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IPL agrees yet another major sponsorship

05 March 2010 | By Eoin Connolly

Contract summary

Length of contract: **3 years**

Annualised value: **US\$7.5 million**

Overall value: **US\$22.5 million**

Cricket's Indian Premier League has signed a major new sponsorship deal with Maxx Mobile Group as part of a trio of key deals with mobile telecoms companies.

Maxx Mobile will sponsor DLF Strategic Timeouts in this year's tournament, as well as supporting its later rounds as the official play-off partner. Financial terms for the deal have not been released, but in an interview with Sports Pro earlier this year IPL chief operating officer Sundar Raman valued major sponsorship packages for the tournament at US\$7 million.

Global Cricket Ventures, the IPL's exclusive global mobile rights holder, has signed two further mobile content deals as it seeks to extend the reach of the competition. The first, with Singapore-based venture capitalist Sigma Ventures and its technology partner, Chennai-based DCI Mobile Studios, allows for the development of official IPL mobile apps for use on smartphone platforms such as the Apple iPhone, Blackberry and Android.

The second deal grants vRock Mobile Communications Pvt Ltd exclusive worldwide SMS, MMS and IVR rights for five years. vRock Mobile will be allowed to utilise CDMA, GSM, GPRS, MMS, WAP, EDGE, 3G and any other mobile or desktop technology, capable of sending or receiving SMS/MMS alerts, SMS/MMS contest/activations and live audio commentary/IVR platform.