



PARAGON

ONE LIVE PARTNER



# ALASTAIR COOK “CHEF, COOKY”



# ABOUT COOKY

Alastair Cook is the England Cricket Captain who, in his first year, led England to a 3-0 Ashes Victory and England's first series win in India for 27 years! Following this summer's recent Ashes, Alastair has won the Ashes again becoming only the third England captain **EVER** to win two Ashes series on English soil).

Individually Alastair has broken numerous batting records. Alastair scored 100 on his international debut and went on to become the youngest player in the history of cricket to reach the landmark of 7,000 Test runs, while still only 27 years old. Alastair is also England's leading Test match century maker of all time with 27 centuries and in doing so has become England's leading run scorer in Test matches.

Alastair Cook was awarded an MBE in 2011 following his Ashes heroics, scoring 766 runs at an average of 127 and in the same year was shortlisted for Sports Personality Of The Year.



# COOKY STATS

## Test matches:

- 126 Caps (43 as captain)
- Runs: 9,964
- Average: 46.56
- 28 centuries & 47 fifties
- High Score: 294

## ODIs:

- 92 Caps (69 as captain)
- Runs: 3,204
- Average: 36.40
- 5 centuries & 19 fifties
- High Score: 137
- Youngest Englishman to score 2000 Test match runs
- Youngest player ever to score 7000 Test match runs
- 766 runs during the 2010/11 Ashes series in Australia, batting for over 36 hours in the series
- Faced 24,333 balls in international cricket
- Led England to their first series win in India for 28 years and South Africa.



# OUR APPROACH FOR A TRUE PARTNERSHIP

At Paragon we understand that a partnership with Alastair is much more than a logo on a bat or a series of appearances.

We understand the power in ensuring that Alastair is not just an ambassador, but somebody that understands your business and what it is trying to achieve through our partnership.

In today's world it is key to create a package of assets that will enable you to expand your content and engagement opportunities in order to help you connect with your audience.

We will work with you to understand your brand and business objectives to make sure that we build a true partnership that ensures the work Alastair does with you and the assets that are a part of your partnership are designed around your needs.



# 2016 SCHEDULE

2016 is a busy year with 18 Tests and 18 ODI's, and the ICC World 2020 in India.  
A partnership with Alastair is a prime opportunity to take advantage of this high profile schedule:

## **England in South Africa:**

December 2015 - February (4 Tests)

## **Sri Lanka in England:**

May - June (3 Tests)

## **Pakistan in England:**

July – September (4 Tests)

## **England in Bangladesh:**

October – November (2 Tests)

## **England in India:**

November – December (5 Tests)

# ALASTAIR AND SOCIAL MEDIA

Alastair's Facebook page has **565,280 likes** (post-Ashes 2015) and this figure is constantly growing.



# BAT SPONSORSHIP OPPORTUNITY

- Alastair has faced 20,125 balls in Test cricket
- Every 50 runs per innings Alastair scores, he raises his bat to the camera, presenting the company logo
- Currently Alastair has raised his bat over 100 times in his Test match career
- During the Ashes an image of Alastair raising his bat to the camera, exposing the sponsors logo, was printed on the front and back pages of six National newspapers. The sponsor calculated this alone to have a media value of £100,000
- In a recent Ashes series Alastair batted for over 36 hours during the series including a score of 96 in the second test and 85 in the 5<sup>th</sup> test.
- Alastair scored 294 v India at Edgbaston in 2011, which lasted for 773 minutes, the 9th longest Test match innings of all time
- Alastair's will lead England in 18 Test matches throughout 2016.



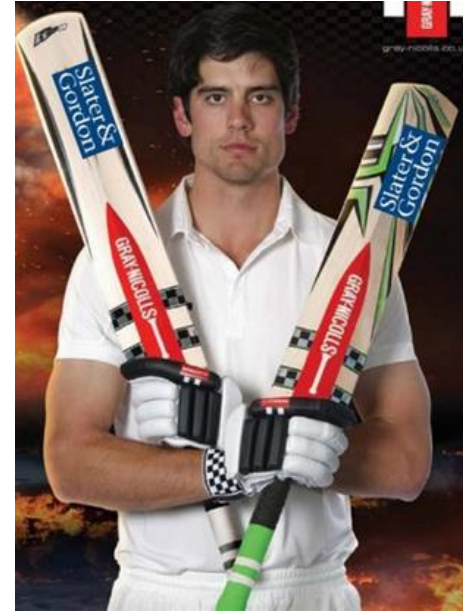


# BAT SPONSORSHIP OPPORTUNITY

We currently have a unique opportunity to become Alastair's bat sponsor. This high profile partnership is only available to one partner. It is one of the most sought after personal partnerships we have available and will include a unique set of assets which only Alastair's bat sponsor will have access to. The below is only an example of the assets that could be included and we would welcome the ability to discuss specific needs with you in person.

The partnership could include:

- Logo placed on Alastair's bat for all Tests and ODI's he plays in (except ICC World Cup)
- 3 x appearance days
- 1 x production day (to create images and content for marketing use)
- 20 x signed pieces of memorabilia
- 12 x posts on Alastair's Facebook page
- Ability to work with Alastair to support his charities – Chance to Shine, David Randall Foundation, Mind, PCA Benevolent Fund



# BRAND AMBASSADOR

There are other ways to partner with Alastair beyond being his bat sponsor. Alastair has experience working with major brands as their brand ambassador. With Alastair acting as your brand ambassador we would work with you to create a package of assets that will help you achieve your objectives that you have set for the partnership. An example of the types of assets that could be included are below. Although these are by no means an exhaustive list and we are happy to discuss other opportunities with you in more detail:

- Creation of content that can be used or distributed over several months e.g. virals, blogs, a day in the life, train like Alastair etc.
- Speaking at and attending PR events, customer / client events, internal staff events etc.
- Product endorsements
- Using his image in your ATL and/or BTL campaigns
- Grass Roots activity to support local communities
- 'Money can't buy' experiences such as a net session that can be used internally or externally as competition prizes
- Signed memorabilia



# WHAT WE DO

## TALENT MANAGEMENT



Our brand ambassador roster features some of Britain's best-known talent from the world of cricket, rugby and broadcasting.

## HOSPITALITY & EVENTS



From flawless hospitality at Cheltenham to VIP treatment in Monaco, we guarantee an absolutely fantastic client experience.

## EVENT MANAGEMENT



We've been creating and managing all kinds of innovative events all over the world for more than a decade, bringing brands to life.

## BRAND ENGAGEMENT



Creating brand engagement strategies which are unique, shareable and measurable.

# WHAT WE STAND FOR

## EXCLUSIVITY

ONE CONTACT

No-one else has a 'black book' like ours. Engage with our A-list talent, enjoy exclusive hospitality, or let us create outstanding events and brand experiences.

'IT'S WHAT WE DO.'

## KNOW-HOW

ONE EXPERT

No-one knows the industry better. We've been there, so our specialist knowledge, from event management to brand engagement, means you can trust us to deliver results.

'WE KNOW WHAT WORKS.'

## RESULTS

ONE PARTNER

No-one works harder to understand your goals and help you reach them. We build relationships that make a lasting difference to your business.

'WE MAKE IT MATTER.'

# ONE LIVE PARTNER

# “ONE LIVE PARTNER”

NOTHING BEATS

**GETTING  
PEOPLE  
TOGETHER**

– MORE BUSINESS, BETTER  
RELATIONSHIPS, PEOPLE  
BETTER UNDERSTAND YOUR  
BRAND

EVERYTHING WE DO  
REVOLVES AROUND  
CREATING A

**LIVE  
EXPERIENCE**

- ENTERTAINING CLIENTS OR  
STAFF TO BUILD  
RELATIONSHIPS
- CREATE A CONFERENCE,  
GALA DINNER OR INCENTIVE
- BRING YOUR SPONSORSHIP  
OR BRAND STRATEGY TO LIFE
- USE AN ATHLETE OR  
BROADCAST PERSONALITY TO  
BRING YOUR BRAND TO LIFE

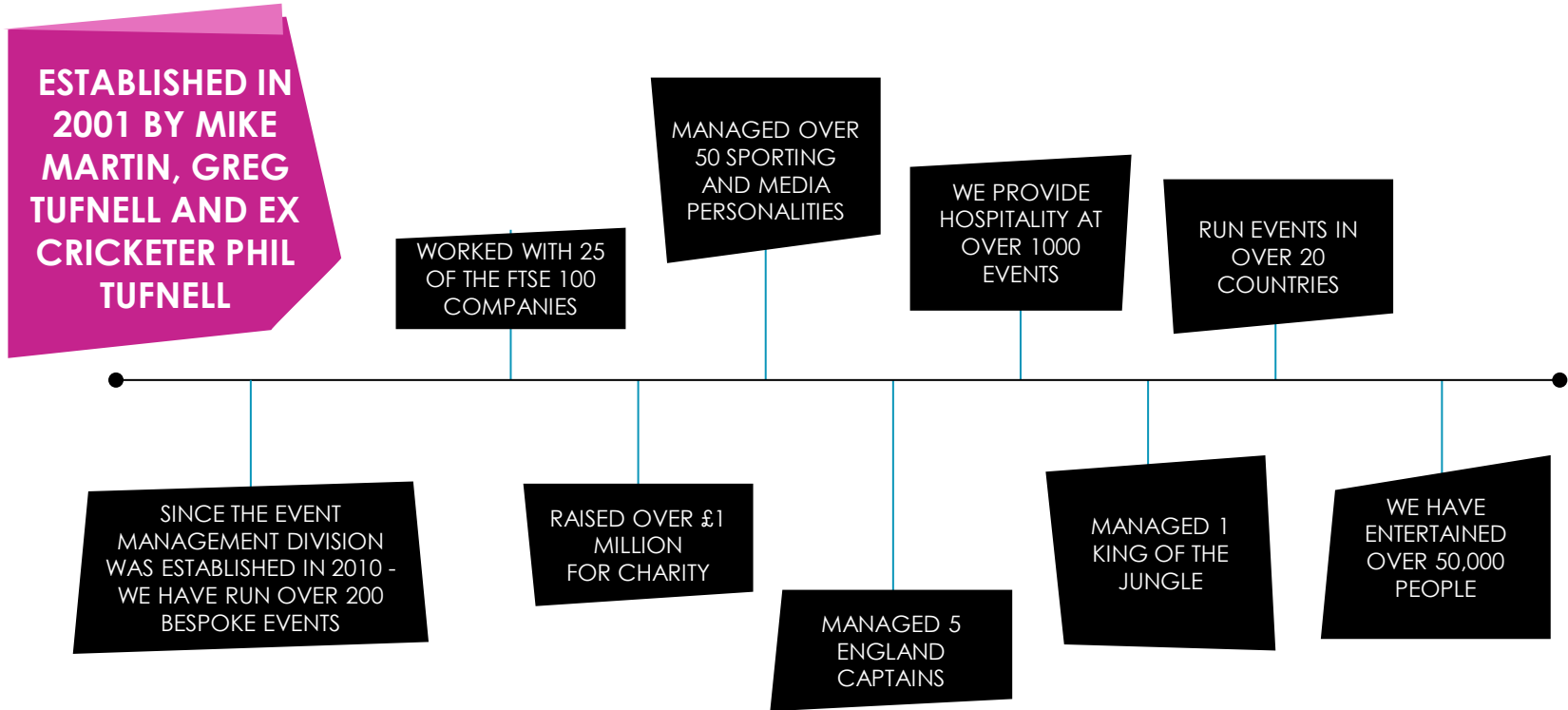
BUT, WE ALSO MAKE  
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TRANSFERRING  
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WHICH WE  
LIVE**

# OUR HISTORY



# WHY PARAGON IS YOUR ONE LIVE PARTNER



# WHO WE WORK WITH

## SOME OF OUR CLIENTS





# KEEP IN TOUCH

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