

# Sport Profiles



# Profile Contents

• ECB Cricket – The Ashes	3
• ECB Cricket – England vs BLACKCAPS	4
• Other ECB Cricket	5
• US Open	6
• FIBA Basketball World Cup	7
• Other FIBA Basketball	7-8
• Wanda Diamond League Athletics	9-10
• United Rugby Championships	11-12
• FIA Rally Events	13-14
• Extreme E	15-16
• Women’s Super League Football Events	17-18
• Suncorp Super Netball	19
• WTA Tour Tennis	20
• Moto GP	21-22
• NFL Football	23
• Super Bowl	24
• Lakapi Samoa Rugby	25
• Oceania Cup Hockey	25
• NZ Cricket Internationals	27
• NZ Domestic Cricket – Super Smash	28
• Black Clash Cricket	29

# ECB Cricket

(England & Wales Cricket Board)



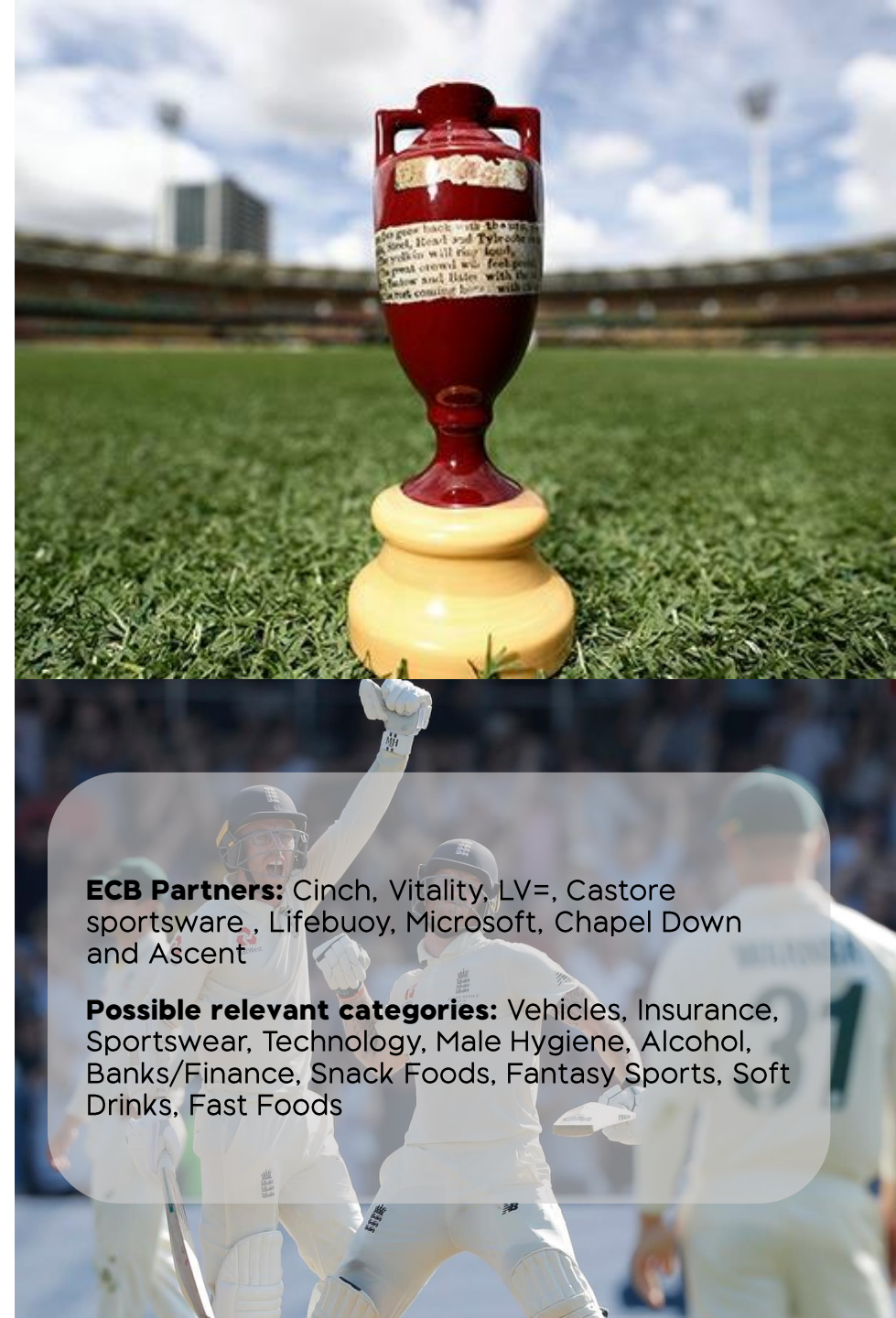
## The Ashes

1<sup>st</sup> – 31<sup>st</sup> July (4/5 Tests)

- **The Ashes** is the most famous and historical series in cricket played between England and Australia every second year. It launched in 1882 when Australia beat England at the Oval and a British Newspaper, The Sporting Times, wrote that English cricket had died in the Obituary section: *“the body will be cremated and the ashes taken to Australia”*. The mythical ashes were created, and a series that still exists today in this historic series. The small ‘Urn’ is now the symbol of the Ashes.
- In 2023, the five matches will be held from Friday June 16<sup>th</sup> – Monday July 31<sup>st</sup>. It draws a large viewing, with one of last year’s tests in Australia reaching an average broadcast audience of **1.43 million** viewers across the three days.\*

<https://www.ecb.co.uk/>

\*Reference: [https://www.sportspromedia.com/news/the-ashes-tv-ratings-broadcast-viewership-seven-fox-australia/?zeph\\_r\\_sso\\_ott=x1xSGy](https://www.sportspromedia.com/news/the-ashes-tv-ratings-broadcast-viewership-seven-fox-australia/?zeph_r_sso_ott=x1xSGy)



**ECB Partners:** Cinch, Vitality, LV=, Castore sportsware, Lifebuoy, Microsoft, Chapel Down and Ascent

**Possible relevant categories:** Vehicles, Insurance, Sportswear, Technology, Male Hygiene, Alcohol, Banks/Finance, Snack Foods, Fantasy Sports, Soft Drinks, Fast Foods

# ECB Cricket

(England & Wales Cricket Board)



## BLACKCAPS vs England

1-15<sup>th</sup> September

- The New Zealand **BLACKCAPS** are scheduled to tour England in September 2023 to play four One Day International (ODI) and four T20 matches. These will all be covered live on linear TV by TVNZ.
- The T20 matches begin on 1<sup>st</sup> September and finish on 7<sup>th</sup> September. The ODI matches begin on 9<sup>th</sup> September and finish on 15<sup>th</sup> September.
- New Zealand are ranked 5<sup>th</sup> in T20 and 3<sup>rd</sup> in ODI and England are ranked 2<sup>nd</sup> in T20 and 4<sup>th</sup> in ODI proving this will be a competitive matchup.
- Both the English Coach Brendon McCullum and the Captain Ben Stokes are New Zealanders which could draw more attention from our country, even though we aren't competing.

<https://www.ecb.co.uk/>



**ECB Partners:** Cinch, Vitality, LV, Castore, Lifebuoy, Microsoft, Chapel Down and Ascent

**Possible relevant categories:** Vehicles, Insurance, Sportswear, Technology, Male Hygiene, Alcohol, Banks/Finance, Snack Foods, Fantasy Sports, Soft Drinks, Fast Foods

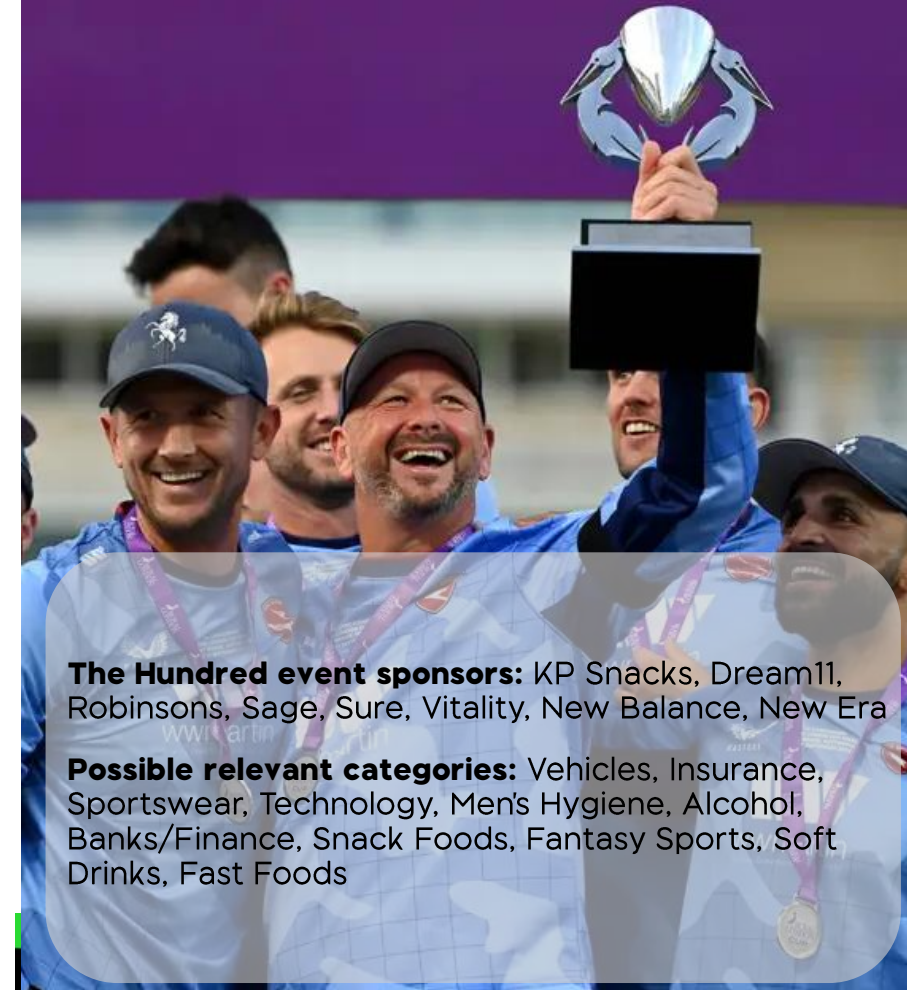




# Other ECB Cricket



- **The Hundred** is a 100-ball cricket competition, fusing epic entertainment with high energy sporting action. The league has eight Men's and eight Women's teams located in major cities across England and Wales.
- **Vitality Blast** is a professional T20 cricket competition for English and Welsh first-class counties. Some notable New Zealanders playing in the competition are Matt Henry for Somerset, Colin Munro for Nottinghamshire and Mitchell Santner for Worcestershire.
- **The Royal London One-Day Cup** is similar to Vitality Blast as it is competed for by the England and Wales first-class counties however, it is a fifty-over cricket competition rather than T20.



**The Hundred event sponsors:** KP Snacks, Dream11, Robinsons, Sage, Sure, Vitality, New Balance, New Era

**Possible relevant categories:** Vehicles, Insurance, Sportswear, Technology, Men's Hygiene, Alcohol, Banks/Finance, Snack Foods, Fantasy Sports, Soft Drinks, Fast Foods



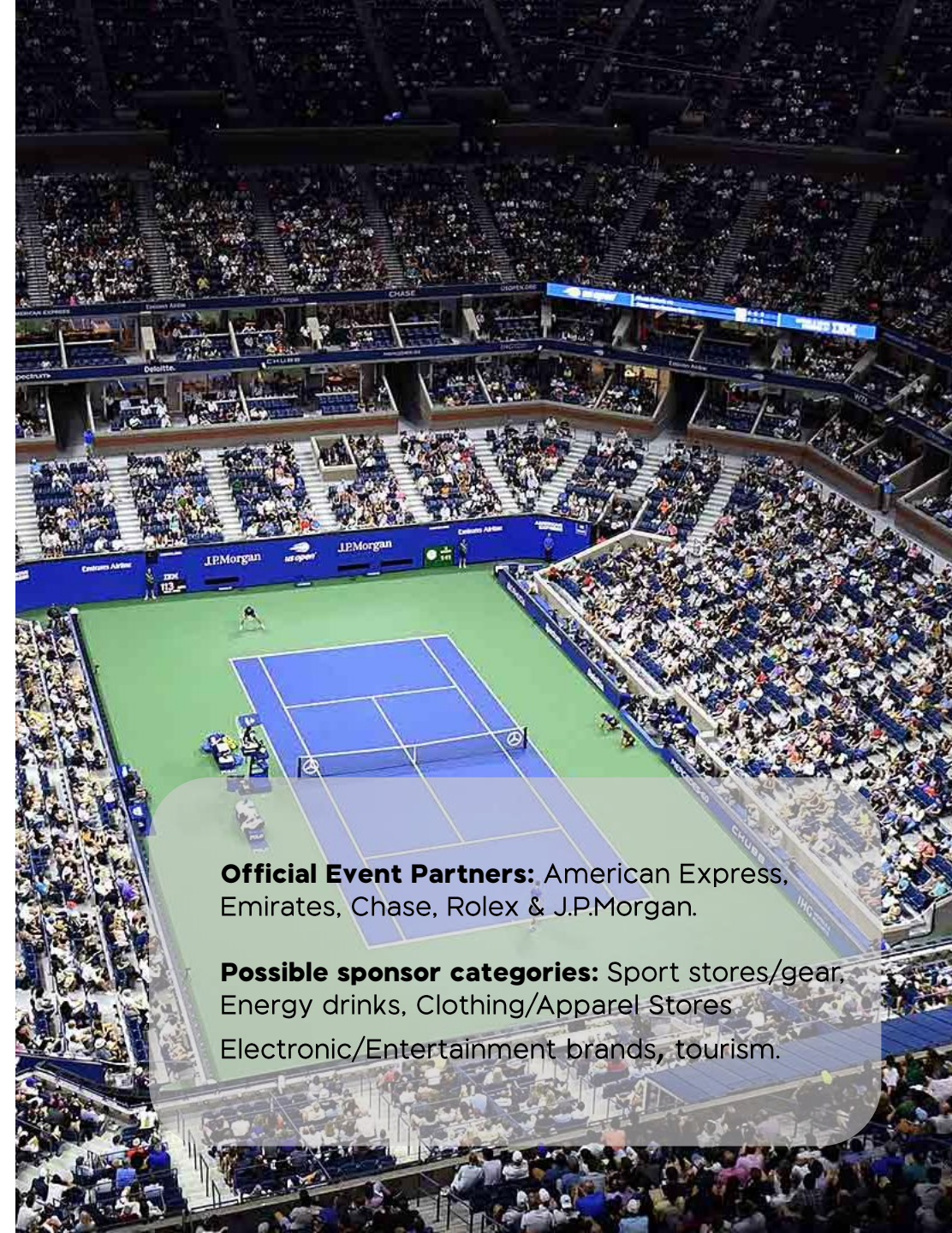


# US Open



28<sup>th</sup> August – 10<sup>th</sup> September 2023

- The **US Open** is the fourth and final major event of the annual Grand Slam series. Across two weeks, players across the globe compete in men's/women's singles, doubles and mixed doubles. With tennis greats Serena Williams, Novak Djokovic and Rafael Nadal, who have dominated the sport for almost two decades and are nearing the end or retiring from their tennis career, it marks an exciting time in the sport as new stars rise in qualifiers.
- Potential NZ Players: Michael Venus (Men's Doubles, Mixed Doubles) and Erin Routliffe (Women's Doubles, Mixed Doubles). Michael Venus is an exciting player to watch in the double's competition, having won Bronze at the 2020 Tokyo Olympics.
- Official Event site: <https://www.usopen.org/index.html>



**Official Event Partners:** American Express, Emirates, Chase, Rolex & J.P.Morgan.

**Possible sponsor categories:** Sport stores/gear, Energy drinks, Clothing/Apparel Stores, Electronic/Entertainment brands, tourism.



# FIBA Basketball World Cup 2023



25<sup>th</sup> August – 10<sup>th</sup> September

- The **FIBA Basketball World Cup** is competed for by 32 countries featuring the best players from leagues around the world such as the NBA, NBL and EuroLeague.
- The 2023 competition is held across the Philippines, Japan and Indonesia. It begins on Friday the 25<sup>th</sup> of August with the final being held on Sunday the 10<sup>th</sup> of September.
- The **New Zealand Tall Blacks** have already qualified to compete, with a result of 19<sup>th</sup> at the 2019 World Cup. The team will be looking to improve on this with our best result at the World Cup being a 4<sup>th</sup> place finish back in 2002.
- The most notable player from New Zealand would be Steven Adams from NBA team the Memphis Grizzlies. He has not committed to play yet, but Basketball NZ is hopeful as the tournament falls in the NBA off-season...



**Global Partners:** Nike, Molten, Smart Communications, TCL, Tencent, Tissot, J9 Basketball, Ganten and Wanda.

**Possible Relevant Categories:** Sportswear, Sports Equipment, Communications, Technology and Entertainment, Sports Drinks and Water, Entertainment

# FIBA Women's Asia Cup, FIBA Men's U19 World Cup and FIBA Women's U19 World Cup

- We will be airing four matches from each of these tournaments.
- The **FIBA Women's Asia Cup** is an international basketball tournament which takes place every two years for women's national teams from FIBA Asia, and since 2017 FIBA Oceania. In 2023 it will be hosted in Sydney, Australia from 26 June - 2 July 2023
- The New Zealand Tall Ferns finished 5<sup>th</sup> in 2021 . They will hopefully improve on this with new young talent such as Charlisse Leger-Walker, who recently earned tournament MVP honours after leading the Washington State Cougars to its first-ever NCAA tournament title.
- The **FIBA Men's U19 Basketball World Cup** features the world's top 16 youth men's national teams, with the 56-game competition taking place from 24 June to 2 July in Debrecen, Hungary. Unfortunately, New Zealand will not take part.
- The **FIBA U19 Women's Basketball World Cup** features the world's top 16 youth women's national teams, with the 56-game competition taking place from 15-23 July in Madrid, Spain. Unfortunately again New Zealand will not take part.



**Global Partners:** Vary by event

**Possible Relevant Categories:** Sportswear, Sports Equipment, Communications, Technology and Entertainment, Sports Drinks and Water, Entertainment



# Wanda Diamond League - Athletics



July – Sept, Various Locations

- The **Diamond League** is an annual series of elite track and field athletic competitions comprising fourteen invitational athletics meetings from the 5<sup>th</sup> of May to the final on the 17<sup>th</sup> of September.
- At each of the fourteen series meetings, athletes are awarded points for ranking 1st to 8th respectively. The top six in the field events, top eight for 100m-800m and the top ten for 1500m and long distance events will qualify for the Final.
- New Zealand have previously had some impressive performances in the Diamond League from Shot Put legends Valerie Adams and Tom Walsh. They have nine Diamond League titles and almost 50 individual victories between them.
- Now, there is a new wave of promising New Zealanders competing that had impressive results last year. Distance runner Sam Tanner won a non-points-scoring 1500m, and high jumper Hamish Kerr finished a highly respectable fifth in the Diamond League Final just weeks after taking gold at the Commonwealth Games. Also, Jacko Gill finished fourth in the Shot Put Final just below his compatriot Tom Walsh, who finished third.

Reference: <https://www.diamondleague.com/news/general/best-of-new-zealand/>



**Diamond League Partners:** Wanda Group, Omega, World Athletics

**Possible relevant categories:** Entertainment, Clothing, Sportswear, Electronics, Telecommunications, Vehicles

# Wanda Diamond League - Athletics



## 2023 Schedule

WORLD PROGRAM	DATE
DOHA (QATAR)	Friday 5 May
RABAT (MOROCCO)	Sunday 28 May
FLORENCE (ITALY)	Friday 2 June
PARIS (FRANCE)	Friday 9 June
OSLO (NORWAY)	Thursday 15 June
LAUSANNE (SWITZERLAND)	Friday 30 June
STOCKHOLM (SWEDEN)	Sunday 2 July
SILESIA (POLAND)	Sunday 16 July
MONACO (MONACO)	Friday 21 July
LONDON (UNITED KINGDOM)	Sunday 23 July
ZURICH (SWITZERLAND)	Thursday 31 August
SHENZHEN (CHINA)	Saturday 2 September
BRUSSELS (BELGIUM)	Friday 8 September
EUGENE (USA) FINAL DAY 1	Saturday 16 September
EUGENE (USA) FINAL DAY 2	Sunday 17 September

On TVNZ+ from 1 July 2023





# United Rugby Championship



Sept – April 2024

The **United Rugby Championship** is an annual rugby union competition involving professional teams from Ireland, Italy, Scotland, South Africa, and Wales. New Zealanders will recognise the South African teams as they previously played in the Super Rugby competition with NZ.

- Nielsen Sports reported that the United Rugby Championship audience for the entire 2021/22 season reached a high mark of 34.6million across 7,000-plus hours of coverage.\*
- Some notable New Zealanders in the competition are Bundee Aki who now resides in Ireland and plays for Connacht. Also, the current starting second-five for the Chiefs, Alex Nankivel is set to join the 23/24 season.
- Approximately 72 games will be played throughout the season.

\*Reference: <https://www.unitedrugby.com/latest/pro14/34-million-tune-into-urc-as-debut-season-sets-broadcast-records>



**Partners and Suppliers:** BKT, Glibert, OFX, Vodacom, Qatar Airways

**Possible relevant categories:** Vehicles/Tyres, Sports Equipment, Banks/Finance, Technology, Alcohol, Hardware/Warehouse supplies





**GLASGOW WARRIORS**  
GLASGOW, SCOTLAND



**EMIRATES LIONS**  
JOHANNESBURG, SOUTH AFRICA



**OSPREYS**  
SWANSEA, WALES



**SCARLETS**  
LLANELLI, WALES



**CONNACHT**  
GALWAY, CONNACHT



**DRAGONS**  
NEWPORT, WALES



**MUNSTER**  
LIMERICK AND CORK, MUNSTER



**LEINSTER**  
DUBLIN, LEINSTER

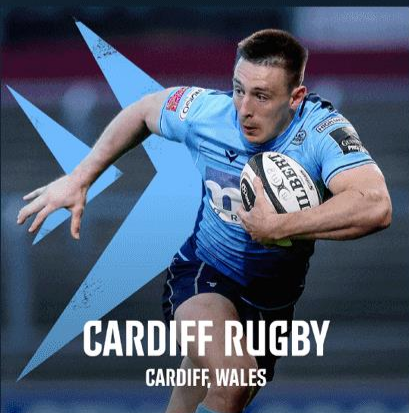
**URB UNITED RUGBY  
CHAMPIONSHIP**



**CELL C SHARKS**  
DURBAN, KWAZULU-NATAL, SOUTH AFRICA



**EDINBURGH**  
EDINBURGH, SCOTLAND



**CARDIFF RUGBY**  
CARDIFF, WALES



**DHL STORMERS**  
CAPE TOWN, SOUTH AFRICA



**VODACOM BULLS**  
PRETORIA, SOUTH AFRICA



**ZEBRE**  
PARMA, ITALY



**BENETTON**  
TREVISO, ITALY



**ULSTER**  
BELFAST, ULSTER



# FIA World Rally, Euro Rally & World Rallycross Championships

Jan – November

- **Rally Car Racing** is an epic battle against the elements and the clock, across 12 rallies around the world. Many machines must master everything from snow-packed forest tracks to rock strewn mountain passes in the blistering heat, and the first across the line wins.
- Rallycross is a combination of rallying and circuit racing. It is head to head short, sharp races on mixed surfaces (dirt and asphalt, contained with amphitheatre venues).

Official Event Sites: [WRC.com](http://WRC.com)® | FIA World Rally Championship  
| Official Website & World RX ([fiaworldrallycross.com](http://fiaworldrallycross.com))





# CALENDAR

FIA WORLD RALLY CHAMPIONSHIP



# 2023

<b>1</b> <b>19-22</b> JAN JAN  RALLYE MONTE-CARLO	<b>2</b> <b>09-12</b> FEB FEB  RALLY SWEDEN	<b>3</b> <b>16-19</b> MAR MAR  GUANAJUATO RALLY MÉXICO	<b>4</b> <b>20-23</b> APR APR  CROATIA RALLY	<b>5</b> <b>11-14</b> MAY MAY  VODAFONE RALLY DE PORTUGAL	<b>6</b> <b>01-04</b> JUN JUN  RALLY ITALIA SARDEGNA
--	--	---	---	--	---

<b>7</b> <b>22-25</b> JUN JUN  SAFARI RALLY KENYA	<b>8</b> <b>20-23</b> JUL JUL  RALLY ESTONIA	<b>9</b> <b>03-06</b> AUG AUG  SECTO RALLY FINLAND	<b>10</b> <b>07-10</b> SEP SEP  EKO ACROPOLIS RALLY GREECE	<b>11</b> <b>28-01</b> SEP OCT  COPEC RALLY CHILE	<b>12</b> <b>26-29</b> OCT OCT  CENTRAL EUROPE RALLY	<b>13</b> <b>16-19</b> NOV NOV  FORUM8 RALLY JAPAN
---	--	---	--	---	--	--



AsahiKASEI



WRC.COM



# Extreme E



March – December

- **Extreme E** is an international off-road racing series that uses silhouette electric SUVs cars to race in some of the most scenic and remote parts of the world, from the Saudi Arabian desert to the Arctic.
- **Extreme E** is built out of a social purpose. It aims to minimise environmental impact but maximise awareness, racing in places that have been affected by climate change and taking fans deep into the heart of the most pressing issues facing our planets future.
- Events run over two days of action where teams compete in two qualifying rounds, with the winners of each heat earning one championship point. The top 5 teams after this then advance to the final where they have a chance to win championship points ranging from 25-10.



**Event Sponsors:** Continental, Allianz, Zenith, Niobium, Polymateria, Vodafone, Enel, ENOWA, Kaizen Clean Energy, Forza, Neat Burger, Bosch, Williams

**Possible relevant categories:**  
Environmental Impact, Vehicles, Tyres, Sustainable Energy, Gaming, Plant-Based Foods, Action Sports, Tools, Engineering

# Extreme E Schedule



**SEASON 3  
CALENDAR**

**SAUDI ARABIA**  
11-12 March 2023

**SCOTLAND**  
13-14 May 2023

**ITALY**  
08-09 July 2023

**AMAZON OR U.S.A**  
16-17 September 2023

**CHILE**  
02-03 December 2023

**#RACEFORTHEPLANET**

The graphic is a vertical calendar for Season 3 of Extreme E. It features a central column with a dark background and green text. To the left, there is a large, dark, vertical banner with the 'EXTREME.E' logo. To the right, there are three images of rally cars: a blue and white car at the top, a green and yellow car in the middle, and a red and white car at the bottom. The background of the entire graphic is a collage of desert and rocky terrain.



# Women's Super League & FA Cup



- The **Women's Super League** is the highest league of women's football in England and is one of the few fully professional women's leagues across all of the world.
- It comprises of 12 teams that play each other twice throughout the season. The top four teams then advance to the semi finals, and consequently the finals. The 22/23 season is currently underway, beginning on 16<sup>th</sup> September and will finish on the 28<sup>th</sup> of May.
- Some notable teams are Manchester United Women, Chelsea Women and Arsenal Women.
- The **FA Women's League Cup** is a competition featuring 24 English teams across the two divisions of the Women's Super League.
- It starts with 5 group stages split by region. The first place team in each group then progress to the knock-out stages with the three best runners-up, then ultimately deciding a winner.



**FA Sponsors:** Barclays, Nike, Adidas, PUMA, Continental AG

**Possible relevant categories:** Finance/Banks, Sportswear, Automotive Parts, Airlines, Cosmetics, Hygiene.







# Suncorp Super Netball

## Domestic: Suncorp Super Netball

- The **Suncorp Super Netball** competition is a top-level Australian domestic competition comprising of eight teams competing over 14 regular rounds and finals. Australia, being a larger territory, allows for this league to have greater inter-city rivalries with multiple teams from the same cities, such as the Giants and Swift from Sydney. The recently introduced super shot element has heightened the speed and intensity of the game. Teams now able to score 2-pointers from these has turned these games into higher-scoring matches.

Official Event Site: <https://supernetball.com.au/>

## International: Australian Tests

- The **Australian Diamonds** are the national women's netball team competing in various international competitions, such as the World Cup and Commonwealth Games. The Diamonds have been on strong winning form recently, winning their past four games including being crowned Quad Series Champions in 2023. They also won their series against the England Roses last year, and were Constellation Cup Champions. Looking to continue their victories and maintain their current number one World Netball Ranking, it's set to be an exciting international season for the team.

Official Event Site: <https://diamonds.netball.com.au/>

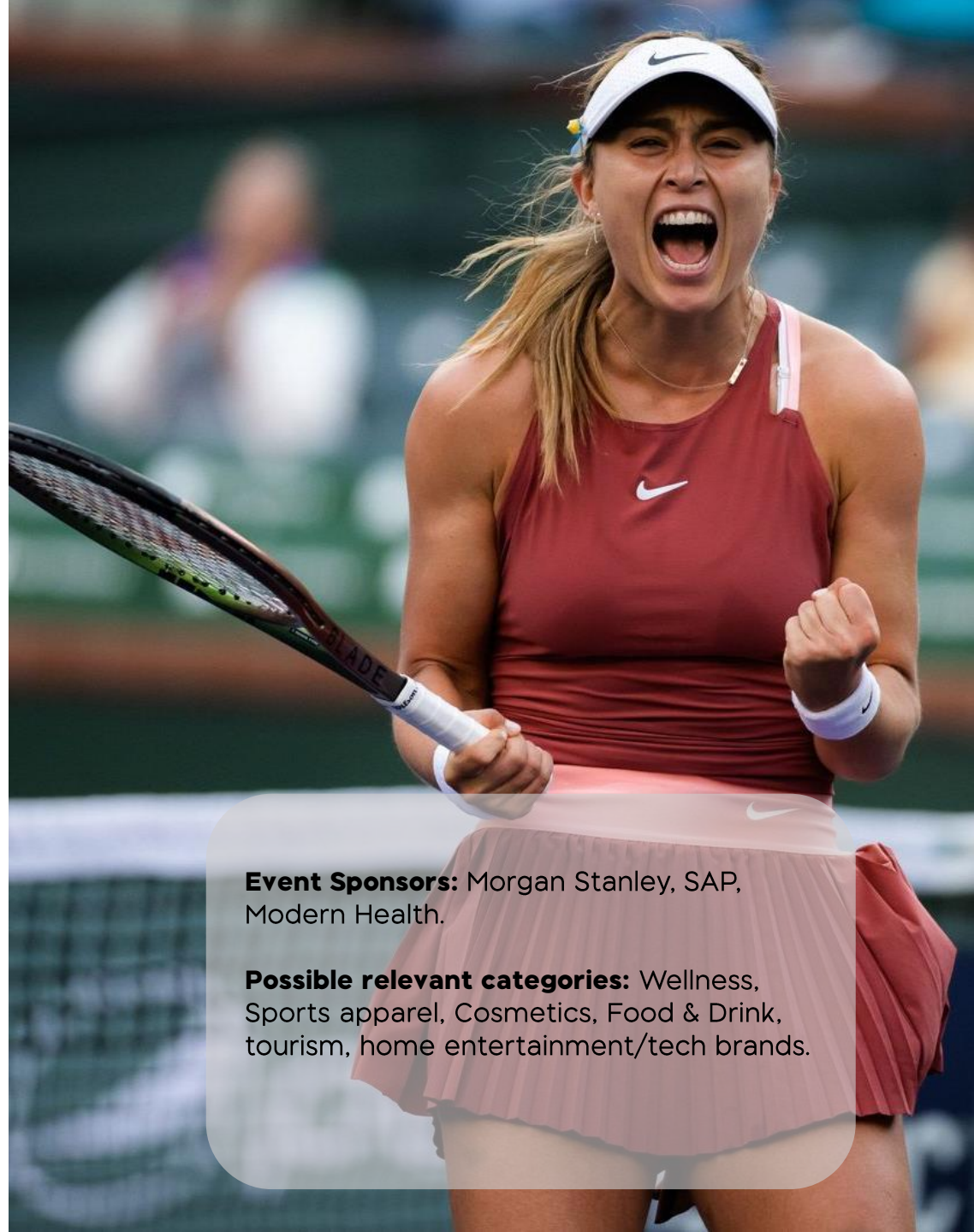


# Hologic WTA Tour – Women – Tennis



- The **WTA Tour** is a global professional women's tennis tour, governed by the Women's Tennis Association founded by Billie Jean King in 1973.
- The tour was founded to create better opportunities for women in the sport and create greater equality in earnings between men and women.
- Players rankings are determined on a 52 week cumulative system, determined by players results at a maximum of 16 tournaments for singles and 11 for doubles. These encompass four Grand Slam events.

Official Event Site: <https://www.wtatennis.com/>



**Event Sponsors:** Morgan Stanley, SAP, Modern Health.

**Possible relevant categories:** Wellness, Sports apparel, Cosmetics, Food & Drink, tourism, home entertainment/tech brands.



# MotoGP



March – November

- **Grand Prix** motorcycle racing is the premier class of motorcycle racing events held on road circuits. The motorcycles are purpose-built racing machines that are unavailable for purchase by the general public and unable to be ridden legally on public roads.
- For 2023, there are five manufacturers, 11 teams and 22 riders that compete throughout the season.
- **MotoGP** riders earn points for placing between 1<sup>st</sup> and 15<sup>th</sup>, with the maximum of 25 winning each race. The rider with the most points at the end of the season is then awarded with the coveted riders' title.
- Other awards for the season include the manufacturers' championship, which gets awarded to the manufacturer with the most points. There is also the teams' championship which is awarded to the highest scoring team.



**MotoGP Sponsors:** Tissot, Michelin, BMW, Singha, DHL, Red Bull, Oakley, Monster Energy.

**Possible relevant categories:** Tyres, Fuel, Vehicles, Action Sports, Clothing, Sportswear, Sports Equipment

# Moto GP Schedule

1	PORTUGUESE GP Autódromo Internacional do algarve	 24 <sup>th</sup> – 26 <sup>th</sup> MAR	2	ARGENTINA GP Termas De Rio Hondo	 31 <sup>st</sup> – 2 <sup>nd</sup> MAR APR	3	AMERICAS GP Circuit of the Americas	 14 <sup>th</sup> – 16 <sup>th</sup> APR	4	SPANISH GP Circuito De Jerez Angel Nieto	 28 <sup>th</sup> – 30 <sup>th</sup> APR
5	FRENCH GP Le Mans	 12 <sup>th</sup> – 14 <sup>th</sup> MAY	6	ITALIAN GP Autodromo Internazionale Del Mugello	 9 <sup>th</sup> – 11 <sup>th</sup> JUN	7	GERMAN GP Sachsenring	 16 <sup>th</sup> – 18 <sup>th</sup> JUN	8	DUTCH GP TT CIRCUIT ASSEN	 23 <sup>rd</sup> – 25 <sup>th</sup> JUN
9	KAZAKHSTAN GP** Sokol International Racetrack	 7 <sup>th</sup> – 9 <sup>th</sup> JUL	10	BRITISH GP Silverstone Circuit	 4 <sup>th</sup> – 6 <sup>th</sup> AUG	11	AUSTRIAN GP Red Bull Ring-Spielberg	 18 <sup>th</sup> – 20 <sup>th</sup> AUG	12	CATALAN GP Circuit De Barcelona-catalunya	 1 <sup>st</sup> – 3 <sup>rd</sup> SEP
13	SAN MARINO GP Misano World Circuit Marco Simoncelli	 8 <sup>th</sup> – 10 <sup>th</sup> SEP	14	INDIAN GP** Buddh International Circuit	 22 <sup>nd</sup> – 24 <sup>th</sup> SEP	15	JAPANESE GP Mobility Resort Motegi	 29 <sup>th</sup> – 1 <sup>st</sup> SEP OCT	16	INDONESIAN GP Pertamina Mandalika Circuit	 13 <sup>th</sup> – 15 <sup>th</sup> OCT
17	AUSTRALIAN GP Phillip Island	 20 <sup>th</sup> – 22 <sup>nd</sup> OCT	18	THAI GP Chang International Circuit	 27 <sup>th</sup> – 29 <sup>th</sup> OCT	19	MALAYSIAN GP Sepang International Circuit	 10 <sup>th</sup> – 12 <sup>th</sup> NOV	20	QATAR GP* Lusail International Circuit	 17 <sup>th</sup> – 19 <sup>th</sup> NOV
21	VALENCIA GP Circuit Ricardo Tormo	 24 <sup>th</sup> – 26 <sup>th</sup> NOV									



2023



# NFL American Football

- The **NFL** is a professional American football league consisting of 32 teams. Spanning across an 18-week regular season, this league provides intense rivalries and high-impact clashes as teams vie to make playoffs.
- Seven teams advance to playoffs which is a single elimination tournament, culminating to the annual **Super Bowl** event to crown the champion.
- The Kansas City Chiefs are the reigning champs, beating the Philadelphia Eagles in 2023. The New England Patriots and Pittsburgh Steelers are currently tied for most Super Bowl wins with six each.



**Event Sponsors:** PepsiCo, Verizon, Microsoft, Amazon, Nike, Apple.

**Possible Relevant Categories:** Fast food, tourism, home entertainment/tech



# Super Bowl



12<sup>th</sup> February 2024

- Created in 1966, the **Super Bowl** is the final play-off game, held annually, for the National Football League.
- The Super Bowl has cemented its relevance in pop culture, becoming a major event for the US with a record 113 million viewers in 2023\*.
- Heightened by the half-time performance, the Super Bowl has transcended beyond just a sports event.

\*<https://www.forbes.com/sites/dereksaul/2023/02/13/super-bowl-draws-near-record-113-million-viewers/?sh=6fbdd3cb66c6>





# Lakapi Samoa

- TVNZ will show 3 matches of the **Manu Samoa Rugby Team**. They play Fiji and Tonga in Apia, before travelling to France for the World Cup.
- In Montpellier, they will play a World Cup build up match against the UK Barbarians with the World Cup tournament starting in early September.



# Oceania Cup Hockey

- The **Oceania Cup** will be played in New Zealand and include both the Black Sticks Men's and Women's events against our arch rivals Australia, with 2024 Olympic automatic qualifying up for grabs!



**NZ Hockey Sponsors:** Ford, Sentinel Homes, New Balance BDO

**Possible relevant categories:** Action Sports, Clothing, Sportswear, Sports Equipment



# NZ Cricket Internationals



December 23 – April 24 (Dates TBC)

- The **BLACKCAPS** are New Zealand's national men's cricket team. The BLACKCAPS have been on winning form over the last six months, and will look to continue their winning form to win the ICC Cricket World Cup.
- The **WHITEFERNS** are New Zealand's women's national cricket team competing in the ICC Women's Championship. The WHITEFERNS have had a mixed bag of results recently, having a slower start to the ICC T20 World Cup in 2022, but ultimately coming back with some key wins against Bangladesh and Sri Lanka.

Official Site: <https://www.nzc.nz/?showHome=true>



**NZ Cricket Sponsors:** ANZ, Ford, Accor, Air NZ, Canterbury, Gillette, G.J Gardener, Restaurant Brands, Powerade, Dream 11, Dulux

**Possible Relevant Categories:** Fast Food, Sport Apparel Retailers, Wellness Brands, Cosmetic brands, DIY/hardware brands, tourism, alcohol.

# NZ Cricket - Domestic



## Super Smash

- The domestic **Super Smash** competition is an exciting T20 format that showcases New Zealand's emerging talent in the sport as players look to push themselves to international selection. With only 20 overs per innings, there is never a dull moment with big hitting boundaries and fast falling wickets.
- With the Northern Brave in the men's competition looking for a third consecutive championship, this upcoming season provides an exciting opportunity for Kiwis to follow along their teams campaign, potentially to the Grand Final.
- There will be 64 matches (including Men's and Women's).

Official Event Site: <https://www.nzc.nz/domestic/domestic-competitions/super-smash/>



**SUPER SMASH**

**NZ Cricket Sponsors:** ANZ, Ford, Accor, Air NZ, Canterbury, Gillette, G.J Gardener, Restaurant Brands, Powerade, Dream 11, Dulux

**Possible Relevant Categories:** Fast Food, Sport Apparel Retailers, Wellness Brands, Cosmetic brands, DIY/hardware brands, tourism, alcohol.



# Black Clash

## Event Date TBC

- Some of New Zealand's most iconic rugby and cricket sport stars face off in a fun and thrilling T20 game in a Sportainment extravaganza.
- A match up with summer, this event provides the ultimate showcase of iconic Kiwi sporting greats – where else can you watch All Black greats Richie McCaw and Jordie Barrett try out bowl and bat some of the BLACKCAPS biggest names like Daniel Vettori and Kyle Mills!?

Official Event Site: <https://www.blackclash.co.nz/>



- **Event sponsors 2022:** HotSpring, Heartland, KFC, Ford, Export, ITM, Charlie's.
- **Possible Relevant Categories:** Fast Food, Alcohol, tourism, sport apparel brands, DIY/hardware retailers, home entertainment brands.