



1st Solidarity Cricket Tournament

Information Pack



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What do we need from you?

Background

■ Madrid Cricket Club / UNICEF Partnership

- Madrid Cricket Club has partnered with UNICEF, the UN agency for the protection of children, to organise the 1st Solidarity Cricket T20 Tournament in Madrid in October 2007.
- This is in support of the global “Unite for Children, Unite for Aids” campaign, aimed at combating HIV/AIDS among children.
- Madrid Cricket Club is providing the equipment and logistical know-how to arrange a cricket tournament of this type, as well as providing players from the club where necessary to help fill the teams taking part.
- All funds raised will be donated to the UNICEF campaign.

■ Why Cricket?

- Cricket is very popular in many of the countries that are most affected by childhood AIDS, including the West Indies, South Africa and Zimbabwe.
- The local tie-in between UNICEF and Madrid Cricket Club comes just months after the International Cricket Council signed a landmark agreement with UN agencies to utilise the values of cricket in the global fight against AIDS among children and youth.
- The tournament takes place just weeks after the completion of the inaugural World Championship in South Africa promoting the 20/20 game format.

UNICEF's Goals

- **UNICEF's "Unite for Children, Unite for Aids" campaign has four key goals**
 - prevent transmission of HIV, the virus that causes AIDS, from mother to child
 - enhance access to antiretroviral medicines for children & youngsters who need them
 - run educational programs to raise awareness and help avoid HIV transmission
 - give more support to boys & girls who have been orphaned by AIDS or are vulnerable
- **Provide a platform for child-focused advocacy on global AIDS issues**
 - Mobilizing international resources to combat HIV/AIDS
 - Supporting corporations as they develop socially responsible policies and programs for workers, their children and communities
 - Advocating for governments, donors and international and non-governmental organizations to stand by the commitment to come as close as possible to the goal of universal access to treatment by 2010
 - supporting countries in accessing appropriate and affordable medicines, especially formulations and diagnostics adapted to the specific needs of children
 - Campaigning for education and health services to be strengthened, and for governments and agencies to work towards the elimination of user fees for primary education and, where appropriate, health-care services
 - Putting the protection, care, support and treatment of children, adolescents and young people at the centre of the HIV/AIDS agenda
- **Put the missing face of children affected by AIDS at the centre of the HIV/AIDS agenda and make sure that the voices of children and young people are heard on the issues that affect them.**

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Tournament Details

■ Logistics

- The tournament will be held on Saturday 6th October 2007 at the “Cantarranas” sports facilities in the Complutense University Campus.
- Teams will be expected to arrive at the ground at 08:30 on the day for a briefing and for the 09:00 start

■ Tournament Teams

- There will four teams taking part:
 - Pakistan, Great Britain
 - Bangladesh, Rest of the World

■ Tournament Format

- The tournament will be a round robin 20/20 competition
- The winner will be decided on points and then run-rate



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What do we need from you?

Fund-Raising Details

■ **Tournament Entrance Fee €10**

- Each player is expected to contribute €10
- In return, we will provide:
 - a free lunch and drinks
 - access to Madrid Cricket Club cricket kit if required
 - a free raffle ticket
 - a chance to win a trophy!
 - Children can join in with Kwik Cricket activities organised on the day

■ **Raffle Tickets €2 each or 6 for €10**

- First Prize # 1 –Easy Jet return flights for two Madrid – London
- First Prize # 2 –British Airways return flights for two Madrid – London
- Various other prizes donated from sponsors (cricket kit, electronics...)

■ **Madrid Cricket Club apparel for sale on the day**

- Stylish red polo shirts for men - €25
- Attractive white casual polo tops for women - €30
- Madrid Cricket Club caps - €15

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What do we need from you?

Event Partners

1/3



www.britishairways.com



Event Partners

2/3

easyJet.com
Come on, let's fly!

www.easyjet.com



unicef 

Madrid
Cricket Club

Event Partners

3/3



www.kukrisports.com

REVOLUTION WARNING

At Kukri we love sport and the positive and fantastic difference it makes to all those who indulge in it.

Our mission is simple; "to encourage your passion for sport by creating sportswear, with such powerful impact, that it can change your very identity".

So get into Kukri clothing, forget who you were and become who you want to be!

OUR MISSION:

Kukri was founded in 1999 with a mission to create a Sportswear Revolution!

Kukri are creating this Sportswear Revolution by being unique, combining our experienced, talented staff and our uniquely flexible factory to offer more than six million design, fabric and colour combinations to create your 'made to order' sportswear in only eight weeks.

Kukri offers the option of communicating your needs face to face with one of our Sales Managers in the UK, Ireland, Spain, Hong Kong, New Zealand and Australia or by using our "Kukri Kit Designer" facility.

Being unique, we want you to feel unique too. Sport is our passion. It creates winners, team spirit and a fantastic identity. So wear Kukri and be prepared for a life changing experience!

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What do we need from you?

■ Cricket Players!

- Please provide us with a list of the cricket players that will be attending – a form is provided at the end of this pack

■ Participate in the Raffle

- We are more than happy to provide you or your colleagues and friends with raffle ticket packs to sell to raise more money
- If your embassies would like to donate a prize to the raffle as well, this would be gratefully received
- Buy tickets!!

■ Help Promote the Event

- Please place the flyers we provide in prominent locations to maximise the exposure to your communities
- The more participants on the day, both playing and supporting the better

Attendees

Name	Cricket Skill (bat, bowl)

Please fax to +44 (0)113 336 1529 or e-mail filled in copy to stewart.lunn@cricketinmadrid.com