



ALL INDIA

**TRANSGENDER CRICKET LEAGUE**

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# PEOPLE'S UNITY CUP 2025

**BROUGHT TO YOU BY OCEANIEK INTERNATIONAL**

STREAMING PARTNER OCENAIEK STREAM



# SPONSOR DEALS



People's Unity Cup 2025:  
Sponsor Opportunities



**THIS JUNE**



# ABOUT PUC

The People's Unity Cup 2025 represents a watershed moment in Indian sports - the country's first premier Transgender T10 Cricket League. Scheduled for June in Chandigarh, this pioneering tournament promotes sportsmanship while celebrating diversity, equality, and inclusion on a national stage.

Broadcast exclusively on Oceaniak Stream, our fast-growing OTT platform, the tournament offers unprecedented visibility for partner brands committed to inclusive values. Our collaboration model creates meaningful partnerships with organizations that champion empowerment and community upliftment.





STREAMING PARTNER

# BRANDING

Our People's Unity Cup (PUC) branding is designed for pan-India and global impact, celebrating inclusivity through sport. With a strong presence across major Indian cities and digital platforms, PUC aims to reach worldwide audiences, uniting communities and brands under one powerful movement.



1.5-2

Million in INDIA



28-48

Billion Worldwide

Here are the most recent estimates on the transgender population:

# JERSEY BRANDING BREAKDOWN

1

## FRONT JERSEY

Upper Right Chest (Position C01):  
Visibility: High during player introductions and media interactions.

Center Chest (Position T01):  
Reserved for the main event or league logo.  
Visibility: Central focus during broadcasts and photographs.

Upper Left Chest : ( Position TL01)  
Typically designated for the team logo.  
Visibility: Prominent during close-up shots.

2

## BOTTOM JERSEY

Right Thigh (Position L01):  
Visibility: Visible during batting and fielding.

Left Thigh (Position L02):  
Visibility: Prominent during gameplay.

3

## HELMET & CAP

Sides (Positions H01):  
Visibility: Noticeable during various gameplay angles.



# JERSEY BRANDING BREAKDOWN

4

## BACK JERSEY

Lower Back (Position BS01):  
Optional placement for additional  
sponsors.  
Visibility: Noticeable during batting  
stances and fielding.

5

## BAT

(Positions B01):  
Visibility: Noticeable during various  
gameplay angles.

6

## SLEEVES

Right Sleeve (Position RS01):  
Suitable for secondary sponsor logos.  
Visibility: Noticeable during batting and  
fielding actions.

Left Sleeve (Position LS01):  
Another spot for secondary sponsors or  
event partners.  
Visibility: Prominent during bowling and  
fielding.





**MERCH PARTNER CS01**

NOT EXCEEDING 64.5 cm<sup>2</sup>

12 Lakh

NOT EXCEEDING 64.5 cm<sup>2</sup>

**TEAM LOGO**

**PLAYER NAME**



**PLAYER NUMBER**

**MERCH PARTNER RS01**

NOT EXCEEDING 64.5 cm<sup>2</sup>

5 Lakh

**TITLE SPONSOR T01**

NOT EXCEEDING 206.45 cm<sup>2</sup>

1.2 Cr

**MERCH PARTNER BS01**

NOT EXCEEDING 206.45 cm<sup>2</sup>

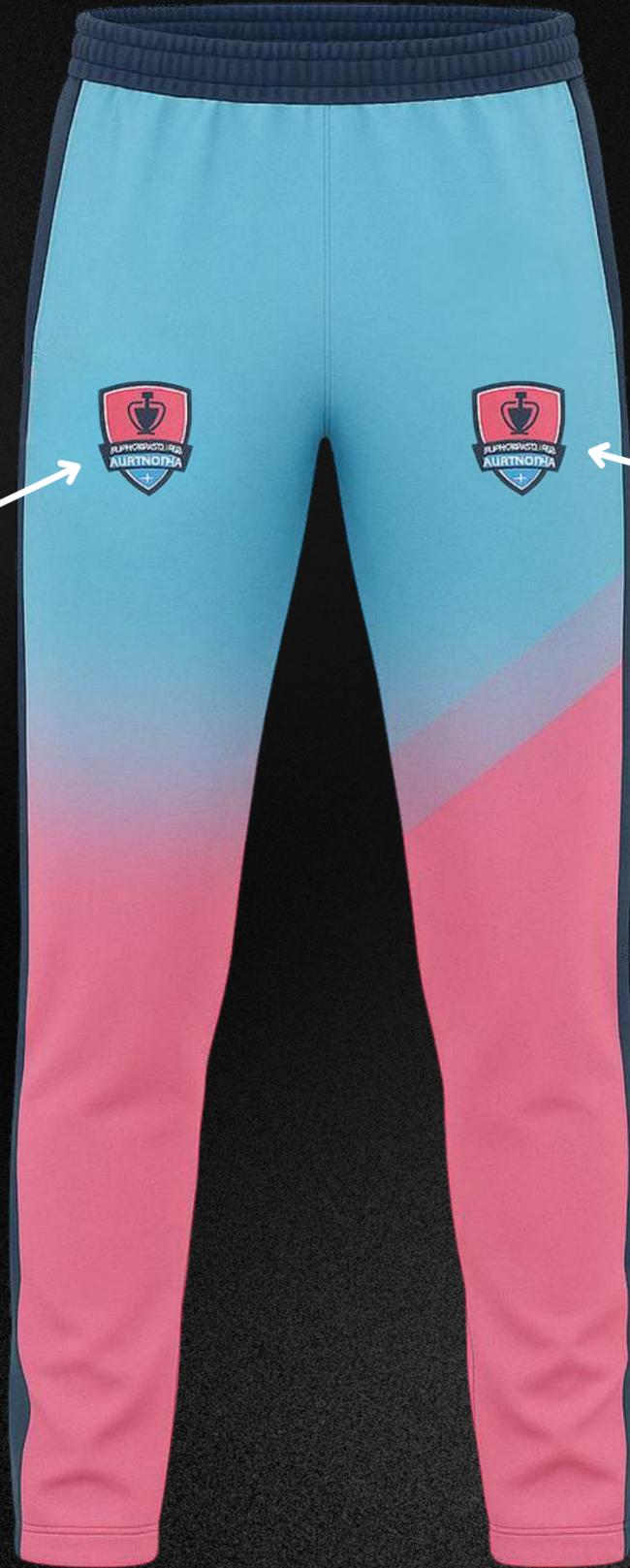
10 Lakh

**MERCH PARTNER LS01**

6 Lakh

64.5 cm<sup>2</sup>

**FRONT & BACK JERSEY** (TRAINING KIT ALSO)



**MERCH PARTNER L01**

NOT EXCEEDING 64.5 CM<sup>2</sup>

**3 LAKH**

**MERCH PARTNER L02**

NOT EXCEEDING 64.5 CM<sup>2</sup>

**3 LAKH**

**LOWER**  
(TRAINING KIT ALSO)

**MERCH PARTNER B01**

**TEAM LOGO**

Not Exceeding 64.5 cm<sup>2</sup>

**MERCH PARTNER H01**

NOT EXCEEDING 64.5 cm<sup>2</sup>

**5 Lakh**

**HELMET & CAP**

KIT BRANDING





# BENEFITS OF BRANDING ON JERSEY - PEOPLE'S UNITY CUP

Here's a professional breakdown of the benefits of branding on cricket jerseys in the People's Unity Cup along with your brand deliverables:



## 01

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### **BEHIND-THE-SCENES CONTENT WITH BRAND EXPOSURE**

Practice sessions, team meetings, and travel diaries featuring your branded jersey.

## 02

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### **SOCIAL MEDIA TAGGING + BRAND MENTIONS**

Scheduled shout-outs and story tags on Oceanic's official pages.

## 03

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### **SPECIAL FEATURE ON OCEANIEK STREAM OTT**

Your brand featured in the jersey segment during match streaming and highlights.



# BENEFITS OF BRANDING ON JERSEY - PEOPLE'S UNITY CUP

Here's a professional breakdown of the benefits of branding on cricket jerseys in the People's Unity Cup along with your brand deliverables:

## 04

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### **MERCHANDISING OPPORTUNITIES**

Optional: Branded replica jerseys and fan merchandise carrying your logo.

## 05

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### **INCLUSION IN TEAM PHOTOS & OFFICIAL POSTERS**

Jersey images used in offline banners, posters, and digital ads will carry your logo.

## 06

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### **MENTION IN PRESS RELEASES & MATCH COVERAGE**

Name integration in official match day mentions, team line-ups, and event recaps.



STREAMING PARTNER

# STADIUM BRANDING BREAKDOWN

## MAIN GROUND PERIMETER

TS01 / Associate Sponsors AS1

5 LAKH



## Boundary Rope

TS01 / AS1 / AS02/ AS03 / AS04

1.5 LAKH

## LED SCREEN PANELS

TS01 / AS1 / AS02

4 LAKH



## Bg Sponsor Walls

TS01 / AS1 / AS02/ AS03 / AS04 / AS05

EXISTING +20 K

## PITCH MAT BRANDING

TS01 / AS1 / AS02/ AS03

3 LAKH



## Stumps Branding

Associate Sponsors WS01

60 K



\*THESE ARE FOR THE WHOLE TOURNAMENT

# SEGMENT BRANDING BREAKDOWN



STREAMING PARTNER



## POWER PLAY

PP01

Logo on screen Main  
Ground Perimeter  
overs 1-3, shoutout To  
POWER PARTNER

1 LAKH



## P.O.T.M

POTM01

Logo on screen Main  
Ground Perimeter X1  
, Shoutout To Hero Partner

25 K



## TOSS TIME

TT01

Logo on Main Ground  
Perimeter x1 / shoutout  
To trust PARTNER

25 K



## STRATEGIC BREAK

SB01

Logo on Main Ground  
Perimeter x2 / shoutout  
To strategy PARTNER

50 K

# SEGMENT BRANDING BREAKDOWN



## INNINGS

IN01

Logo on screen Main Ground  
Perimeter  
Pr Min , Shoutout To Break  
Partner

40 K / 10 MIN



## DRINKS BREAK

DB01

Logo on Main Ground Perimeter  
x2  
/ DUGOUTS Shoutout To Energy  
PARTNER, Social Media

75 K



## MOMENT OF THE MATCH

MOM01

Logo on screen Main  
Ground Perimeter X1  
, Shoutout To Magic Partne

25 K



## REPLAY

RE01

Logo on screen Main  
Ground Perimeter X Replay  
, Shoutout To Replay  
Partner

75 K

# DIGITAL ADVERTISEMENT SLOTS PRICING

Ad Slot	Brand Visibility	Frequency per Match	Suggested Rate (INR)
In-Match Ad	AD on screen Live	Throughout	₹25,000/ 10 sec
Wicket/4/6 Moments	Logo flash + 5-sec mention	Multiple per match	₹5,000 per moment



# EXPECTED REACH

- Live OTT Viewership: 1.5 Cr-2Cr (Globally)
- Social Media Impressions: 50L+
- On-ground Footfall: 45,000+ attendees
- Press & Media Coverage: Local & national inclusion sports, and entertainment outlets





STREAMING PARTNER

# OUR PARTNERS





# BARTER DEALS



People's Unity Cup 2025:  
Barter Partnership  
Opportunities

**THIS JUNE**



# OPPORTUNITIES

We're seeking in-kind sponsorships across multiple categories to support this landmark event. Additional partnership areas include travel & hospitality (hotel stays, transportation) and digital services (social media amplification, WiFi, technical devices).



# VISIBILITY

Partner brands will also receive co-branded content with our influencer and celebrity partners, plus valuable press coverage in local and national media. This multi-channel visibility ensures maximum impact for your brand's contribution.





# **BARTER PARTNERSHIP**



## **SPORTS EQUIPMENT & APPAREL**

Cricket kits, bats, balls, gloves, customized team jerseys and fan merchandise

## **FOOD & BEVERAGE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



## **HEALTH & WELLNESS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.





# BRAND BENEFITS & VISIBILITY

1

## ON-GROUND BRANDING

Stadium banners, dugout branding, and prominent logo placement on Branding wall

2

## ENGAGEMENT BOOTHS

Sampling spaces and activation areas at the tournament venue

3

## DIGITAL PROMOTIONS

Featured on Oceaniek Stream, Instagram, and YouTube with over million collective reach

4

## LIVE MENTIONS

Brand recognition during match commentary and digital broadcasts





# FINAL BRANDING & VISIBILITY

1

## PLAYER OF THE LEAGUE POL01

Your logo prominently displayed on the official TROPHY, Media Pictures, Social media Posts

2

## SUPER STRIKER SS01

Your logo prominently displayed on the official TROPHY, Media Pictures, Social media Posts

3

## MOST RUNS MR01

Your logo prominently displayed on the official TROPHY, Media Pictures, Social media Posts

4

## MOST WICKETS MW01

Your logo prominently displayed on the official TROPHY, Media Pictures, Social media Posts



# 50K WORTH PER TITLE

\*Only for Finals



# BRAND ALIGNMENT



STREAMING PARTNER



## INCLUSION LEADERSHIP

Position your brand as a pioneer in supporting diversity and breaking barriers in Indian sports, demonstrating corporate social responsibility.



## COMMUNITY EMPOWERMENT

Support transgender athletes in gaining recognition, visibility, and professional sports opportunities in mainstream cricket.



## AUTHENTIC CONNECTION

Engage with a highly loyal community and their allies, building genuine relationships with consumers who value inclusive brands.

# CONTACT US

We believe a barter association with your brand creates a win-win scenario – reducing logistical costs while providing high-impact visibility in a unique and socially progressive setting. Our team is ready to explore the perfect collaboration opportunity.

 [info@oceaniek.org](mailto:info@oceaniek.org)

 +91-8264811707

