

MCL T20 - MMIFF CHAMPIONS LEAGUE

AN INITIATIVE BY
MENTOR & MASCOT
INDIAN FILM FEDERATION

MCLT20
— THE NATION'S LEAGUE OF CHAMPIONS —

franchise opportunity memorandum

Stars, Sports & Social Impact

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CHAMPIONS
LEAGUE

ABOUT US

The **MMIFF T20 Champions League (MCL)** is India's next premier cricketing extravaganza designed to combine competitive sportsmanship, entertainment, and commercial opportunities. With 08-20 powerhouse teams representing every region of India, MCL promises massive viewership, fan engagement, and brand visibility.

This is your chance to own a cricket team in a league that's set to revolutionize regional and national cricket, offering both sporting glory and profitable returns.

The logo for the MMIFF Champions League, featuring the text "MMIFF CHAMPIONS LEAGUE" in a white, serif font. The text is set against a dark green, textured background that resembles a paint splatter or a leaf. The background of the entire slide is a photograph of a cricket stadium at night, with a city skyline visible in the background and a large crowd in the stands.

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LEAGUE OVERVIEW

Format: T20 Cricket League

Duration: 08-10 Days

Teams: 08 Regional Franchises

Matches: 15 Matches (approx.)

Format: T20 – Fast, Entertaining, and High Viewership

Digital Coverage: OTT + YouTube + MMIFF Network + Partner Platforms

Projected Reach (Season 1): 12–15 Million Impressions

Audience Target: Any Age Group | Tier 1–3 Cities | Sports + Cinema Lovers

The **MMIFF Champions League T20 (MCL T20)** is not just a cricketing tournament, but a movement to blend sports, cinema, and social responsibility.

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

Owning a franchise is not just an investment – it is a contribution to building futures.

CRICKET

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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



Media & Marketing

Our multi-channel media plan ensures strong visibility and audience engagement for all partners:

01

Print Media

Advertorials, event coverage & partner highlights in leading national & regional newspapers & magazines

02

Digital Media

Social media campaigns (Instagram, Facebook, X, YouTube), influencer collaborations, reels, contests & live coverage

03

Electronic Media

Coverage on news channels, interviews, press meets, FM radio promotions & partner acknowledgments

04

On-Ground Branding

Stadium branding, LED boards, jerseys, dugouts, fan engagement zones & press backdrops

Step Into the **Premier Partnership** Zone

- **Pan-India & Global Exposure** – Through Print, Digital & Electronic media
- **Premium Association** – Cricket + Cinema + Celebrities
- **CSR Alignment** – Directly supporting the welfare of Sports Persons & Artists
- **High ROI** – Strong engagement, recall value & long-lasting visibility

JOIN THE LEGACY

MMIFF CHAMPIONS LEAGUE



The **MMIFF T20 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.

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MCLT20 - FRANCHISE TEAMS

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BIDDING RULES

- **Auction Format:** Hybrid – Live + Online
- **Base Price:** ₹1Crore per team, per annum for 10 years
- **Bid Increments:** Minimum ₹5 Lakh
- **Payment Terms:** 70% at signing, 30% 30 days before tournament start
- **Franchise Tenure:** 10 Years only
- **Strategic Shift (11 years onwards):** No Franchise Renewal fee, No Re-Auction, Permanent Franchise Rights, Subject to Compliance after 11 year onwards.
- **Player Acquisition Budget:** Upto ₹50 Lakh per franchise
- **Default Clause:** If a franchise defaults, the team is re-auctioned or operated by organizers

FRANCHISE BIDDING DETAILS

 Bid Starts From: ₹1 Crore Only	 Bid Method: Open Competitive Bidding for All Investors	 Bid Window: Online Auction: Phase-1 Players Auction: Phase-2	 Franchise Ownership Full rights to the team, brand, and merchandising
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BENEFITS OF OWNING A FRANCHISE

- **Brand Exposure:** Connect your brand with cricket fans across India.
- **Revenue Streams:** Sponsorships, Merchandise, Ticketing, Digital Content, Media Rights.
- **Community Engagement:** Build a regional and national fan base and support regional cricket talent.
- **Strategic Partnerships:** Collaborate with other franchise owners, sponsors, and media partners.
- **Long-Term Asset:** Team ownership in a growing league provides appreciation potential.
- **New Governance Model:** MCL Holdings Ownerships - League Promoters - 51% | Franchise Council - 39% | Welfare Foundation - 5% | Strategic Investors - 5%
- **Franchise Continuation Contribution:** Instead of renewal fees. An annual contribution of 5% Gross Revenue OR Minimum ₹20-50Lakh (Whichever is Higher)

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Other Benefits for Franchise Owners

- ✓ Exclusive Rights – Team branding, jersey, logo, digital identity
- ✓ Philanthropic Branding – Owners recognized as “Champions of Sports & Arts Welfare”
- ✓ CSR Value – Franchise fee counts as CSR contribution for corporates
- ✓ Media Attention – Coverage linking franchise ownership with charity-driven cricket
- ✓ Low Entry, High Social Impact – Start with ₹1 Crore while shaping a legacy



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Franchise
Knockout Pool

UPTO
₹

3.00 CRORE

Franchise Knockout Pool:

Stage	Teams	Rewards Per Team	Total Distribution
Winner	1	₹2,00,00,000/-	₹2,00,00,000/-
Runner - up	1	₹50,00,000/-	₹50,00,000/-

Player Performance Pool:

Award	Reward Amount	Notes
Player of the Match (Per Match)	₹10,000/- each	Every Match
Player of the Tournament	₹10,00,000/-	Best over all Performer
Best Batsman	₹2,00,000/-	Highest Run Scorer
Best Bowler	₹2,00,000/-	Highest Wicket Taker
Emerging Star	₹2,00,000/-	Outstanding Fielding

Contingency Plan – Unsold Teams

- **Organizer-Run Teams:** Operated by MMIFF Committee
- **Cause-Based Branding:** Named after charities/causes (e.g., Youth Welfare XI)
- **Re-Auction Next Season:** Unsold teams offered again after proof of league success
- **Seamless Execution:** League continues without disruption regardless of sales outcome

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Investment Highlights



High ROI Potential: Cricket is India's favorite sport, ensuring consistent viewership and fan engagement.

Professional League Management: Operated under MMIFF's experienced management, ensuring smooth operations and league credibility.

National and Regional Coverage: Teams represent every major Indian region, ensuring pan-India fan following.

Merchandising & Media Rights: Opportunity to monetize through team merchandise, media streaming, and sponsorship deals.

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How to Become a Franchise Owner

- **Select Your Team** – Choose from the 08-20 exclusive franchises.
- **Place Your Bid** – Submit a bid starting from ₹100,00,000.
- **Player Acquisition Budget** - Maximum ₹50,00,000 per franchise for the acquisition of a **15-player squad**, including **1 icon player**, under the league's salary cap regulations.
- **Confirmation & Agreement** – Upon winning, sign the franchise agreement with MMIFF.
- **Launch Your Team** – Brand, recruit players, and prepare for the league season.

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Join the MMIFF Champions League
– Be a Franchise Owner. Be a Game Changer.

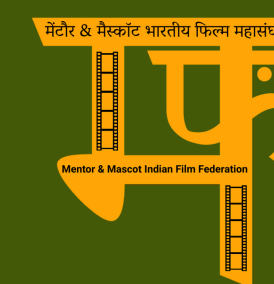
Disclaimer: The financial projections in this document are tentative and subject to change. The Organiser retains full rights to modify before final tournament confirmation. T&C Apply.*

For Franchise Enquiries and Bidding Details:

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