



# **GWALIOR SHERNIS**

**Champions in the Making: Pride of Madhya Pradesh**

गुजरात  
महाराष्ट्र  
कर्नाटक  
उत्तर प्रदेश  
तेलंगणा

**Strategic Sponsorship Opportunities |**

**MPL 2026**

**Official Women's Team – Madhya Pradesh League (MPL)**



Team Owner : Fenway Projects

# THE OPPORTUNITY



**THIS IS NOT JUST CRICKET  
THIS IS A MOVEMENT**



## **Rapid Growth Potential**

Women's cricket is on a sharp upward trajectory—driven by leagues, media coverage, and rising fan interest. Build long term brand equity by entering a high-growth sports segment early.



## **MPL = Early IPL**

Early partners lock in long-term value. Ground-floor opportunity like IPL's founding sponsors.



## **Purpose-Driven Platform**

65% fans support gender diversity. Authentic alignment with women's empowerment movement. Strengthen progressive brand image.



## **High-Impact Multi-Channel Visibility**

From jerseys and match days to digital content and community engagement, sponsors gain consistent, multi-channel exposure—both on-ground and online



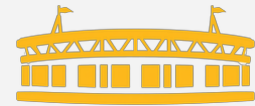
# LEAGUE SCALE & MEDIA REACH

## High-Impact Stats



**18M+**

**Cumulative View**



**200,000+**

**Stadium Attendance**



**40%+**

**Digital Streaming**



**50+**

**Broadcast &  
Digital Channels**

## BROADCAST PARTNERS

**Jio Hotstar**

**OTT Streaming**

**Star Sports**

**OTT/ National TV**

**Dainik  
Bhaskar**

**Print Media**

**Patrika**

**Regional Print**

**Radio  
Channels**

**Broadcast**

# Demographic Reach

## Audience Profile & Market Potential



### 142% YoY Growth

- 8.5 Cr+ Madhya Pradesh Population
- Massive untapped market potential



### 15-35 Age Group

- 5 Cr+ Cricket Fans in MP
- Passionate regional fanbase ready to engage



### 57% Male Audience

- 3.8 Cr+ Digital Users & 2.1 Cr+ Female Viewers
- Rapidly growing digital audience

# Presenting the Sherni Squad

**Meet the Pride**

## → **Elite Coaching**

National-level coaching staff with Extensive experience driving excellence and performance.

## → **National Stars**

Top international and national players forming the core of our championship squad.

## **Khoj Sherni Ki**

Grassroots talent pipeline discovering future champions from Madhya Pradesh.

# Why Gwalior Shernis?

## Core Brand Strengths



### City Connect

Emotional bond with Gwalior heritage. Deep-rooted city pride and cultural connection drives authentic fan loyalty.



### Women Power

At the forefront of women's empowerment. 65% higher brand affinity when supporting women's sports.



### First Mover Advantage

Early MPL entry guarantees exclusivity. Build legacy partner status from day one.



### Explosive Growth

142% female viewership growth year-over-year. 18M+ cumulative views across platforms. Fastest growing women's sports franchise.



### National Broadcast

JioCinema + Star Sports dual platform reach. National broadcast coverage across 50+ channels. Regional dominance in MP market.



### Purpose-Driven

65% higher emotional affinity with purpose-driven brands. Authentic women's empowerment platform. Community trust and social impact alignment.

# 360° Branding Ecosystem



## ON-GROUND BRANDING

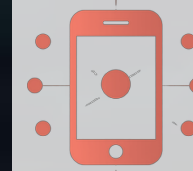
- LED Perimeter Boards during live matches
- 3D Pitch Mats in high-visibility zones
- Boundary Ropes with continuous exposure
- Giant Screen Advertisements
- Static stadium branding across key locations
- Hoarding campaigns across Gwalior & Indore



## BROADCAST INTEGRATION

- On-air ads during live matches
- Logo visibility on JioCinema & Star Sports
- Sponsored match segments
- In-game brand mentions
- Regional PR: Dainik Bhaskar, Patrika, Naiduniya
- National sports portal coverage
- Radio broadcasting

## The Roar Campaign



## DIGITAL INTEGRATION

- Social media campaigns across official platforms
- Content collaborations with players and team
- Branded storytelling through reels, videos and series
- 5x digital impression growth strategy
- Fan database access for re-marketing
- Co-branded digital content IP

# Sponsorship Opportunities

Premium Jersey &  
Kit Branding



Multi-channel Visibility  
(On-ground + Digital)

Tiered packages across price  
points

Strong regional +  
national exposure



## Key Inventory Highlights

Front & Back Jersey (Prime Visibility)

Helmet & Cap Branding

Arm & Trouser Placements

Match-day visibility (LED, screens)

Player access (meet & greet)

Content amplification (social + shoutouts)

Team IP & player imagery rights

Perimeter & Digital Screens

Player Integrations & Content

Hospitality & premium access



# Sponsorship Categories



[www.gwaliorshernis.com](http://www.gwaliorshernis.com)



## MAIN PRINCIPLE

*Front Jersey / Player Kits*

- *Highest Visibility*
- *Title-Level Association*
- *Premium Exposure*



## PRINCIPLE

*Back Jersey / Upper Chest*

- *Strong Brand Recall*
- *High Media Presence*
- *Key Match Visibility*



## OFFICIAL

*Helmet / Arms*

- *Consistent On-Field Presence*
- *Integrated Branding*
- *Multi-Match Exposure*



## ASSOCIATE

*Lower Kit*

- *Supporting Visibility*
- *Tactical Placement*
- *Entry-Level Access*

# Sponsorship Packages

## MAIN PRINCIPAL

### Top Tier – Single Slot

**Inventory**  
Front Jersey & Players  
Kits (Primary Branding)  
Maximum On-Field  
Visibility  
Top Sponsor Hierarchy

₹30 Lacs onwards\*

## PRINCIPAL PARTNERS

### Tier 1 & Tier 2

**Principal 1**  
Back Jersey  
**Principal 2**  
Right Upper Chest

**Includes**  
High broadcast visibility  
Strong brand recall

₹20 Lacs onwards\*

## OFFICIAL PARTNERS

### Multiple Slots

**Inventory Options**  
Lead/ Non-Lead Helmet  
Lead/ Non-Lead Arm

**Includes**  
Consistent match  
exposure  
Integrated branding  
moments

₹10 Lacs onwards\*

## ASSOCIATE PARTNERS

### Entry Tier

**Inventory Options**  
Lower Sleeve  
Trousers Branding

**Includes**  
Supporting visibility  
Cost-efficient access

₹5 Lacs onwards\*

\*Custom packages & integrated partnerships available on request

# Jersey & Kit Branding

**WORN BY CHAMPIONS. SEEN BY MILLIONS.**

**FRONT JERSEY &  
CRICKET KIT**

206.45 sq. cm

**LEAD HELMET/  
CAP**

36.71 sq. cm

**NON LEAD  
HELMET/CAP**

36.71 sq. cm

**BACK JERSEY**

206.45 sq. cm

**LEAD ARM  
UPPER**

64.5 sq. cm

**RIGHT UPPER  
CHEST**

64.5 sq. cm

**NON LEAD ARM  
UPPER**

64.5 sq. cm



**NON LEAD ARM  
LOWER**

64.5 sq. cm

**LEAD TROUSERS**

64.5 sq. cm

**NON LEAD  
TROUSERS**

64.5 sq. cm

# Maximizing Brand ROI & Exclusive Access

## Money-Can't-Buy Experiences

### ➔ Owner's Box

**Premium air-conditioned VIP seating with the best views. Exclusive access for your executives and guests.**

### ➔ The Broadcast Edge

**High-frequency logo exposure on jersey, pitch mats, LED boards. National broadcast on JioCinema & Star Sports. 10x higher regional resonance.**

### ➔ Tangible Business Growth

**Direct access to 200,000+ stadium fans. On-ground activation zones for sampling. Exclusive digital fan database for targeted marketing.**

### ➔ Player Meet & Activation

**Private sessions with team stars for employees and customers. Exclusive concourse zones for brand experiences.**

### ➔ Toss Presence & Representation

**Representation at match toss. Brand visibility at key match moments. Premium on-field exposure.**

# The Sherni Growth Roadmap

Path to MPL 2026 Cup



## April 2026 - Launch

- Brand integration in player draft & squad reveal
- Early-stage digital visibility & team announcements
- Inclusion across official team assets & communications



## May 2026 – Brand Activation

- Jersey Launch Event (High-Impact Sponsor Showcase)
- Branding across practice sessions & cricket camps
- Player-led content, shoots & social amplification
- Grassroots activation with on-ground brand presence



## June 2026 – Match Season (National Spotlight)

- Live MPL Matches in Indore – Peak Visibility Phase
- National OTT Streaming Exposure (Pan-India Reach)
- Jersey branding across live broadcast & match coverage
- LED boards, giant screens & digital sight screen visibility
- Player shoutouts, broadcast integrations & media presence
- Hospitality, meet & greet & toss-day representation

**Pride & Power**

Questions Welcome — Let's Connect  
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**THANK YOU**

**JOIN THE ROAR. BE PART OF  
THE MOVEMENT.**

A strategic entry into the future of  
Indian sports.

[www.gwaliorshernis.com](http://www.gwaliorshernis.com)

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