



Dear Broward County Board of County Commissioners (**County**),

Pitch International LLP (**Pitch**) write in regards to the “*Solicitation N2113482F1 - Request For Information (RFI): Promotion & Management for International Cricket Events*” (the **RFI**).

Pitch is one of the world’s leading, full-service sports marketing agencies. Based in the United Kingdom, Pitch has regional offices in the USA, Europe, Latin America and Asia and has six core service divisions – Event Management, Media Rights, Sponsorship, Live Production & Distribution, Program Production and Film Production. In short, Pitch provides a “turn-key” solution to a host of the world’s leading sports federations, teams, event managers, venues, content aggregators and agencies.

Please find attached at Appendix 1 to this letter, a short presentation summarizing Pitch’s extensive experience, raft of capabilities and the high profile client base that enjoy the benefit of our services and support.

Of particular note with regard to the RFI, we point the County to three key areas of Pitch’s business:

Pitch’s Cricket Business

Pitch International has the best and fastest-growing cricket advisory business in the world, acting on behalf of a number of cricket boards across the full spectrum of media rights, sponsorship and event management services.

Pitch’s key clients include:

- **England & Wales Cricket Board:** Acting as the ECB’s global commercial and media rights advisor.
- **New Zealand Cricket:** Working with NZC across their entire portfolio of commercial assets world-wide.
- **Cricket Australia:** Advising CA on their upcoming media rights deals in the Indian sub-continent, the Middle East and Asia.
- **West Indies Cricket:** Representing the WICB’s entire commercial partner program (including the restructure of *Windies Inc*) and providing general consultative advice on their media rights.
- **Cricket Ireland:** Representing Cricket Ireland’s commercial assets world-wide.
- **International cricket Council:** Pitch has a long-held working relationship with the ICC on various projects.



Guy Le Grew, who leads Pitch's cricket business is a trusted strategic advisor to all of the cricket bodies noted above, and has deep relationships with the ICC, all of its Full and Associate Members, and importantly the plethora of commercial organisations around the world who commercialise and monetise international cricket events and rights.

Pitch's Event Management & Promotional Business

Pitch also has extensive experience in promoting, operating and coordinating sporting events on an international scale in a variety of arenas and stadiums around the world.

Pitch's Event Management division is a world-leading match organisation and operations business. We have extensive experience in all aspects of event organisation and management, from initial logistics through to final delivery, and everything in between.

We provide all aspects of event management from venue selection and team provisions, via transport and travel, to hospitality, security, and media/communication services. We manage ticketing and advertising, distribution, and all match day operations. We also provide host broadcast and production solutions, bespoke sponsorship packages, on-site technical services and worldwide television sales.

For event management, we are truly a one-stop shop. An excellent example of Pitch's recent experience is the development and implementation of the **Brazil Global Tour**.

Please see attached at Appendix 2 to this letter a short presentation detailing the project.

Cricket Event Expertise

Furthermore, Pitch has in its employ one of, if not the only, cricket specific event manager in the United States, who is based in New York. Eddie Fitzgibbon worked at the ICC for five years, and conducted numerous cricket events including the role of ICC Venue Manager for four venues at the ICC Cricket World Cup 2015.

In the USA, Eddie has worked on two high-profile cricket events. He was Director of Operations at the 2015 Cricket All-Stars event played in New York, Houston and Los Angeles. This role consisted of overseeing all aspects of event, venue and cricket operations for the series.

Eddie also worked as a strategic consultant for the Caribbean Premier League for their inaugural matches in the USA in 2016. This role provided consulting services across a range of functions – venue operations, sponsorship, marketing, cricket





operations – to supplement the existing CPL management structure. Crucially, the CPL was played at Central Broward Regional Park (CBPR).

Pitch wishes to thank the County for the opportunity to present our capabilities for this exciting project and look forward to hearing from the County in due course.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Guy Le Grew". The signature is stylized with a large, sweeping initial "G" and a long horizontal stroke extending to the right.

Guy Le Grew
Director of Cricket
Pitch International LLP
27 Brewhouse Lane
Putney Wharf, SW15 2JX
+65 9337 4871
www.pitchinternational.com



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APPENDIX 1: PITCH CREDENTIALS

Please see attached.



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APPENDIX 2: BRAZIL GLOBAL TOUR

Please see attached.



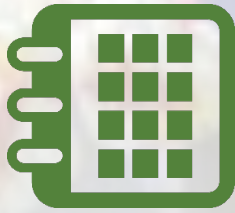
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PITCH INTERNATIONAL - WHO ARE WE?

Pitch
founded
2004



115 employees



distribute
live events
per year

900



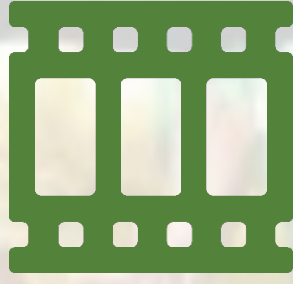
broadcast clients
worldwide

200+

40+ sports rights



across
20+
categories



50,000
hours archive footage

OUR OFFICES



OUR PEOPLE

Partners



Managing Director

Jonathan Rogers



OUR CLIENTS ... NO.1 GLOBAL CRICKET ADVISORY BUSINESS

CRICKET



International
Cricket Council



FOOTBALL



For the Game. For the World.



RUGBY



OTHER



WHAT DO WE DO? A FULL SERVICE AGENCY

BROADCAST/DIGITAL		PROGRAMME PRODUCTION	
	• ECB, NZC, ICC & Cricket Ireland • Sales Strategy & Advisory • Market Insights & Valuation • Global Media Sales Services • Negotiation & Admin Support Service		• Full Production Services • Concept Creation, Creative, Clearance and Scheduling • Series, Feature Documentaries, Branded Content
SPONSORSHIP		TECHNICAL SERVICES	
	• Sponsorship Strategy and Sales • Cricket Activation: WICB & NZC • Activation and Implementation • In-Stadia, LED and Virtual Advertising		• Full broadcast execution • Global Technical distribution • Host Broadcast/World Feed Production • Digital Distribution
EVENT ORGANISATION		ARCHIVE	
	• Turn-key Event Organisation & Promotion – Brazil Global Tour • Over 75 International Events • The US’ top Cricket Ops Director – All Stars 2015 & CPL 2016 • Live Broadcast and Production		• Digitisation, Management and Monetisation of archive rights • Production of Archive Programming

Pitch is the market leading cricket agency – our company culture, unique approach and expertise are key to our success ...

Our People

Partner-owned and partner-operated – agile, decisive and responsive.

No 1 Key Cricket Markets

We represent “must have” content in all major incumbent and growth cricket markets – ECB, NZC, ICC and WICB

Sales

At our core we are a sales business. We deliver strong financial returns and optimise rights.

Relationships

We prioritise personal relationships and measure success in repeat business

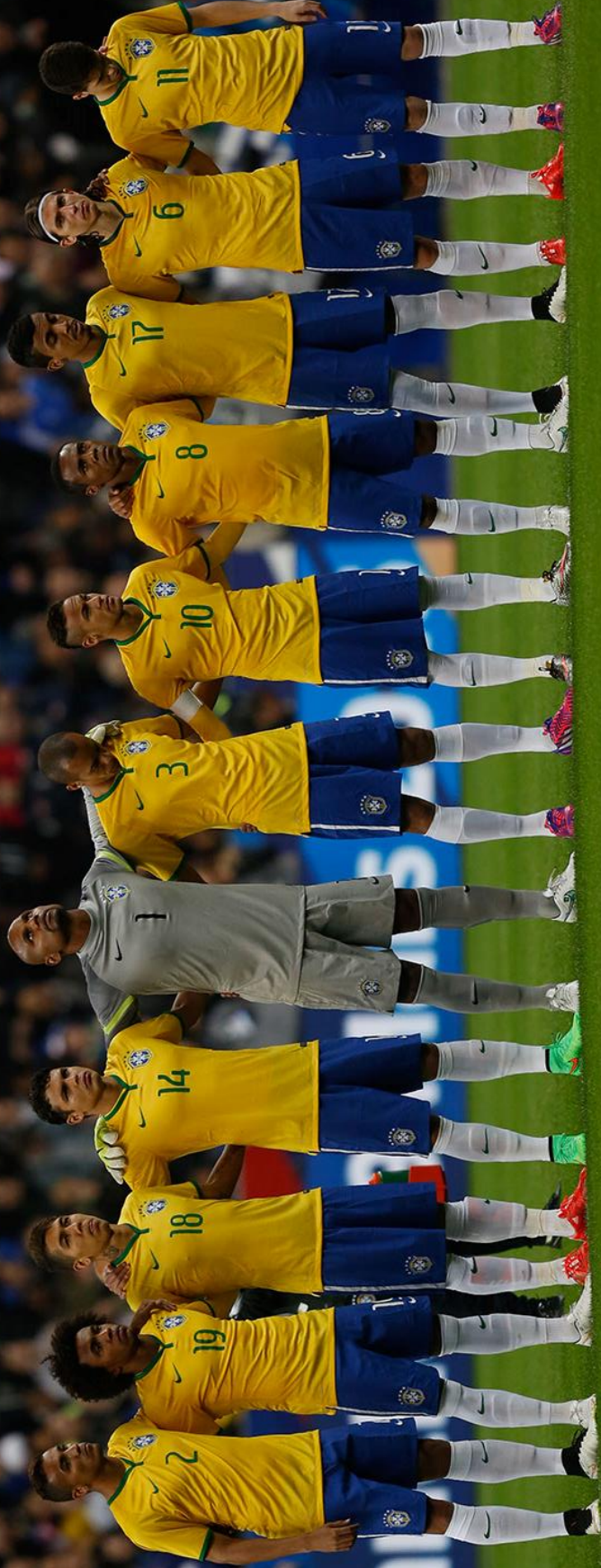
Cricket expertise

We have a long established and proven track record of optimising cricket rights around the World.

Event Promotion & Organisation

75 international football events
2013-15.
No.1 Cricket Operations Director in
USA – All Stars 2015 & CPL 2016

BRAZIL GLOBAL TOUR



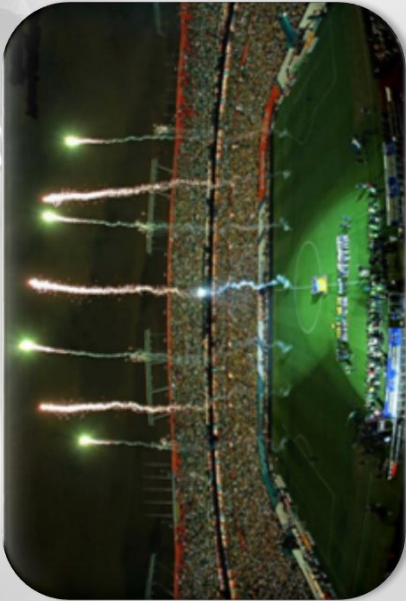
PITCH INTERNATIONAL AND CBF



As exclusive partners of CBF since 2012, Pitch has organised 31 friendly games for Brazil so far as part of the Brazil Global Tour. All matches have been played against high quality opponents in prestigious venues all over the world (9 in Europe, 8 in Brazil, 8 in USA, 4 in Asia and 2 in other territories).

Brazil v Colombia

Sun Life Stadium, Miami, USA
5 September 2014
Record-breaking attendance: 73,429



Brazil v Chile

Emirates Stadium, London, England
29 March 2015
Attendance: 60,007



PITCH INTERNATIONAL AND CBF



Pitch has performed a full organisation service for the Confederação Brasileira de Futebol ("CBF") for its international friendly schedule played over a three-year period in the lead up to, and beyond, the 2014 FIFA World Cup.

- **Event Management** – Responsible for sourcing venues, selecting competitive opposition, accommodation and travel, team logistics and matchday operations & protocol
- **Sponsorship Sales & Delivery** – Established a brand 'Brasil Global Tour' and a commercial programme, landing a title sponsor, five Category Partners, and retaining a percentage of perimeter advertising for our partner sales agency
- **Broadcast sales** – Sold and distributed the broadcast rights to over 160 territories
- **Television Production and Distribution** – Responsible for all technical production and distribution to global broadcasters and host broadcaster TV Globo. Overseen successful production of multiple feeds across majority of matches

Aside from match organisation, Pitch has overseen travel, accommodation, team logistics, media and VIP hospitality services around each of the matches for CBF and often for the opponent federation.

PITCH INTERNATIONAL AND CBF: PITCH HAS ARRANGED 31 MATCHES IN 3 YEARS IN HIGH PROFILE CITIES AND STADIUMS WORLDWIDE



MATCH ENTERTAINMENT



Pitch contributes to the production and delivery of sport presentations, stadium entertainment and spectator experiences during Pre Match and Half Time of CBGT Matches. The best presentations displayed fireworks as well as world famous singers and comedians.

Brazil v Colombia, September 2014

PRESS CONFERENCE



Pitch oversees the CBF daily press conferences, arranges the media schedules and provides translation to all press conference participants.

Brazil v Costa Rica, September 2015

MATCH DAY OPERATIONS



Pitch is responsible for all Match Day operations including Stadium Management, Match Protocol, Entertainment and Ticketing.

Brazil v Costa Rica, September 2015



Brazil v Costa Rica
Saturday 5 September 2015 | 16:00 EDT
Red Bull Arena | Harrison, New Jersey

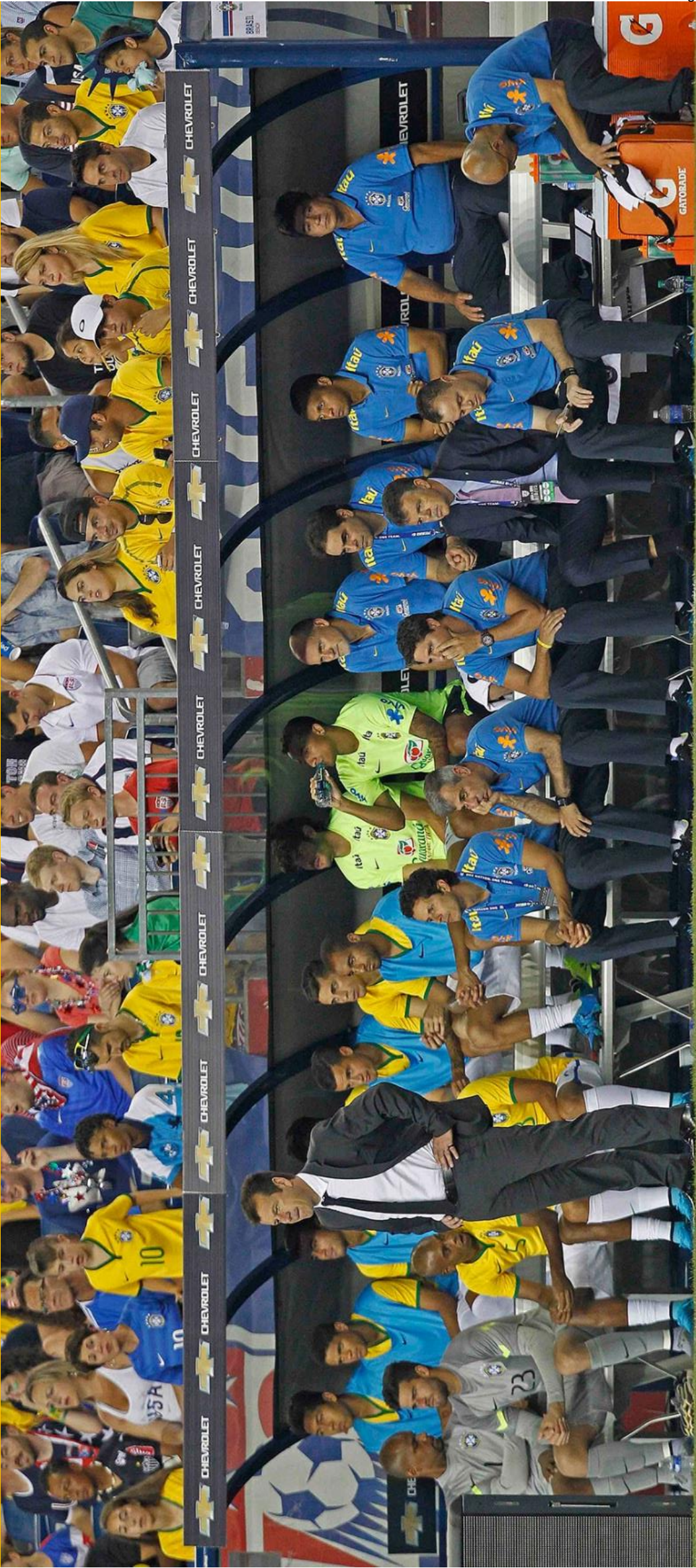
Countdown to kick-off

14:30 (-90)	Latest Arrival of Teams & Match Officials
14:45 (-75)	Official Starting List Handover to Match Director & Match Officials Team Colours, Equipment, Jewellery & Name Checks by Match Officials
15:00 (-60)	Pitch Watering (discretion of New York Red Bull)
15:05 (-55)	Five minute notice for Warm-Up Period
15:10 (-50)	Players Warm-Up Period Begins
15:40 (-20)	Players Warm-Up Period Ends – Teams to Return to Dressing Rooms Final Pitch Watering (discretion of New York Red Bull)
15:45 - 15:48 (-15)	PA Announcement of the Team Starters
15:45 (-15)	First Call for Teams
15:48 (-12)	Team National Flags and FIFA Flag Staged on Field Final Call for Teams
15:50 (-10)	Players in final grouping position in the tunnel / Final Team Colours & Equipment Check
15:51 (-9)	FIFA Anthem - To be played until the Teams have lined up / PA to fade out accordingly
15:52 (-8)	Match Officials and the Team Procession Teams enter the Stadium accompanied by Player Escorts and line up facing Tribune
15:53 (-7)	National Anthems • Costa Rica (1 minute 38 seconds) • Brazil (1 minute 46 seconds)
15:57 (-3)	Fair Play Handshake – Costa Rica Players shake hands with Officials and Brazil Team

TEAM BENCH

CHEVROLET

BRASIL GLOBAL TOUR



Brazil v USA, September 2015

MARKETING



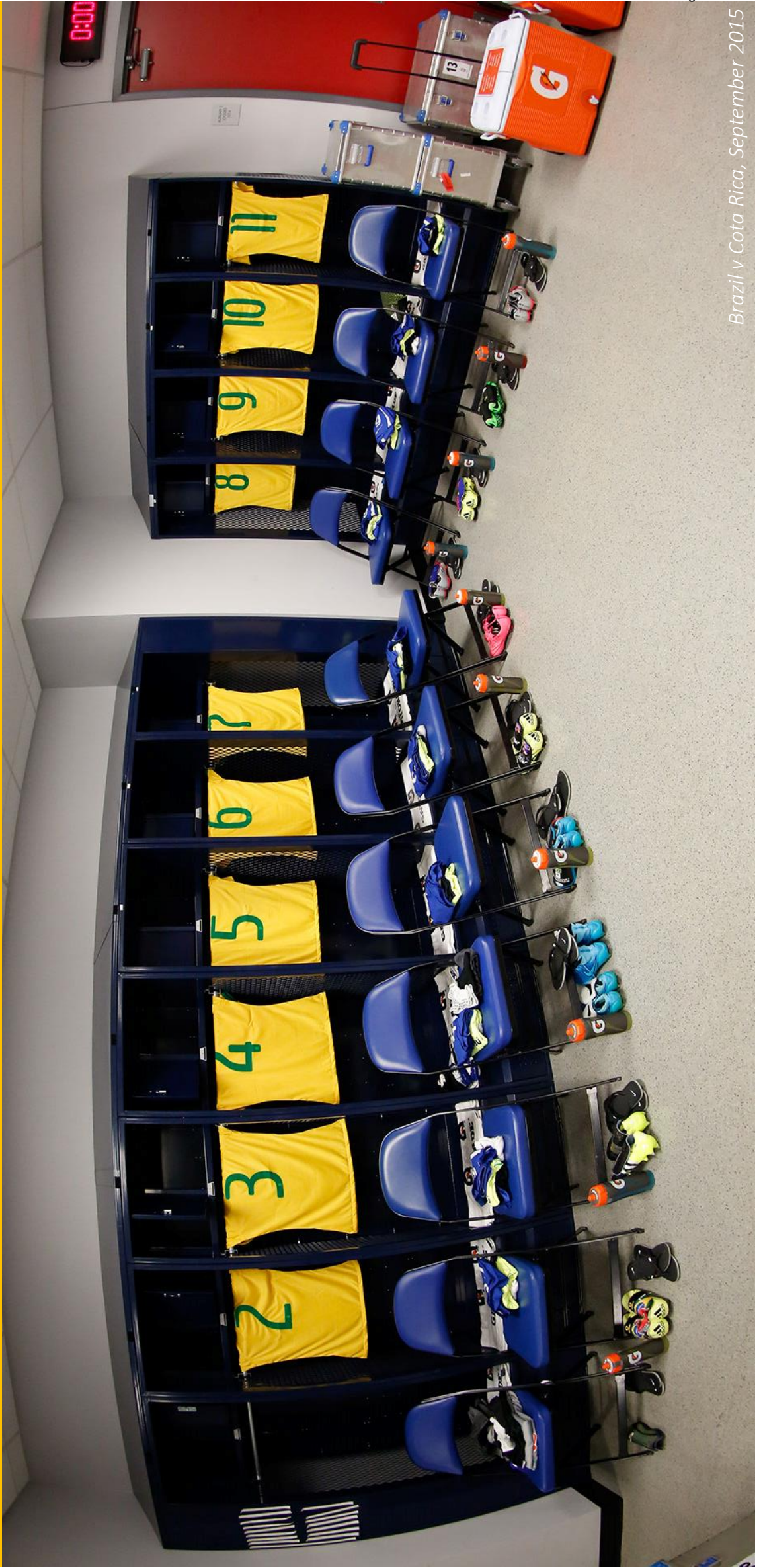
Pitch plans and coordinates extensive Marketing Campaigns for CBGT matches, including:

- High profile media activities with players
- Partnerships with radios and newspapers
- Promotional actions with embassies, consulates and local communities
- Targeted actions on social networks

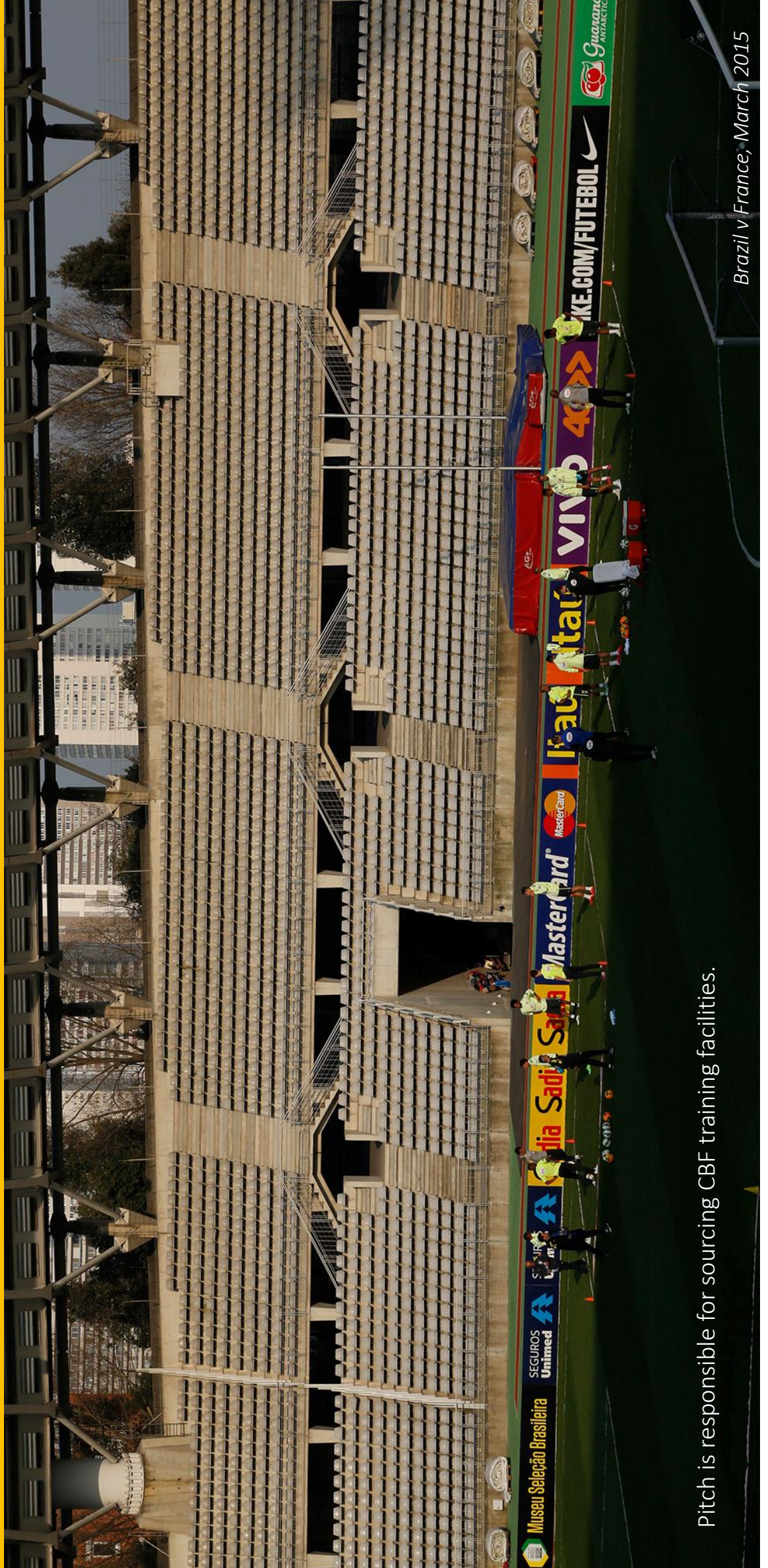
This strategy ultimately led to a full sell-out of Emirates Stadium on the 29th of March 2015 for Brazil vs Chile.



MATCH KIT AND EQUIPMENT



TRAINING FACILITIES



Pitch is responsible for sourcing CBF training facilities.

Brazil v France, March 2015

TICKETING

Pitch manages all ticketing procedures for sales and distribution including General Admission, Corporate Hospitality and Car Parking.



HOSPITALITY



Pitch creates bespoke Match Day VIP Hospitality

Packages including:

- Branding and Merchandising
- Ticket handling and distribution
- Food, beverage and entertainment

Brazil v France, March 2015

BRANDING



Pitch manages the branding of in-stadium inventory as well as other match materials in order to maximise exposure for the event.

Branded Match Day Accreditations

TEAM									
MA	CB	DR	PT	TR					
TP	PC	ML	TS	MZ					

PHOTO									
P	TR								
AFFIX STICKER HERE									

OFFICIAL									
MA	CB	DR	PT	TR					
TP	PC	ML	TS	MZ	PB	OB	G	P	

SPONSOR									
MA	CB	PT							
TP	PC	MZ							

Brazil v Chile, March 2015

VIP BRANDED MATERIALS



VIP Lanyard



VIP Lanyard Cards



Pitch designs all VIP branded materials.

Ticket Wallet



Hospitality Information



Pitch entertains CBGT sponsors by allowing access to CBF trainings, meet and greets sessions with the players and many other assets.



SPONSORS MANAGEMENT



Brazil v Costa Rica, September 2015

TV PRODUCTION



Pitch is usually the Host Broadcaster producing both a world feed and a clean feed onsite and also provided:

- Live Satellite Distribution of the world feed to over 100 countries
- Onsite Facilities for visiting broadcasters for live presentation and interviews

Brazil v Japan, October 2014

MEDIA MANAGEMENT

Pitch processes the Media Accreditation applications, prepares the match media schedule with the teams and oversees all media facilities & activities throughout the stay of the teams in the city of the match.



GROUND TRANSPORT



Pitch handles all ground transport requirements for players and technical commission.

Transports from the Hotels to the Stadiums are facilitated by luxury coaches. A float of four vehicles remain at the disposal of the delegation.



Pitch contracts five stars hotels around the world to accommodate the fifty five members of CBF delegation.

ACCOMMODATION

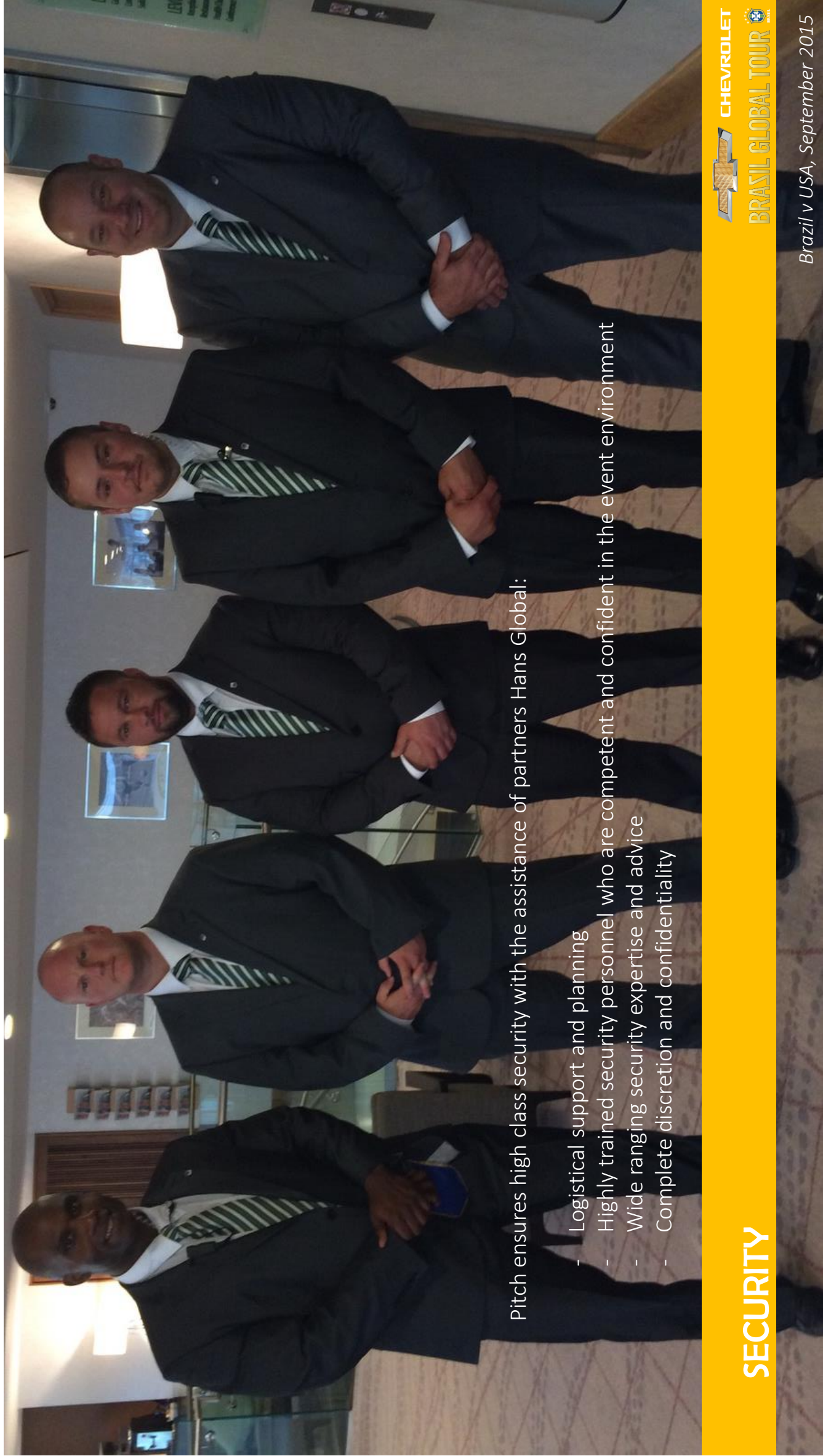
PRIVATE CHARTER



Pitch also contracts Private Charters to optimize the travel conditions of CBF players and CBF Technical Commission.



Brazil v USA, September 2015



Pitch ensures high class security with the assistance of partners Hans Global:

- Logistical support and planning
- Highly trained security personnel who are competent and confident in the event environment
- Wide ranging security expertise and advice
- Complete discretion and confidentiality

SECURITY

SUPERCLÁSICO DE LAS AMERICAS



Pitch organised the 2014 Superclásico de las Americas:

Brazil v Argentina
11 October 2014
Beijing National Stadium, Beijing, China
Attendance: 52,313

- A clash between two of the fiercest rivals and most successful teams in the history of international football, with seven World Cup titles between them
- Featuring some of the world's top players, including Messi and Neymar
- Broadcast live into 155 territories worldwide, reaching 729 million households
- Viewed by a global audience of 31 million
- Provided an advertising equivalent value of \$83.2 million
- A total sponsorship value of \$9.2 million



Brazil v Argentina, October 2014

 CHEVROLET
 BRAZIL GLOBAL TOUR



pitch
pitch international LLP