

About the Global Cricket Corporation (GCC) and Event Sponsors

Q. What is the Global Cricket Corporation (GCC)?

A. The GCC is a wholly owned subsidiary of Newscorp and the commercial rights holder (sponsorship and broadcast) for the ICC Cricket World Cup 2007. GCC is responsible for contracting broadcast and commercial partners for the ICC CWC 2007, including international sponsors.

Q. What is the role of the GCC?

A. GCC are responsible for hiring the host broadcaster and for selling sponsorship rights at all levels and for the sale of all domestic and overseas TV, radio and on-line rights. They have appointed a sponsor a servicing agency to ensure delivery of contractual benefits to all event sponsors. The agency is Nimbus Sport International.

Q. Who are the Official Sponsors?

A. The official sponsors are those sponsors of ICC CWC 2007 as appointed by GCC and approved by ICC (Development) International Ltd. (IDI) in accordance with the GCC agreement.

The **Official Global Partners** are: LG Electronics, Pepsi, Hutch and Hero Honda.

To date the **Official Sponsors** are Indian Oil and Cable & Wireless.

Q. What opportunities are there for Caribbean companies to become a sponsor of CWC 2007?

A. All commercial enquires in relation to the event should be directed to the ICC Host Liaison Officer at ICC CWC WI 2007 Inc. who will forward all enquiries to Nimbus Sport International.