



ACA-CEO- REPORT-2023

To the Chairperson, Executive Directors, Chairman Presidents &CEO's of the General Council, Management & Staff, Observers and Media

The 2023 ACA cricket season was a buzz of activity with regards to events relating to the ACA T20 Africa Cup

ACA hosted three events that year which executed major logistics in

- ❖ Accommodation Communication Flights Internal transport Security**
- ❖ All Meals & Beverages**

The servicing of the Southern Africa Region as well of the East and West Regions relating to the qualifying rounds going into the finals which was all played in December 2023

The finals displayed a high standard of cricket and once again Uganda were crowned as champions for the second edition running.

I will be failing in my report if I do not disclose the fact that during the East and West qualifying rounds leading into the finals the main sponsor BNP Group India

Due to unforeseen circumstances pull the plug on the sponsorship which was duly signed with our marketing company CMV, to ensure that we have an successful event we had to utilize our reserves to complete the tournament with success.

Due to the heavy schedule of the ICC FTP we did not have a window period to stage any events for 2024 We are in the middle of signing a new contract with two international companies the contract will be signed between ACA and the respective companies which will sponsor the ACA T20 Senior Men and Senior Woman events in 2025. The ACA T20 Africa Cup has given our members an opportunity to participate at a high level at international level so that they could assess the standard of their game and also it has given

African Cricket great awareness at a global level this sponsorship will also include cricket development at junior levels.

The Financial Directors report has given details of the financial situation but I am positive that we will recover our losses going forward.

Cricket Marketing: Winning Strategies for Success

From strategic partnerships with cricket teams to innovative advertising campaigns during matches, **cricket marketing** has proven to be a winning strategy for brands looking to make a lasting impact in the sports

Cricket Marketing: Dominating the Field of Sports Branding

In the world of sports branding, cricket marketing has emerged as a dominant force, capturing the attention of fans and sponsors alike. With its global appeal and passionate fan base, cricket offers a unique platform for brands to connect with consumers on a profound level. From strategic partnerships with cricket teams to innovative advertising campaigns during matches, cricket marketing has proven to be a winning strategy for brands looking to make a lasting impact in the sports industry. By leveraging the excitement and energy of cricket, brands can position themselves as leaders in the field of sports branding, reaching millions of fans and leaving a lasting impression.

I would like to pass on my sincere thanks to the leadership and all the Directors and Regional Representatives Sub Committees of the ACA Board not forgetting the management and staff, Finance and IT management of ACA. the assistance and support rendered to me during my difficult times during the past year is highly appreciated.

We are aware that our members are both ACA and ICC affiliated, hence we aim to ensure that our members benefit from both the establishments to ensure that the members, management, players and officials derive maximum advantage of this affiliation so that it will enable the game to excel to greater heights which will benefit all concerned going into the future. In closing we all must work together in line with Unity and Cooperation going into the future. Lastly we would like to thank all the Chairman's Presidents as well as CEO's and Managers for giving up their valuable time to attend the ACA AGM which is much appreciated travel safe God Speed.

God Bless

Cassim Suliman

Chief Executive Officer -Africa Cricket Association

