

NATIONAL
CRICKET LEAGUE



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WHAT IS NCL?

Cricket is the second most popular sport on the globe with over 2.5 billion fans.

We seek to tap into the American audience, where cricket popularity is on the rise.

Cricket has a rich history in the United States. Dating back to 1844, which featured the first ever international match of any sport. At one point, cricket surpassed baseball in popularity. However, despite this, cricket gradually yielded ground in the competition between bat-and-ball sports.

The **National Cricket League (NCL)** is an exciting venture that aims to introduce the short and fast-paced format of cricket, and the only **Sixty Strikes 10-over format** in the United States. The NCL inaugural season took place in 2024 and was represented by 6 teams across the United States and in 2025, with a proven concept we are going even bigger!



WHY THIS FORMAT WORKS IN THE U.S.



With support from local governments, international players, coaches, and Bollywood stars the National Cricket League launched its inaugural season on October 4-14, 2024, at a newly developed NCL Cricket Ground in UT-Dallas.

The NCL's **Sixty Strikes format** offers a quick and action-packed game, distinguishing it from traditional longer-format cricket leagues and matches globally and in the US. The NCL's focus on shorter games aligns with the trend toward faster-paced sports entertainment in the United States.

While this format may be new to the American audience, **research has shown that 90 minutes is the ideal length of entertainment events** in the United States.



WHY NOW / WHO IT REACHES

Median Household Income in the United States by Ethnic Group



Percentage of population with a Bachelor's Degree

Indian-Americans	70%
Korean-Americans	53%
Chinese-Americans	51%
Filipino-Americans	47%
Japanese-Americans	46%
US Average	28%

COUNTRY	AWARE OF CRICKET	CRICKET FANS
India	846,000,000	719,900,000
Bangladesh	103,100,000	91,800,000
Pakistan	127,400,000	81,700,000
United States	188,000,000	36,400,000
China	209,100,000	35,300,000
England	39,200,000	12,400,000
South Africa	17,200,000	11,500,000
Sri Lanka	15,200,000	10,200,000
Australia	16,000,000	7,100,000
Afghanistan	2,700,000	1,400,000
Zimbabwe	2,500,000	1,300,000
New Zealand	3,100,000	1,200,000

GLOBAL REACH = CITY VISIBILITY

IN OUR FIRST SEASON



**120
COUNTRIES**



**200M+
VIEWERSHIP**

GLOBAL BROADCASTING PARTNERS

ESPN

TNT

Star

FOX SPORTS
AUSTRALIA'S SPORTS LEADER

NDTV

sky

FANCODE

sky SPORT

pluto tv

super sport

beIN SPORTS

astro CRICKET

**FLOW
SPORTS**

**T
SPORTS**

ATN
ASIAS TELEVISIONS NETWORK

ARY

tapmad^{TV}

**PTV
NETWORK**

**WFAA
abc**

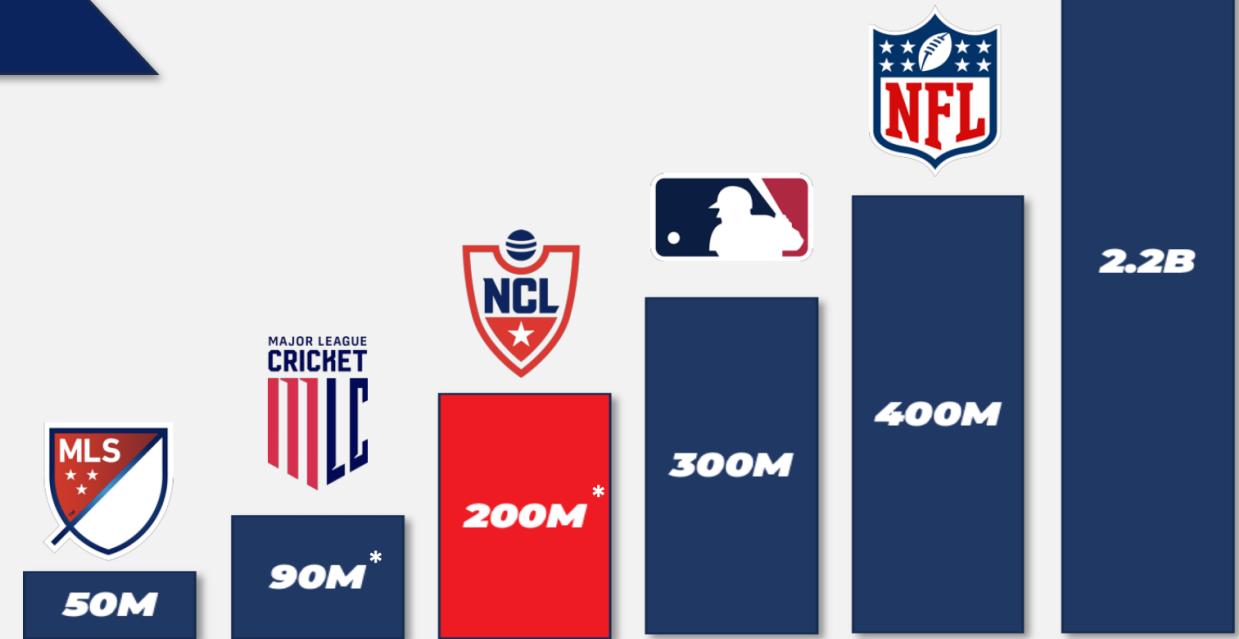
SONY*

mbc

SPORTSMAX

**OLYMPIC
CHANNEL**

FijiTV



TOTAL GLOBAL VIEWERSHIP FOR AMERICAN LEAGUES

* One Month In Length

Source: Variety, Disney Star, World Sports Network, MLC/IMG, & Media Pro

DIGITAL + MEDIA IMPACT

IN OUR FIRST SEASON



NCL CRICKET APP

1.1M DOWNLOADS

8M+ VIEWS



20.8M

Instagram Views

787.3K

YouTube Reach



24M

Facebook Reach



379K

Website Reach



150M

Earned Media Impressions

NCL SOCIAL MEDIA FOLLOWING

+ 403K



339.5K



53.3K



10.5K

First Season
March 2025

YOUTH & COMMUNITY BENEFITS

BUILDING & CONTROLLING THE TALENT PIPELINE FOR LONG TERM SUCCESS



NATIONAL CRICKET ACADEMY

To complement the professional league and collegiate programs, the National Cricket Academy (NCA) will focus on identifying and developing the next generation of **men and women** cricket stars in America and from aboard.

The NCA will partner with a leading sports academy in the States to offer full-time, professional training. We will also develop programs for former professional and College Baseball players to pivot their talents to the game of cricket and to develop up and coming high school stars around the country. We believe this will give USA an opportunity to leapfrog into the top of the world for batting talent.



HIGH SCHOOL & CITY PARKS & RECREATION PARTNERSHIPS

With cricket's non-contact nature, we have a unique opportunity to appeal to safety-conscious American parents while creating a sustainable athletic pipeline for **men and women** cricket —similar to the rise of lacrosse and soccer in U.S. high schools. This initiative will be further energized by cricket's inclusion in the 2028 Olympics in Los Angeles and the prospect of future scholarships offered by the Collegiate Cricket League, giving families a compelling pathway to fund higher education through cricket.

A cornerstone of this effort will be the National Cricket League (NCL), which plans to establish its teams and stadiums as true cricket clubs featuring community-centered facilities focused on youth development. These state-of-the-art hubs—strategically located in Atlanta, New York, Chicago, Los Angeles, Dallas, and Houston—will take inspiration from world-class venues like M. Chinnaswamy Stadium in Bengaluru, blending elite cricket infrastructure with grassroots access. Regional high school leagues and a national championship will round out the structure, embedding cricket into the heart of American school sports.



THE CRICKET FORUM AMERICAS

To unify the fragmented cricket landscape in North America, we are hosting The Cricket Forum | Americas, the first-ever high-level forum bringing together all key stakeholders in the cricket ecosystem. Led by CricExec, this initiative will include representation from USA Cricket, Cricket Canada, West Indies Cricket, NCL, MLC, USPL, Minor League Cricket, CPL, Willow, Boundaries North, ESPN, and the Collegiate Cricket League. Designed as a collaborative think tank, the Forum will address governance, commercial growth, player pathways, and media exposure—creating a shared roadmap to elevate cricket across borders. By fostering transparency and alignment, this Forum will lay the foundation for a powerful, united cricket community in the Americas.



TIMELINE AND NEXT STEPS

01.

YEAR 1 (2024):

- ✓ Formation of 60 Strikes
- ✓ Formation of the league with the inaugural tournament

YEAR 2 (2025):

- ✓ Start of the Collegiate Cricket League Tournament
- Increase marketing of league overseas
- October Tournament

02.

YEAR 3 (2026):

- Two to Three tournaments potentially in Atlanta, Chicago, or LA
- Begin talking with cities to build cricket club stadiums and community centers
- Establish the National Cricket Academy & High School programming

YEAR 4 (2027):

- 6 tournaments, one in every city.
- Begin construction of stadiums in at least 2 to 3 locations.
- Hit viewership goals in SE Asia.
- Begin Women's league with the league's teams.

03.

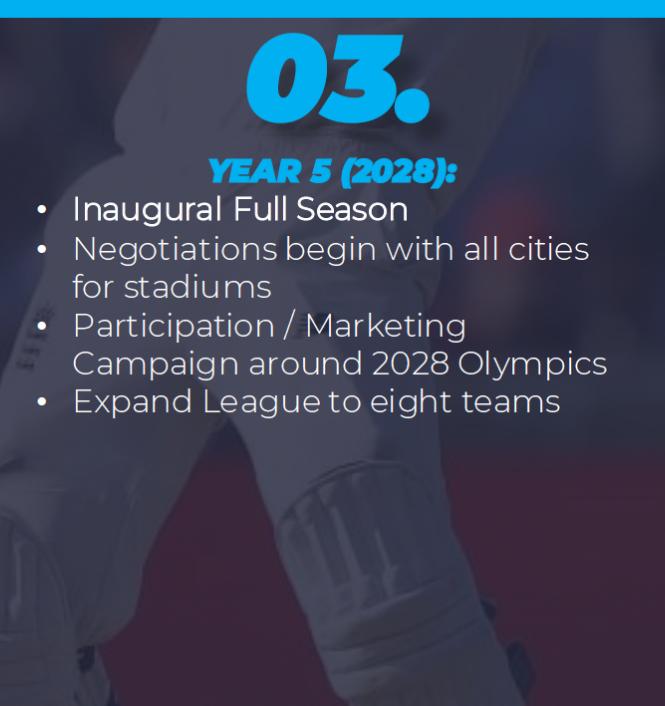
YEAR 5 (2028):

- Inaugural Full Season
- Negotiations begin with all cities for stadiums
- Participation / Marketing Campaign around 2028 Olympics
- Expand League to eight teams

04.

YEAR 10 (2034):

- Hit 1 Billion Viewers
- Rate among the top 3 cricket leagues in the world.
- Have teams tour the world
- Begin to shift focus to American audience and compete with baseball and football for viewership and merchandise





LEAGUE SNAPSHOT

Franchises.....**6**
No. of Matches.....**23**

**GLOBAL BROADCAST
TV. OTT. SOCIAL MEDIA**
Reach Worldwide Through
Social Media

World's Top International and
Emerging Players will be participating