



Agenda Item 11 - Commercial Matters

(b) Hosting of Calypso/CT20

October 1-3, 2010

Issue

To consider the arrangements for hosting the Calypso Cup and CT20 as previously proposed.

Executive Summary

Post Stanford, WICB/ECB discussed the possibility of staging a tournament called the Calypso Cup involving 4 English Counties and 4 Regional West Indies teams. Due to the new shape of the West Indies season, the only time this could be staged would be in January before the start of the Regional 4 Day competition – and after the revised New Year schedule for the Caribbean T20. The success of the Calypso Cup – budgeted at circa US\$3m – depended on support from UK television’s biggest payer, Sky Sports. It was also felt necessary – in order to attract Indian TV and sponsorship revenue – to invite an IPL team to play in the event, dropping one English county. Sky was initially interested in the Calypso Cup; indeed they liked the concept but eventually came to a policy decision not to bid for any more cricket, satisfied that they had enough in their portfolio. Other UK TV interest would not be likely to yield even six figure sums. It was also obvious that whilst Ten Sports had some interest in the Calypso Cup, it was solely due to the inclusion of the IPL team and that whilst there was some – limited – demand from Indian TV for such an event, the anticipated rights fees were not likely to be as lucrative as we might have hoped.

The goal of securing sponsorship for the inaugural Caribbean T20 2010 was not met and as a result the Board covered the full cost of this event. Heineken and RBTT, both candidates for sponsorship of Caribbean T20 2011 and Calypso Cup have declined to get involved at all. WICB became increasingly concerned that

whilst there was anticipated sponsorship and TV support from the UK and India for Calypso Cup, overall revenue would not be nearly enough to justify staging two (2) Twenty20 events in the same month that together might cost WICB US\$5m.

Whilst crowds were encouraging for the inaugural Caribbean T20 2010 in July, it is not certain that there would be enough demand for two Twenty20 events in succession. In addition, the fact that the four (4) top Regional teams would not be known until shortly before would make it difficult to market and promote Calypso Cup.

Management is now suggesting that we concentrate on building the Caribbean T20 Brand and enhances its international flavour (like that of the Regional four day event) by including not only Canada but also an IPL team and the Champion T20 County from England. In this way, we can still secure Indian and UK TV and sponsorship monies that would have been available for the Calypso Cup and divert them to the Caribbean T20.

Although an IPL Team will be difficult to secure for 2011 due to internal issues within the BCCI, we can seek to include an IPL in the Caribbean T20 2012. This affords us the opportunity to invite two (2) English County Teams for Caribbean T20 2011.

By inviting the two (2) top English County Twenty20 Teams- Hampshire and Sommerset to Caribbean T20 2011, we preserve the link with the ECB which was at the heart of the Calypso Cup. At the same time compensate the ECB for their Champion County Team missing out on participating in the Airtel Champions League 2010.

Finally, in postponing the staging of the Calypso Cup in 2011, we can put all our efforts into developing the CT20 brand as a prime WICB property and event, in the knowledge that overseas TV and sponsorship should cover a significant amount of the costs.

Recommendation

It is recommended that the Board:

- Approve the new proposal for the staging of Caribbean T20 as outlined above.