

SEASON 1

KRISHNA APRA

FUTURE STAR U15

CHAMPIONSHIP

FRANCHISE DECK



SEASON 1



ABOUT US

The Future Star U-15 Championship is a premier grassroots cricket platform aimed at identifying and nurturing the next generation of cricket talent in India.

Presented by Outer Delhi Warriors, the tournament introduces a professional franchise-based structure at the junior level, featuring structured trials, player auctions, and high-quality live broadcast production.

Designed to bridge the gap between raw talent and professional cricket, the league provides young players with real-match exposure and a competitive environment. Top performers earn a direct pathway to the Outer Delhi Warriors High Performance Camp, gaining access to advanced training and mentorship.

More than just a tournament, the platform is a complete ecosystem combining talent development, professional exposure, and strong commercial opportunities for franchises and sponsors.

“Where Future Stars Begin Their Journey.”



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TOURNAMENT FORMAT

08 TEAMS

2 GROUPS

15 MATCHES

2 SEMI FINAL

1 FINAL

T20 FORMAT

U15 CATEGORY

8 CAMERA LIVE



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MEET OUR
LEAGUE
SUPPORTER



MR AKASH CHOPRA

SEASON 1

MEET OUR

LEAGUE

SUPPORTER



MR. PARTIV PATEL

SEASON 1

MEET OUR

LEAGUE

PRESIDENT

ALSO THE OWNER-OUTER DELHI WARRIORS



MR. NARESH PANWAR

SEASON 1

MEET THE **OFFICIALS**



MR. SANJAY RAWAT
Secretary



MR. DINESH NANAVATI
League Observer

SEASON 1



WATCH US *LIVE ON*



TENTATIVE

SEASON 1

TEAMS



GREATER
NOIDA
STORM

PROUD OWNERS OF



MOHAMMAD KARIM



DR. SUNIL S SINGHEL

SEASON 1



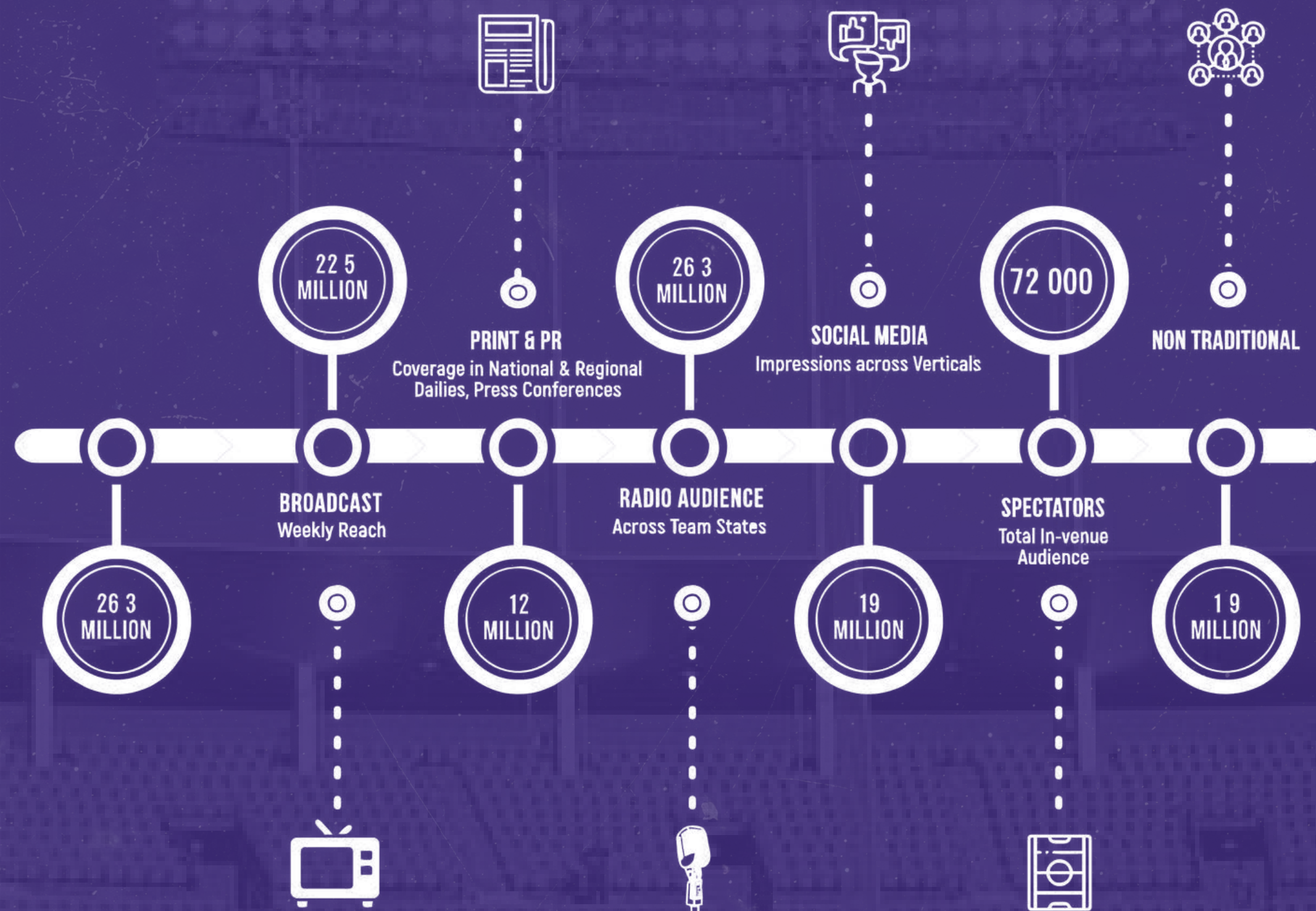
VENUE :
JAWAHARLAL
NEHRU STADIUM
(GHAZIABAD)

STARTING FROM 24TH JUNE



SEASON 1

ESTIMATED REACH



SEASON 1

SOCIAL MEDIA **BRANDING**



YOUTUBE



INSTAGRAM



X



LINKEDIN



FACEBOOK

SEASON 1



IN ASSOCIATION **WITH**

tenx



TENTATIVE

SEASON 1

FRANCHISE SPONSORSHIP OPPORTUNITY



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JERSEY BRANDING



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JERSEY BRANDING



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LED PERIMETER **BRANDING**



10% VISIBILITY FOR FRANCHISE SPONSORS



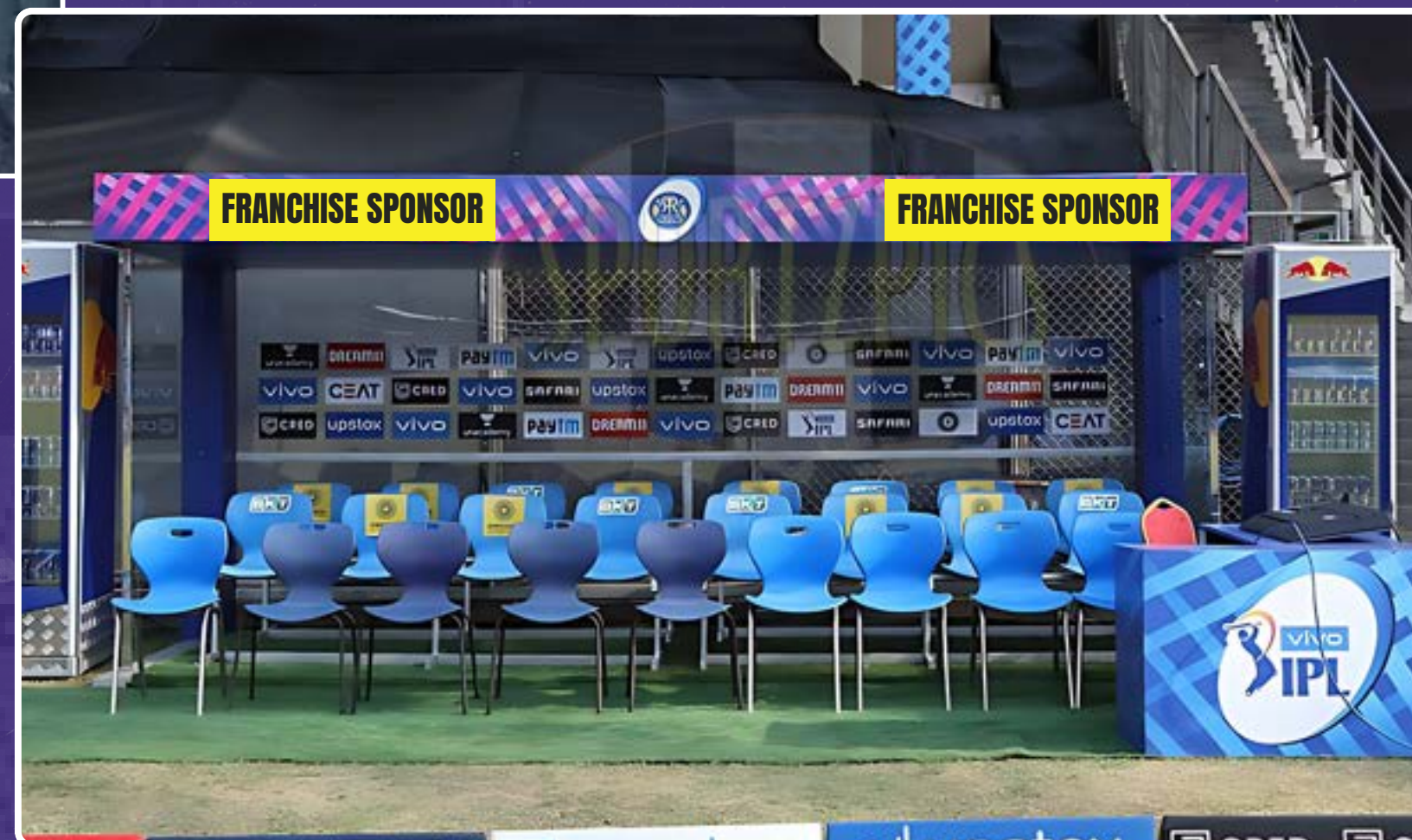
SEASON 1



GIANT SCREEN BRANDING



DUGOUT BRANDING



SEASON 1

WHY OWN A *FRANCHISE?*

**POWERED BY OUTER
DELHI WARRIORS**

**OWN THE FUTURE BEFORE
IT BECOMES BRAND**

**CONTENT POWER =
ATTENTION = GROWTH**

**BUILT-IN REVENUE
POTENTIAL**

**DIRECT ACCESS TO A
HIGH-VALUE AUDIENCE**

**MULTI-SEASON
ADVANTAGE**

**DOMINANT BRAND
VISIBILITY**

**END-TO-END BRANDING &
GROWTH SUPPORT**

**LIVE STREAMING &
COMMENTARY PRESENCE**

**PROFESSIONAL MEDIA
DAY**

**ON-GROUND ACTIVATION
RIGHTS**

**MERCHANDISE & FAN
BUILDING**



SEASON 1



FRANCHISE DELIVERABLES

- TV ADS
- PLAYER PHOTO SHOOT
- PLAYER VIDEO SHOOT
- PLAYER IMAGE RIGHTS
- FAN ENGAGEMENT
- FRANCHISE MASCOTS
- CHEER SQUAD CLOTHING
- MAN OF THE MATCH
- LED GIANT SCREEN
- SPONSORED SOCIAL MEDIA
- MATCH DAY INTERVIEWS

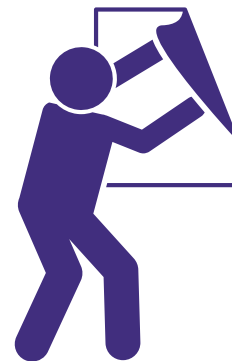
MARKETING PLAN

INFLUENCER PARTNERSHIPS



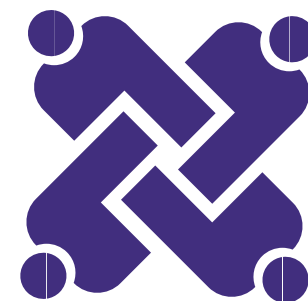
Collaborate with popular local influencers, sports personalities, and celebrities to endorse the league and reach a wider audience through sponsored posts, shoutouts, & event appearances.

OFFLINE PROMOTION



Distribute flyers, posters, & banners in strategic locations across city, including sports clubs, gyms, malls, & popular hangout spots. Partner with local businesses to display promotional materials & offer ticket discounts.

COMMUNITY PARTNERSHIPS



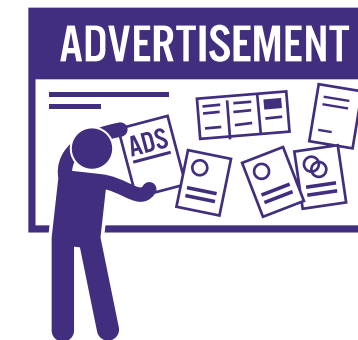
Forge partnerships with local cricket academies, schools, colleges, and community centres to promote the franchise among aspiring cricketers, students, & families. Offer special discounts or free tickets for group bookings.

STREET PROMOTIONS



Deploy promotional teams to high-traffic areas, markets, and sporting events across Globe to distribute flyers, merchandise, and freebies, and engage directly with potential attendees to generate excitement and word-of-mouth buzz.

TRADITIONAL ADVERTISING



Place advertisements in local newspapers, radio stations, and outdoor billboards to reach a broader audience across League.

SEASON 1

LEAGUE PROTECTION



CONSULTING FIRM

The League shall appoint an independent competent consulting firm of international repute of the likes of CBRE / Deloitte / E84 / Grant Thornton to formulate processes & procedures related to franchise prospectus, Franchise Due- Diligence & validation, Player Draft/Auction and such others to ensure all compliances.

MEDICAL PLAN

State-of-the-art medical support shall be provided at all times through a reputed medical partner maintaining all precautions and all other protocols as necessary and mandated by the relevant authorities.

ANTI-CORRUPTION & SECURITY UNIT (ACSU)

The League shall appoint an Anti-Corruption & Security Unit specific to the League in lines with the guidelines and directions as laid down by the cricket rules.

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THANK
YOU

