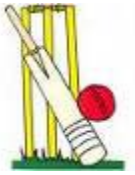




# MCA



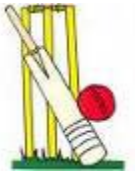
*Michigan Cricket Academy*



Bringing the world's second most popular sport to the children of Michigan



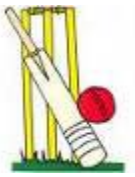
# Who are we?



- **Michigan Cricket Academy**, the state's only organization devoted exclusively to youth cricket, Associate Member of United States of America Cricket Association.
- Joint head coaches – Vasanth Krishnaswami and Shyam Mayasandra ([vasanth.krishnaswami@gmail.com](mailto:vasanth.krishnaswami@gmail.com), [mayasandra@hotmail.com](mailto:mayasandra@hotmail.com)).
- Information director – Michael Makin ([mlmakin@umich.edu](mailto:mlmakin@umich.edu)).
- An **non-profit, volunteer** organization. The only **compensation** our coaches and information director receive is the **joy of watching young cricketers develop**
- Over **80 kids** (ages 6-19) coached since 2004.
- Currently **25 regular, weekly participants** (and growing), with a total of approximately 40 taking part in at least one MCA activity in 2009.
- All of our cricketers have grown up in the **USA**, at least half were born here; others are from **India, England, Sri Lanka, Pakistan**.



# MCA – General Flyer



**FUN!**



Annual Camps  
Experienced Coaches !

Fall – Indoor  
Winter – Indoor  
Spring – Outdoor  
Summer - Outdoor

**TEAMWORK**



WWW.MICRICKET.ORG

Annual Tournaments!

California – June  
Chicago – July  
Michigan – May, Sep  
Toronto – Aug  
Florida - Nov

**FITNESS**



## !CRICKET!



Summer camp in Boomerpark



MCA U14 team – winner of 2008 tournament in MI



Teet Star Azharuddin giving batting tips to kids



**ACTIVITIES ALL ROUND THE YEAR!**



# MICHIGAN CRICKET ACADEMY

Registration Open ! Call : Shyam 248 342 9305 or Vasanth 734 223 7586

**SPORTSMANSHIP**

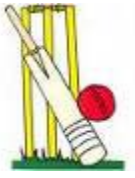
**LEADERSHIP**

**TECHNIQUE**

**Michigan Cricket Academy**



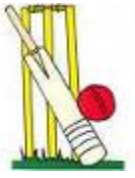
# MCA Activities



- **Summer** – practice twice a week (coaching, small-sided matches) at Lyon Oaks Park ground.
- **Winter** – indoor practice once a week in Novi.
- At winter's end -- **Michigan Sixes** Indoor Tournament.
- Spring and fall -- two three-day **youth tournaments**, held at local grounds over Memorial Day and Labor Day weekends. Both covered in area press and national cricket media. Teams from Chicago, California, New Jersey, Atlanta, Washington DC, Toronto, and Michigan participate.
- Annual **MCA travel** to Chicago, California, Toronto and Florida to participate in tournaments.
- An MCA team in the **Michigan Cricket Association's 20/20 league**, competing against adult teams (at least eight MCA youth players in the team every week, other players are coaches and parents).
- **Outreach programs** for school districts and park departments



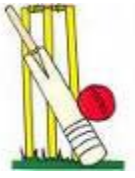
# MCA Philosophy



- Let players **develop at their own pace** – no pushing
- Encourage **innovation, individuality** – no over-coaching; players develop through self-discovery
- Teach **leadership, teamwork** and **sportsmanship**
- Excel both at **sports** and **studies**
- Overall – teach **life skills** through Cricket!



# MCA – Selected Brochures and Media Coverage



[Memorial Day Weekend Tournament Program](#)

[Our 2008 Tournament Program](#)

[Our 2007 Tournament Program](#)

[Our 2007 Tournament Brochure](#)

[Our general promotional flyer](#)

[Our informational handout about the sport and its resources, used at schools and other institutions where we give cricket demonstrations](#)

Coverage of our activities on national cricket web site Dreamcricket includes:

[Michigan Cricket Association Colts win Krishnaswami Cup - Dreamcricket News](#)

[Motown CC Win Inaugural Michigan Sixes. Greater Detroit Colts Triumph in Junior Division. - Dreamcricket News](#)

[Hosts win U14 and U17 titles at Michigan Cricket Academy's 2008 Tournament - Dreamcricket News](#)

[Hosts MCA fare well on Day 1 of the MCA annual junior tournament - Dreamcricket News](#)

[Michigan Cricket Academy Announces 2008 Youth Tournament - Dreamcricket News](#)

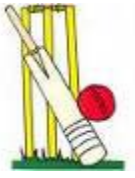
[Playing Youth Cricket in USA - Ups and Downs - USA Cricketer](#)

[Michigan Cricket Academy plans busy summer - Dreamcricket News](#)

[Junior cricket in Michigan - The story of MCA - Dreamcricket News](#)

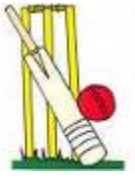


# Michigan-Midwest Combined Team after Victory at the National Tournament, California, 2008





# MCA – Annual Labor Day Weekend Tournament 5, 6, 7 September, 2008 Bloomer Park & Lyon Oaks



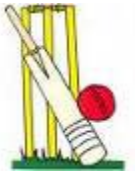
- Teams from Michigan and out-of-state
- U-14 and U-17 Brackets
- **Extensively covered** on Dreamcricket, main national cricket web site
- Trophies, awards, excellent level of competition







# MCA – Memorial Day Weekend Tournament - 2009

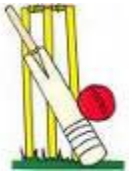


- Lyon Oaks and Bloomer Park
- Teams from **Michigan, Chicago, Toronto**
- **Innovative format** for this tournament
- Enjoyable, competitive





# Michigan Sixes

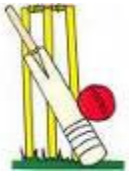


- The **Dome**, Total Sports, Wixom, Sunday, 12 April, 2009
- **Innovative format**, making maximum use of excellent facility; **over sixty cricketers competed** from all over South East Michigan and Northern Ohio
- Over eighty per cent of participants responding to post-tournament survey rated tournament “**excellent**” or “**good**”
- “It was **awesome**”; “MCA did a wonderful job in hosting this event. It was very well organized. I had a lot of fun and look forward to more such tournaments. **GREAT JOB MCA!!**”.





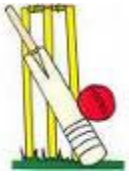
# MCA Sponsors



- Cricket is **poised for great growth** as a sport in the US. Help MCA and be a part of the growth!
- Support an activity that brings together children from all across **Metro Detroit** area every week, tournaments which brings teams from **all across US**
- Your **name** will be known to **hundreds** of participating families (well over **200 players** registered for 2009 tournaments; many brought their families with them)
- Your name will appear on flyers and emails sent to more than **500 clubs and individuals**
- Your name reaching all the schools and park departments to whom we offer outreach activities (MCA players and coaches have worked with about **three hundred children** in Livonia, Bloomfield Hills, Novi, and Hartland in the last twelve months)
- Buy **naming rights for one of tournaments** and your name will appear in all media releases, on our programs, everywhere that MCA plays
- For a **small investment**, you can make a **big difference** to MCA activities and gain valuable promotion



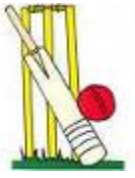
# Why do we need support, where would the money go?



- At the moment, MCA survives on **modest club fees** (we try to make cricket accessible to all – to grow the sport we need to keep membership fees down and make it a sport you can try out without huge expense).
- **Ground rental, equipment purchases, modest scholarships** to help some players travel consume all our money.
- Our own tournaments cost us money (out-of-state teams pay so much to travel here, that, like other academies, we help pay for their accommodation); more money would help us **grow our tournaments**, even as we move to a more self-sustaining model and reduce support for accommodation.
- Participating in other clubs' tournaments costs us money – even when the hosts pay for accommodation, average cost per player per tournament is \$600 (air travel, ground transportation, dinners); **if we could offer more scholarship support, more players could travel and develop.**
- With more support we could also: hire professional coaches to run **day camps and special coaching sessions**; fund more travel for our players; send top players to **cricket academies overseas.**
- The USA will not be competitive if American-born players don't compete with cricketers in major cricketing countries, in typical cricket conditions. If we can send teams on **overseas tours** (which the best-funded US academies are able to do), Michigan will produce young cricketers who will be nationally and even internationally competitive.
- MCA is a 100% volunteer, non-profit organization (no employees, no office, and no debt to service). **Every cent of sponsors' money would directly support the expansion of Michigan youth cricket, and the development of young players.**



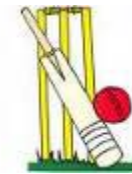
# Our Wish List



- Regular **support** for our two annual tournaments (\$2,000-\$5,000)
- **US travel scholarships** for players (\$3,000 annually)
- **Overseas travel scholarships** for individual players (\$2,000 annually)
- Stipends for visiting professional coaches, funding for infrastructure of **day camps** (\$3,000 annually)
- Sponsorship of **overseas tours** (\$10,000 per tour)
- All of these sponsorship opportunities come with **naming rights** and **ample free promotional opportunities**



# MCA Brief Sponsorship Options

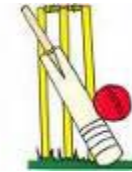


Type of Sponsorship	Details	Price	Remarks
Naming Rights to 2009 Tournaments	Naming rights to tournaments	\$5,000 per tournament	Our tournaments are all reported in detail on the biggest web site covering cricket in the USA -- <a href="http://www.dreamcricket.com">www.dreamcricket.com</a>
Tournament Sponsorships	Platinum, Gold, and Bronze	\$3,000, \$2,000, \$1,000	Prominently featured in tournament program and in media releases
Tour Sponsorship	MCA plays an annual series in Toronto every summer, participates in Chicago tournaments, and sends players to the California youth tournament every June. MCA is now planning a winter tourn of Florida, and is hoping to take a team to England or India.	\$3,000 per domestic tour; \$10,000 per international tour	Because there are still relatively few cricket academies in the US, domestic travel is an important element in a youth player's development, and a major cost to families. Travel to a major cricketing country is one of MCA's goals for the next two years.
Names and Logos on Uniforms (Shirts, Trousers and Caps)	Names and Logos on Uniforms (Shirts, Trousers and Caps)	\$1,000 annually	MCA players wear club whites at all tournaments and matches, and at school and park district demonstrations.
Logo on Practice Shirts	Logo on Practice Shirts	\$500 annually	MCA players will be required to wear club practice shirts at all club practices (two per week in the summer, one per week throughout the winter)
Banners at Tournaments and at Practice	Banners at Tournaments and at Practice	\$500 annually	Includes all outdoor and indoor practices (two per week outdoors, May-September; one per week indoors, October-April), and all tournaments (in 2009 -- three)
Banners on MCA Web-Site	Banners on MCA Web-Site (currently being designed)	\$500 annually	A combined sponsorship package is also available for banners at all tournaments and practices, and on the club web site for an annual price of \$750
A Sponsor's Line in every MCA e-mail	A Sponsor's Line in every MCA e-mail	\$500 annually	MCA sends out a total of some 500 emails per year, of which approximately 150 go to its local distribution list (currently 134 addresses), 30 go to its national distribution list (currently 194 addresses), and the others

TOURNAMENT PARTICIPANTS INCLUDE REPRESENTATIVES OF THE METRO DETROIT AREA, TOLEDO, GRAND RAPIDS, CHICAGO, TORONTO, ATLANTA, AND, IT IS ANTICIPATED, FLORIDA



# Support Youth Cricket in Michigan



- You can help the **game grow at the grass roots**
- You can support MCA in producing **good cricketers, good citizens, and good students**
- Great **exposure** for your own business
- Strong **family orientation**
- **Volunteer** organization
- MCA – bringing the **cricketing world to Michigan**

