EUROPEAN T20 PREMIER LEAGUE | SPONSORSHIP INTELLIGENCE

ETPL Sponsorship Intelligence Report 2026

Who sponsored the league and its six franchises in Season 1, what comparable rights are worth, and how to buy, price and activate an ETPL partnership for Season 2

38	18	20 of 30	0
SPONSORS IDENTIFIED	CATEGORIES SOLD	KIT POSITIONS SOLD	TITLE PARTNER

Prepared by NavigatingX (Navx Advisors LLP), Gurugram, India | Edition 1.0, October 2026

About this report

Item	Detail
Title	ETPL Sponsorship Intelligence Report 2026: Season 1 review and Season 2 sponsor playbook
Prepared by	NavigatingX (Navx Advisors LLP), Gurugram, India
Reporting period	ETPL Season 1, 26 August to 20 September 2026
Data cut-off	Sponsor and kit review: 24 September and 1 October 2026. Announcements and public news re-checked to 19 October 2026
Basis	Independent analysis of public sources. No data was supplied by the ETPL, its franchises, sponsors or broadcasters
Edition and licence	Edition 1.0, October 2026. Single-organisation licence; see the terms below
Contact	navigatingx.com

Disclaimer and Terms of Use

This report is a paid publication of Navx Advisors LLP, operating as NavigatingX. By buying, downloading or using it, the purchasing organisation (the Licensee) accepts the terms set out below.

Independence

This is an independent piece of analysis. It has not been commissioned, sponsored, reviewed or endorsed by the European T20 Premier League (ETPL), any of its franchises, Cricket Ireland or any other cricket board, or by any sponsor, broadcaster or rights holder named in it. Third-party names, logos and trademarks belong to their owners and appear here only to identify them.

Basis of preparation

The report relies entirely on public information: official league, franchise and sponsor announcements, kit imagery, trade and mainstream press, and published industry estimates, in each case as at the cut-off dates stated. No data was supplied by the ETPL, its franchises, sponsors or broadcasters. A public association between a brand and a property does not establish whether money changed hands, how much, or for how long. An announcement date is not a signing date. A kit position described as "open" is one where no sponsor was visible in the imagery reviewed; it may still be sold or reserved.

Estimates and scenarios

Anything labelled as an estimate, scenario, benchmark or illustration is either a NavigatingX calculation or a third party's estimate. None of it is an official figure. The Season 2 observations are hypotheses for discussion, not forecasts. Benchmarks from other leagues are reported values, not audited contract values, and should not be read as prices for ETPL assets. The pricing framework in this report is a NavigatingX framework, not an ETPL rate card.

No advice

The report is general commercial information. It is not investment, financial, legal, tax or accounting advice, and it does not recommend that anyone enter into a sponsorship, investment or other transaction. Before committing, Licensees should confirm inventory, rights ownership, category exclusivity, dates, deliverables and audience data directly with the rights holder and take their own professional advice.

Accuracy and liability

NavigatingX has taken reasonable care but gives no warranty, express or implied, that the report is accurate, complete or current. Facts may have changed since the cut-off date. To the fullest extent the law allows, NavigatingX, its partners and staff accept no liability for any direct, indirect or consequential loss arising from use of the report. Where liability cannot be excluded, it is capped at the fee paid for the report.

Licence and copyright

Copyright 2026 Navx Advisors LLP. All rights reserved. The report is licensed for internal use within the purchasing organisation only. It may not be copied, resold, redistributed, published, uploaded to shared or public repositories, or used to train machine-learning models, in whole or in part, without the written consent of NavigatingX. Short internal extracts are fine with attribution to "NavigatingX, ETPL Sponsorship Intelligence Report 2026".

Corrections

If you are a rights holder or a named organisation and believe something here is wrong, please get in touch through navigatingx.com. Verified corrections will be reflected in the next edition.

Contents

Disclaimer and Terms of Use 2
Executive Summary 7
1. Introduction and Approach 9
2. ETPL Season 1 in Context 11
PART I: THE SEASON 1 SPONSOR LANDSCAPE 13
3. Where the Sponsors Are 13
4. What Sponsors Bought 17
5. Kit Inventory and Results 21
6. Ownership Links and Independent Sponsors 25
7. When Sponsors Came on Board 30
PART II: VALUING SPONSORSHIP 33
8. What Sponsorship Is Worth 33
PART III: SPONSOR PLAYBOOK 39
9. Partnering with ETPL 39
10. Pricing ETPL Inventory 43
11. The Sponsorship Value Chain 45
12. Due Diligence Toolkit 49
13. Season 2 Outlook and Recommendations 52
Appendix A: Full Sponsor Register 54
Appendix B: Dated Announcements 56
Appendix C: Source Register 57
Appendix D: Methodology and Evidence 60
Appendix E: Glossary and Abbreviations 61

Paid report. Licensed for the purchaser's internal use only. Not for redistribution.

List of Exhibits

Exhibit 1 Season 1 produced a real but thin sponsor base, with plenty left to sell ... 7
Exhibit 2 The report moves from Season 1 evidence to valuation to a practical playbook ... 9
Exhibit 3 ETPL averaged 16 matches per ground, more than any comparable league in its first season ... 11
Exhibit 4 League, owner, franchise and sponsor each hold different rights ... 12
Exhibit 5 Four of the six franchises are fronted by celebrity player-owners ... 12
Exhibit 6 The Netherlands holds 40% of franchise sponsors from two teams ... 13
Exhibit 7 Rotterdam Dockers alone hold eight of the 30 franchise sponsors ... 14
Exhibit 8 The champions had the fewest sponsors, the bottom side had six ... 14
Exhibit 9 Every franchise sponsor that public sources place with a team ... 14
Exhibit 10 Business and finance sponsors cluster in the Netherlands, consumer brands in Scotland ... 15
Exhibit 11 Eighteen categories are sold, and mainstream categories such as telecom and banking are empty ... 17
Exhibit 12 IT services is the only category held at both league and franchise level ... 18
Exhibit 13 Kit, sport and consumer is the largest category group; media and ticketing sits entirely with the league ... 19
Exhibit 14 Five mainstream categories with no ETPL partner and a plausible fit ... 20
Exhibit 15 The five kit positions used in the kit review ... 21
Exhibit 16 Kit sponsorship by franchise and position ... 22
Exhibit 17 Two-thirds of kit positions are occupied, from 20% in Ireland to 80% in the Netherlands and Northern Ireland ... 22
Exhibit 18 Sponsor counts did not track final league position ... 23
Exhibit 19 Fireflies.ai, JDH and Ryllo are the only documented owner-linked sponsors ... 25
Exhibit 20 Owners, franchises and franchise sponsors: only three sponsor links reach an owner ... 26
Exhibit 21 Independent commercial brands dominate every franchise's sponsor base ... 27
Exhibit 22 Verified relationships around the owners and franchises, and what each does and does not show ... 27
Exhibit 23 Possible introduction pathways, all hypotheses to be tested ... 28
Exhibit 24 Almost every dated sponsor was announced before the season started ... 30
Exhibit 25 Most dated announcements fell within seven weeks of the opening match ... 31
Exhibit 26 Season 1 was built from the franchises outward ... 31
Exhibit 27 Sponsorship's share of team revenue ranges from about 10% where central media money is large to 43% at top European clubs ... 34
Exhibit 28 IPL team sponsorship ranged from about US$0.1 million to US$3.6 million per deal in 2023, and the market has grown since ... 35
Exhibit 29 Where values are reported, they range from about GBP 0.5 million to US$5 million a year (2021 to 2026 data) ... 36
Exhibit 30 Reported values in comparable T20 properties ... 36
Exhibit 31 Illustrative spend per ETPL franchise sponsor under three revenue and three share assumptions ... 38
Exhibit 32 Six ways to partner with ETPL, from league-wide rights to grassroots activation ... 39
Exhibit 33 What each partnership type offers and what to resolve before signing ... 40
Exhibit 34 Four things to understand before comparing a league deal with a team deal ... 41
Exhibit 35 What Season 1 tells a prospective sponsor, and what to verify ... 42
Exhibit 36 Tier map: six asset tiers across league and franchise levels ... 43
Exhibit 37 Each tier has its own rights bundle, Season 1 fit and pricing logic ... 43
Exhibit 38 Relative pricing logic, from league title rights down to activation ... 44
Exhibit 39 Value chain for a new sponsor, from opportunity to long-term value ... 45
Exhibit 40 Value chain for an existing Season 1 partner, from review to renewal and growth ... 47
Exhibit 41 Existing and new sponsors ask different questions and face different risks ... 48
Exhibit 42 Questions a serious sponsor should ask before committing ... 49
Exhibit 43 Minimum contract and activation checklist ... 50
Exhibit 44 Sponsor comparison scorecard and scoring scale ... 51
Exhibit 45 Where the Season 2 headroom appears to be, and the question to test ... 52
Exhibit 46 ETPL Season 1 sponsor register ... 54
Exhibit 47 Dated announcements and days to the opening match ... 56
Exhibit 48 Source register ... 57

Paid report. Licensed for the purchaser's internal use only. Not for redistribution.

Exhibit 49 Glossary of terms 61
Exhibit 50 Abbreviations used in this report..... 61