



Fourth Canadian International  
**TAPE BALL**

**CRICKET**

CHAMPIONSHIP



2019  
2022  
2023  
2024



**Biggest Tapeball Cricket Event**  
Over \$30,000 in prizes and giveaways  
Fun for entire family



CANADIAN  
SPORTS & RECREATION  
Marketing Group

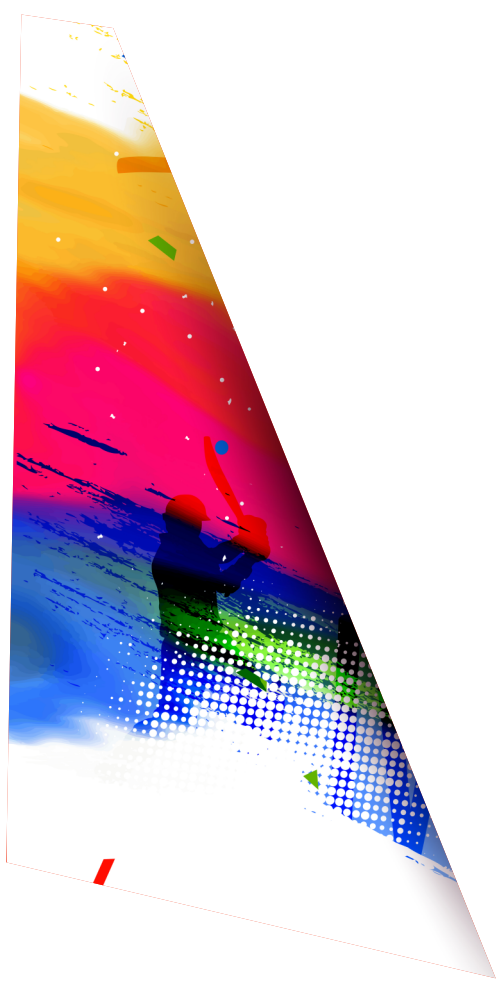


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For more details visit [www.csrmg.com](http://www.csrmg.com) or by email [info@csrmg.com](mailto:info@csrmg.com) or by phone 416.457.3141



## **Our Mission**

Canadian Sports & Recreation Marketing aims to evolve and execute positive, healthy and fun activities in a bid to help communities and businesses. Our model effectively aligns sports organizations, businesses and communities resulting in exceptional activities through proven marketing, event management and funding strategies.

## **Our Approach**

Canadian Sports & Recreation Marketing group plans, organizes and promotes sports and recreational events at a national and international level. We also provide all the necessary services and support to other organizations striving to organize such kind of events. We offer turnkey event management through extensive partnerships and alliances with industry professionals, community and other businesses.

## **Our Solutions**

Event planning, promotion & execution  
Marketing & advertising campaigns  
Media management & broadcasting  
Corporate funding and sponsorships  
Community outreach



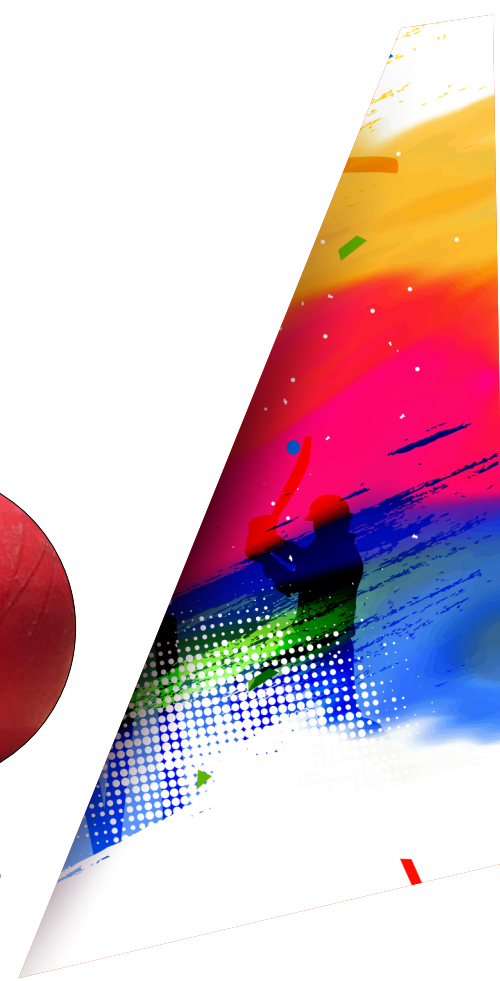
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# Tape Ball Cricket

## *Whats all the buzz*

- A tape ball is a tennis ball artfully wrapped in an electrical tape which gives it greater weight, speed and distance. The game originally evolved from Karachi, Pakistan as an informal variant to the conventional cricket. It is mostly played on any hard surface and often on empty streets and parking lots by cricket enthusiasts of all ages.
- The game eventually became popular among South Asian youth however remained informal as compared to the conventional cricket. However, lots of famed cricket players actually started as tape ball stars before becoming professional cricketers.
- The game is typically played with 5-6 overs format, requiring only a bat and taped ball. It could be played on any hard surface. The ball modification gives it added speed and makes the entire game faster and exceptionally thrilling for players and spectators alike.
- The game has recently gained exceptional popularity among first and second generation immigrant South Asian youths residing in Europe, Australia and North America. In Canada it is widely played in GTA and other cities however since there are no formal grounds for this form of cricket, most end up playing in parking lots and baseball diamonds with makeshift surfaces.
- The game is super exciting and offers thrilling recreation for all.







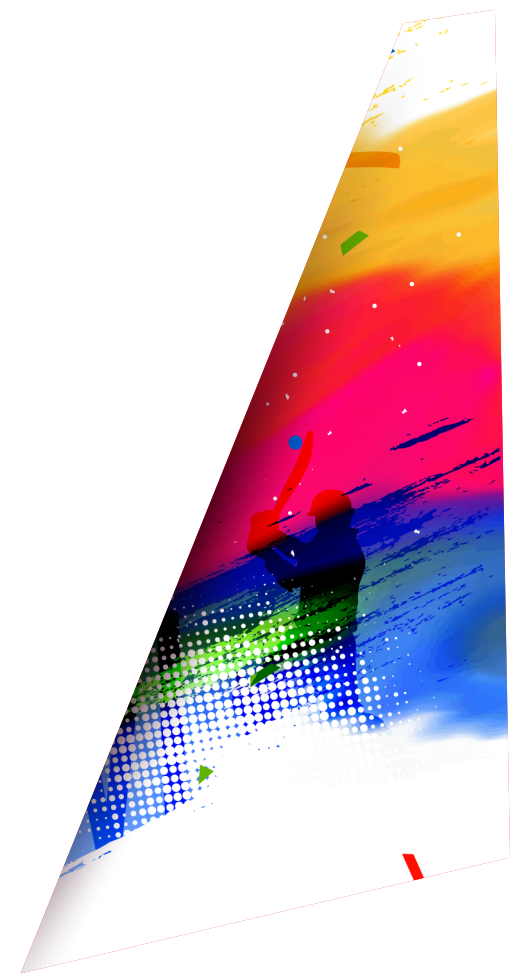
# About our event:

- The championship will be held on June 29 - July 1st, 2024 at Brampton Sports Park (CAA Centre), Brampton. Quarter Finals, Semi-Finals and Final will be held on July 1st.
- There will be up to 36 teams expected to participate drawing over 400 players.
- The championship may be split into two divisions (professional and amateur) subject to entries received.
- The games will be played day and night on four grounds consecutively on professionally paved concrete pitches.
- The championship will draw some of the most competent teams and exceptional talents pursuing over \$30,000 in prizes and giveaways (this include trophies, cash prizes, color kits and much more).
- All teams will be provided with full color kits for every player.
- Event will be supervised by the carefully selected team of cricket professionals and qualified management team.
- The event will be extensively campaigned through newsprint, electronic and digital marketing, social media, community outreach and local cricket clubs.
- Tape ball cricket is a highly popular sports among large population of South Asian descent and thus expect to attract thousands of spectators and enthusiasts.
- To make event a further success a "Funtastic Family Fun Fest 2024" is being planned in conjunction, to draw families and kids. The festival will offer fun activities, vendor bazaar and food stalls.



# Event Distinct Features:

- 4 large regulation size grounds with flood lights
- Professional matting pitches
- Well defined & marked boundaries
- Spectator enclosures and seating
- VIP and sponsor booths
- Live streaming facebook and youtube
- Live interviews, match commentary and feeds
- Digital scoring
- A large scale marketing campaign using print, electronic and social media.
- Community tie ups
- Partnerships & alliances with local sports clubs.
- Exciting online and event participation incentives to draw attention



# Championship Features

Division*	Professional	Amateur
Team Status	Ranked Teams Only	Open for all
Number of Teams	18	18
Guaranteed Matches	3	3
Match Format	6 Overs	6 Overs
Cash Prize Winner **	\$5000	\$750
Cash Prize Runners Up **	\$1500	\$250
Championship Trophy	Yes	Yes
Runners-up Trophy	Yes	Yes
Color Kits for all players	Provided	Provided
Team Social Media Pages	Yes	Yes
Team Logo	Yes	Yes
Registration Fee ***	\$650	\$450

## Other Prizes and Perks

Over 12 additional cash prizes in various category performances. Trophies for dozens of category performances and participation trophies

\* Subject to the entries received we may decide to merge the two divisions.

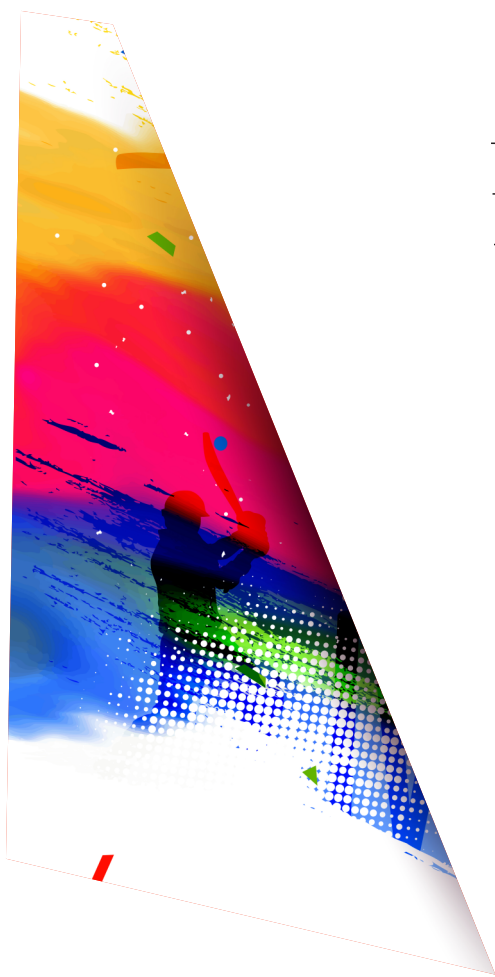
\*\* Cash prize value subject to number of teams registered.

\*\*\* \$150 refundable if 5 players attend the prize distribution ceremony in official kits.

Attendance proof required. Refunds are paid within 30 days after the event.

## Team/Player Profiling

Identifying, recognizing and promoting teams and distinctive players to pave way for future support and sponsorship opportunities. Extensive media coverage will result in unprecedented fame, making your participation most memorable.



# Registration details and timelines

All teams must register using our online teams portal at:  
[www.csrmg.com](http://www.csrmg.com)

All teams must register under the team name which shall be subject to approval by the event organizers.

Full Team Registration fee shall be payable upon registration.

Registration fee is non-refundable

In case of event cancellation due to weather or any other unforeseen circumstances, a rain date will be offered.

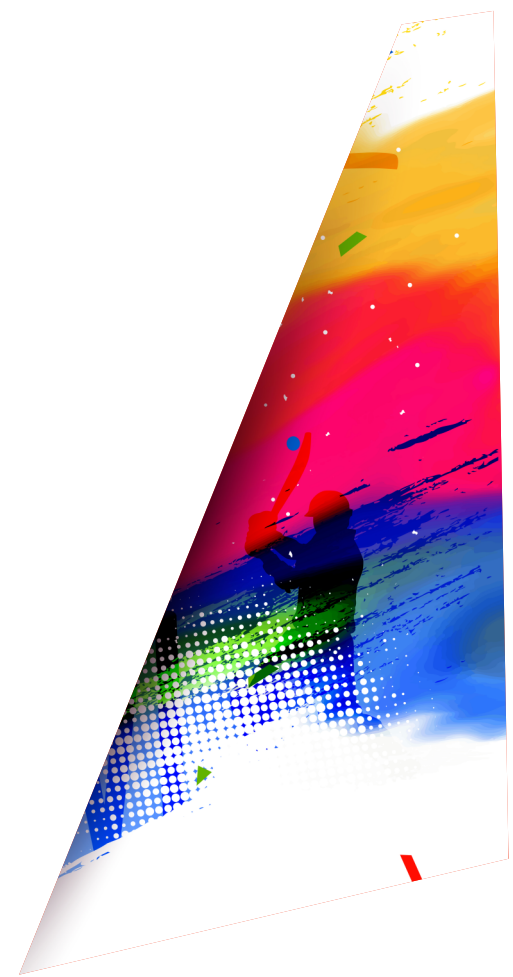
Registrations are first come first serve basis.

A waiting list shall be created once we fill out required capacity.

Registration person on behalf of team shall be deemed a team's manager and shall carry all liabilities for the team.

**Registration Deadline**

April 31st, 2024







# Game Format

Each team shall be 11 players and all matches are 6 overs

The matches are played on makeshift concrete paved pitches on four grounds consecutively

The random and fair team pool generation methodology shall be adopted.

There will 4 teams per pool and first round shall be single league

Each team will play at least 3 games before elimination

Two best teams from each pool shall be picked up for next round

Second round shall be played on a knock out basis.

A finalized match schedule shall be provided 1 week prior to the event.

# Rules & regulations

Game boundaries and any rule exceptions shall be communicated in advance at the discretion of championship organizing committee

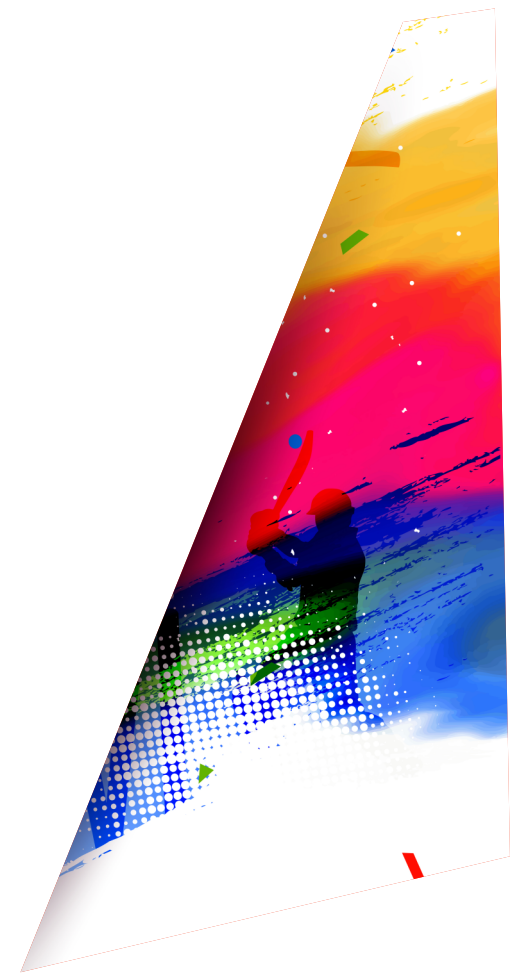
Walkovers shall be granted after 10 minutes of match schedule time (No exceptions)

The tournament will follow all ICC rules except LBW.

Matches shall be supervised under designated umpires who would do their level best to give best judgement.

In case of any match disputes the matter shall be resolved in consultation with 3 member technical committee.

In a conflicting situation the matter shall be taken up by Championship Organizing committee whose decision shall be deemed final.





# Code of Conduct

This is a high profile sporting event thus we request exemplary conduct from each person participating.

This is a family event, hence absolutely no vulgar behavior shall be tolerated. Please refrain from cussing as it just not reflect badly on one's self but also on the entire event and sports community.

Game disputes do happen despite best efforts by officials. Please cooperate with match officials in rectifying the situation.

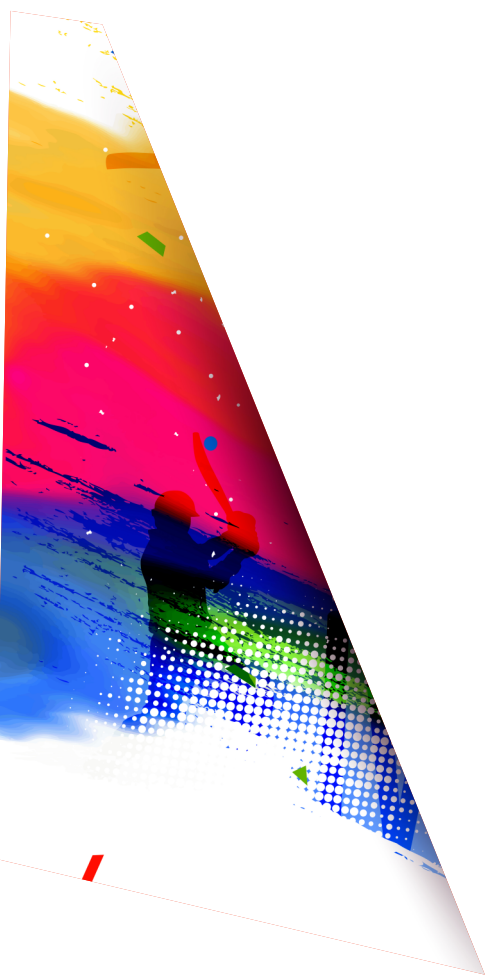
Any kind of threats, physical or non physical shall not be tolerated and will be directed to the local law enforcement. We would allow zero tolerance for any fights during or after the event, within the confines of the event and shall be directed to the local law enforcement. This type of behavior could result in a player or entire team disqualification from the event.

Not every decision shall be perceived as fair by opposing teams, however this is just a game and everyone involved should accept the final call as best judgment in the given circumstance.

The event shall be attended by high ranking government officials, politicians, sports figures, corporate personalities, community activists and folks from all walks of the society. Thus we need to behave and show the best of us.

Cricket is a game of gentlemen and we must strive to present it as such to pave way for greater acceptance and popularity among local community at large.





# Contact Details

By Email: [info@csrmg.com](mailto:info@csrmg.com)

Facebook Page: Canadian Sports & Recreation Marketing

Phone: 416 457 3141

Website: [www.csrmg.com](http://www.csrmg.com)