

MCL^{T20}

— THE NATION'S LEAGUE OF CHAMPIONS —

MMIFF CHAMPIONS LEAGUE^{T20}

Where Cricket Meets a Cause



In Association with MCA & IICC



An Initiative by
मेंटीर & मैस्कॉट भारतीय फिल्म महासंघ
Mentor & Mascot Indian Film Federation



ABOUT FEDERATION

THE FEDERATION BEHIND THE LEAGUE

The Mentor & Mascot Indian Film Federation (MMIFF) is a pioneering body committed to empowering talent across cinema, sports, culture, and youth development. Established with a national presence in 19 states, MMIFF has been creating platforms where passion meets professionalism and talent gets the recognition it deserves.

INTRODUCTION — MCL T20

The **MMIFF T20 Champions League** is a premier cricketing tournament crafted to unite the spirit of cinema and sports under one dynamic banner. With separate **Men's and Women's T20 Leagues**, this initiative is designed to promote inclusivity, competitive excellence, and the celebration of emerging talent at a national level.

This league is not just about cricket—it's about creating a **cultural movement** where entertainment, empowerment, and sportsmanship converge.



MMIFF
T20
CHAMPIONS
LEAGUE

MMIFF CRICKET ACADEMY – THE GROUND WHERE LEGENDS BEGIN



The MMIFF Cricket Academy is the dedicated sports wing of the federation, built with the vision of shaping raw passion into professional excellence. Players who participate in the Champions League are trained, mentored, and groomed through our academy's structured training modules, ensuring they are prepared for both national and international challenges.

- Professional Coaching & Mentorship
- Modern Training Infrastructure
- Certified Training Modules (with weekly/hourly schedules)
- National Certification from MMIFF



The academy acts as a feeder system for the MMIFF Champions League, ensuring that talent identified at the grassroots level finds its way into the spotlight.



INDIAN IMPACT CRICKET CLUB – A TRAINING ASSOCIATE



IICC - Indian Impact Cricket Club is one of the authorized training partners of the MMIFF Cricket Academy in Delhi/NCR, affiliated with the Mentor & Mascot Indian Film Federation. Acting as a training associate, the club provides technical assistance and training support for the league, ensuring that professional standards are maintained across practice sessions and match execution.

- Technical Assistance for Training & Matches
- Support in Player Grooming & Skill Development
- Training Associate of MMIFF Cricket Academy in Delhi/NCR

Indian Impact Cricket Club's role is supportive and specialized, reinforcing the federation's larger vision to nurture talent while keeping the Champions League technically sound and professionally managed.



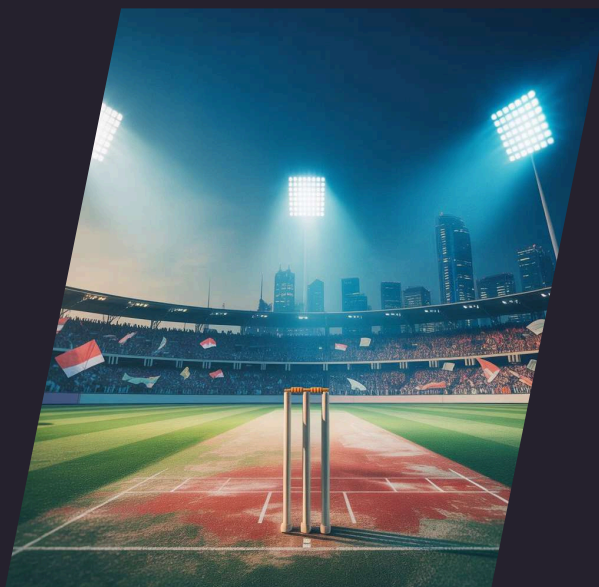
ABOUT MCL^{T20}

The **MMIFF Champions League T20** is more than cricket—it's a revolution where sports, cinema, and entertainment unite.

20 elite franchise teams, featuring national and global players, will battle for supremacy under the lights, creating a festival of cricket never seen before.



KEY HIGHLIGHTS

The logo for the MMIFF T20 Champions League. It features the text 'MMIFF' in a small font above 'T20' in a large, bold, stylized font. Below 'T20' is the text 'CHAMPIONS LEAGUE' in a bold, sans-serif font. The entire logo is set against a dark background with a yellow and orange gradient on the left side.

- **20 Franchise Teams** – Owned by visionaries, brands & celebrities
- **Cricket Meets Cinema** – A unique fusion of sports & entertainment
- **Global Reach** – Live streaming, media coverage & fan engagement worldwide
- **Digital Innovation** – E-auctions for franchises & players
- **Social Impact** – Charity-driven initiatives and youth development

WHY IT'S UNIQUE

Unlike any other T20 league, the MMIFF Champions League is a celebration of cricket & culture. It's not just about the game—it's about:

- Building long-term franchises with global appeal
- Creating multi-revenue opportunities for stakeholders
- Bringing fans, families & communities together
- Delivering entertainment beyond boundaries



OPPORTUNITIES FOR ALL



- **Fans** – Cheer for your favorite team in stadiums or online
- **Franchise Owners** – Step into the owners' arena of cricket & cinema
- **Sponsors & Brands** – Showcase your brand to millions of engaged fans
- **Players & Members** – Live the game on and off the field, contributing to unforgettable moments both in action and behind the scenes.

THE LEAGUE OF LEGENDS – STEP IN AS AN OWNER

- Own one of 20 exclusive franchise teams
- E-Auction Process – Transparent & digital
- Multi-revenue: Co-Branding, sponsorships, media, merchandising
- Build a long-term legacy in cricket & cinema

MCL TEAMS





CHARITY INTEGRATION

— Cricket for a Cause

The **MMIFF Champions League** is committed to using cricket as a platform for social change.

Majority of franchise fees & sponsorship funds will be dedicated to:

- **Sportsperson Welfare** – scholarships, training, healthcare, and health insurance for underprivileged athletes.
- **Artist Empowerment** – grants and platforms for budding filmmakers, musicians, and performers.
- **Grassroots Development** – academies, rural tournaments, and cultural events.

WHY THIS MATTERS?



Sports & Arts are two pillars of India's identity. Yet, thousands of talented youths remain **unrecognized due to lack of resources**.

By linking cricket with charity, we create a **sustainable cycle**:

- **Investors & Sponsors** → Fund the league
- **League Revenues** → Support athletes & artists
- **Beneficiaries** → Become ambassadors of social change

LEAGUE OVERVIEW

The MMIFF Champions League is not just a cricketing tournament, but a movement to blend sports, cinema, and social responsibility.

Format: T20 Cricket League

Duration: 20 Days Approx.

Teams: 20 Regional Franchises

Matches: Group: 30 | Knockout: 4+2+1 = 7 | Total: 37 Matches

Streaming: Live on OTT + YouTube + Social Media + Digital Platforms

Audience Reach: Approx. 5–10 Million Digital Viewers

JOIN THE LEGACY

The MMIFF Champions League is more than just a tournament—it's a celebration of talent, discipline, equality, and entertainment. With the MMIFF Cricket Academy nurturing players and the Indian Impact Cricket Club driving partnerships as its authorized training partner, this league is poised to redefine the future of sports and cinema together.



BRAND AMPLIFICATION STRATEGY

1. Media Coverage

- Print Media: Newspapers, magazines, and trade publications for announcements, match reports, and feature stories.
- Digital Media: Online news portals, blogs, and cricket/sports websites.
- Broadcast Media: Television coverage, interviews, and match highlights (wherever available).
- Social Media: League pages on Instagram, Facebook, X (Twitter), YouTube – regular updates, teasers, and match highlights.

2. Digital Marketing

- Content Marketing: Behind-the-scenes videos, player/team stories, countdowns, and highlights.
- Influencer Campaigns: Collaborate with sports influencers, cricket enthusiasts, and corporate leaders to amplify reach.
- Social Media Ads: Targeted campaigns for fan engagement, ticketing, and brand promotions.
- Email Marketing: Regular newsletters to subscribers, sponsors, and franchise stakeholders.
- SEO & SEM: Promote league-related content on search engines and social media platforms.

3. On-Ground Promotions

- Stadium Branding: Banners, hoardings, LED boards, and entrance displays.
- Fan Zones & Engagements: Interactive booths, competitions, and giveaways during matches.
- Public Events: Roadshows, launch events, and press conferences across major cities.
- Merchandise Counters: Sell team merchandise, collectibles, and league souvenirs at venues.

4. Public Relations

- Press Releases & Media Coverage: Announcements of teams, fixtures, and league updates.
- Media Interviews: Key executives, players, and celebrity guests for promotional coverage.
- Media Partnerships: Collaborate with sports and entertainment media for feature stories.

5. Community & CSR Engagement

- Support Aspirants: Promote sports persons and artists associated with MMIFF.
- Workshops & Clinics: Cricket and arts workshops for youth & aspiring talent.
- Charity Drives: Allocate part of league proceeds to community and sports programs.

6. Sponsorship Activation & Brand Integration

- Co-branded Campaigns: Joint promotions with sponsors and franchise partners.
- Digital Campaigns for Sponsors: Social media posts, ads, and email campaigns.
- On-ground Visibility: Sponsor booths, product activations, and experiential marketing.

7. Season-long Engagement

- Pre-Tournament: Announcements, teasers, player drafts, and social campaigns.
- During Tournament: Match highlights, live updates, contests, and interactive polls.
- Post-Tournament: Award ceremonies, season summary, press coverage, and engagement campaigns for next season.





Disclaimer:

- Participation in franchise ownership is subject to approval by the MMIFF Champions League Governing Committee. Terms, fees, and benefits may vary and are subject to change without prior notice. This does not constitute a guarantee of profits, returns, or exclusive rights beyond those outlined in the official agreement.
- The player auction process will be conducted transparently under the supervision of the MMIFF Champions League Governing Committee. Player availability, selection, and final team composition are subject to eligibility, registration, and league rules. Participation in the auction does not assure selection or fixed compensation outside the official terms.
- All funds raised through the MMIFF Champions League are intended solely for the welfare of aspiring sportspersons and artists associated with the Mentor & Mascot Indian Film Federation (MMIFF), its affiliated associations, and recognized academies. Contributions will not be used for any other purpose, and beneficiaries are limited to individuals formally recognized under these programs.
- All promotional campaigns, advertisements, and activations related to the MMIFF Champions League are managed under league guidelines. Use of the league's name, logo, or associated intellectual property without prior written consent is strictly prohibited. Marketing outcomes are not guaranteed and may vary based on external factors.
- Logos and visuals shown are samples for reference. Official franchise logos will be accepted and updated by the MCL Managing Committee.
- Sponsorship opportunities are subject to availability and approval by the MMIFF Champions League Organizing Committee. Sponsorship packages, benefits, and deliverables may be revised or withdrawn at the discretion of the organizers without prior notice. Sponsorship does not imply ownership, management rights, or profit-sharing in the league.
- Media rights, coverage, and access are controlled by the MMIFF Champions League. Distribution, broadcasting, or publishing of event content is subject to prior approval. Any unauthorized filming, recording, or reproduction of league content is strictly prohibited.
- Participation in the MMIFF Champions League, including matches, auctions, and events, is at the participant's own risk. The league, organizers, and affiliated bodies are not liable for personal injury, loss, or damages incurred during the course of the tournament or related activities. All rules, schedules, and decisions by the MMIFF Champions League Governing Committee are final and binding. Any disputes arising out of or in connection with the league shall be subject to the exclusive jurisdiction of the Hon'ble Courts of New Delhi, India.





Note: Images are AI-generated and for reference only; any resemblance is coincidental.



THANK YOU

CONTACT US

Together, let's celebrate cricket, culture, and community with the MMIFF Champions League — not just about winning, but about changing lives and building a legacy beyond the game.

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INDIAN FILM FEDERATION
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An Initiative by Mentor & Mascot Indian Film Federation
In association with IICC - Indian Impact Cricket Club
Backed by MMIFF Cricket Academy

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