championship  
in Ft. Lauderdale, FL  
March 2011

## USC Trojans Honors

2007, 09 Southern California  
Winter League T-20 Champions

2009 Southern California Cricket  
Association League Divisional  
Champions

2010, 11 American College Cricket  
Regional Champions

2010,11 USC vs UCLA Rivalry  
Trophy winners

2006-13 Cromwell Premier League  
Tape Ball Tournament

## USC CRICKET CLUB

**University of Southern California** with a student body of over **35,000 students** is a global university, and America's leader in international education. It has the largest number of international students of any U.S. University<sup>1</sup> and has one of the most powerful and influential **worldwide alumni network**. With such a huge majority of students from cricket playing nations, the growth of Trojan Cricket was eminent from the very day it came into existence in 1992. The USC Trojan Cricket Club is amongst the top 5 most popular club sports in the School. Every year the Club recruits around 200 new members which form a formidable support system for the club. The USC Cricket Club reaches out to more than 1500 new international students from India, Pakistan, Australia, New Zealand, Bangladesh and other commonwealth countries and even includes Americans who are curious to learn about the fascinating game of Cricket.



# Trojan Cricket Club

The Trojan Cricket Club was founded in 1992 and has since flourished and become a vital part of every cricket enthusiast at USC. The Cricket Club is now amongst the most popular sports clubs at USC, boasting of more than 200 new members every year.

Our aim is to promote the game of Cricket not only in the USC Community but also in the Southern California region. The USC Cricket Team participates in the Southern California Cricket League (founded 1930), which is one of the oldest and top leagues in the US. Apart from this the USC Team participated in the 2010 and 11 edition of the American College Cricket Championship in Ft. Lauderdale, FL which is held at the ICC (International Cricket Council) recognized Broward Stadium.

The Trojan Cricket Club also creates a roar on campus, by hosting an IPL (Indian Premier League) style Tape Ball Tournament every Spring/Fall Semester at the Cromwell Track and Field Stadium in the heart of the campus every Friday evening. Each tournament lasts 5 months and is immensely popular amongst all Cricket enthusiasts and over 200 students and alums participate annually.

Furthermore, the Cricket clubs hosts its Annual Rivalry game against UCLA which is well attended by supporters from both schools. In 2011, the club organized a screening of the Cricket World Cup, where games were shown Live on campus and attended by more than 1000 fans. The event covered by LA Times and other local news agencies.

The USC Cricket Club is the largest and fastest growing cricket club amongst all schools in the US and its success is directly associated with the dedication of its students and alumni who are supported by the Trojan Community.



## USC Cricket Club Calendar

### On-Campus:

**January-May:** CPL (Cromwell Premier League)-6 teams, 90 participants, 40 games, 15 overs each

**September-December:** CPL Fall Edition

**Thanksgiving Week:** USC vs UCLA Rivalry game

### Southern California Region:

**March – October:** Southern California Cricket Association League (50 Teams, 23 games, 45 overs and T-20 format)

**December – March:** Southern California Winter League (10 teams, 12 games, T-20 format)

### National Participation:

**March:** American College Cricket Championship  
30 Schools, 8 games, T-20 format

**Total Games Played/Year:** 80 Tape Ball and 43 Hard Ball games



# Trojan Cricket Club

The USC Cricket Club is unprecedentedly the largest cricket club in numbers amongst all US Schools and Universities and has more than 200 active members who participate in the game, either tape ball or in the professional hard ball league.

USC offers great potential, with an untapped market, substantial international student population and more so, an extremely talented and motivated core group which wants to help develop the game as much as they enjoy playing it.

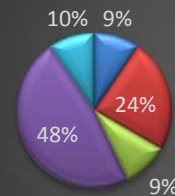
If your organization is willing to collaborate with our club and establish a commensal relationship where your organization helps reduce the financial burden on the student athletes and offer them rewards and incentives to play the game and in return our young and talented athletes represent your successful organization and work as advocates on your behalf to help promote the game and your brand.

The University of Southern California is a pioneer organization which develops leaders and professional athletes, and as our motto "Fight On" suggests, we are always striving for perfection and pushing the boundaries towards success.

We have various Sponsorship Plans which we offer to potential organizations, depending on the level of involvement they are interested in. The club is dedicated towards promoting local businesses in return and helping them develop a strong presence both on-campus and at the various tournaments that the USC Team participates.



## CRICKET CLUB ANNUAL EXPENSES - \$21,000



- Southern California Winter League \$2,000
- Southern California Summer League \$5,000
- Cromwell Premier League \$2,000
- American College Cricket Championship Travel Cost \$10,000
- Equipment Costs \$2,000



# Sponsorship Plans

PLAN OPTIONS	BRONZE \$500/year	SILVER \$1000/year	GOLD \$2000/year
Website (Logo and Link)	√	√	√
Cromwell Uniform (Sleeve Logo)	√	√	√
Cromwell Uniform (Exclusive Sponsor)		√	√
Cromwell Equipment		√	√
Hard Ball Uniform (Sleeve, Back)			√
Hard Ball Equipment			√
Banners at Events			√



Cricket is the 2<sup>nd</sup> most popular sport in the world after Soccer. With a well-established fan base around the world, Cricket is now finding its way into the hearts of Americans.

*“Build for your team a feeling of oneness, of dependence on one another and of strength to be derived by unity.” – Vince Lombardi*

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