

BENS WESLEY ANNUAL CRICKET ENCOUNTER 2026



It's more than just a Match
It's Pride, Tradition & Passion

CARTMAN | LUKE
CUP2026 | SHIELD



Match made in Heaven!



Introduction

The **Bens Wesley Annual Cricket Encounter** is one of the most anticipated fixtures in the schools' cricket calendar, bringing together two of Sri Lanka's most respected educational institutions, St. Benedict's College and Wesley College. With a proud history of tradition, sportsmanship, and camaraderie, this annual encounter has grown to become more than just a cricket match; it is a celebration of school spirit, community, and the enduring bond between two institutions that have produced some of the finest sportsmen in the country.

Drawing the participation of students, alumni, parents, and well wishers, the encounter offers an excellent platform for brands and organizations to connect with a passionate and engaged audience.

By partnering with us, sponsors have the opportunity to not only support school cricket but also to associate their brand with values of excellence, teamwork, and tradition.



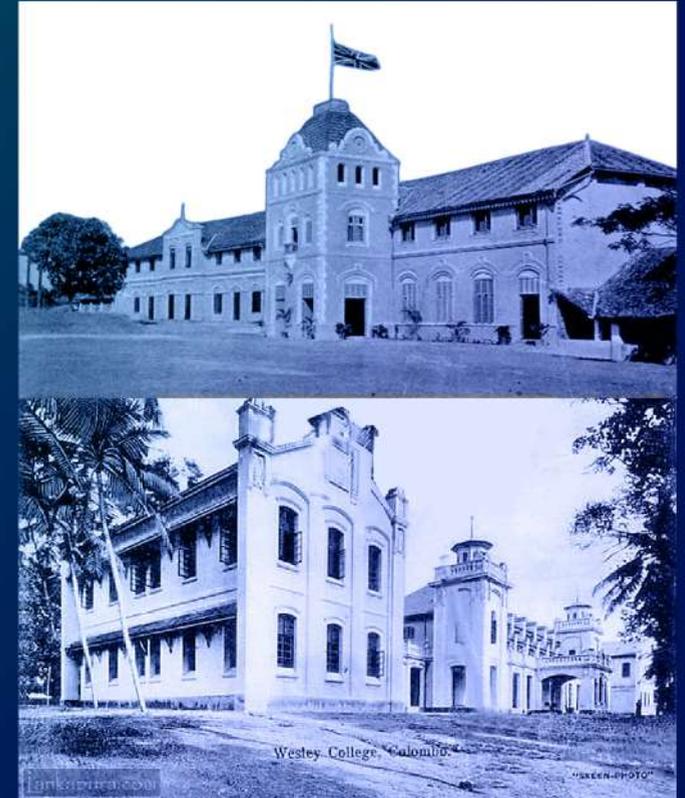
History

Celebrating a Legacy of 130 Years

For over 130 years, the annual cricket encounter between St. Benedict's College and Wesley College has been a celebrated tradition, showcasing the legacy and sportsmanship of two of Sri Lanka's most historic institutions. Both schools, with rich histories spanning over a century, have produced talented cricketers who have represented Sri Lanka on national and international stages.

This encounter is more than just a match, it's a celebration of camaraderie, unity, and an enduring bond. For students, alumni, and supporters, it's a chance to honor past cricketing heroes, spotlight emerging talent, and uphold the spirit of friendly rivalry that defines this historic event.

The Bens-Wesley Cricket Encounter stands as a testament to tradition, respect, and pride shared across generations.



Our Mission



To celebrate the
BENS - WESLEY
cricketing tradition while nurturing
young talent and inspiring the
next generation of cricketing stars.



The Legends & Stars

Produced by Bens-Wesley

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- Mahadevan Sathasivam
- Ranjit Fernando
- T Shammuganathan
- Dr. Cyril Ernest
- LE Bakelman
- SE Christofelsz
- NM Christofelsz
- Anton Sethupathy
- AT Pollocks
- WD Rozairo
- Lionel Fernando
- Ranjan Goonathilake
- Farveez Maharooof
- Jeffrey Vendersey
- Maheesh Theekshana



Tournament Overview



Experience three days of live-wire cricketing action across two thrilling formats – the classic two-day Test match and the high-energy one-day encounter – while maximizing brand visibility and engagement with a passionate audience.



The Cartman Cup

The Two Day Encounter:
The two-day encounter is played for Cartman Cup which is in memory of former Principal of Wesley College Rev. James Cartman.

Date: 20th & 21st of March 2026
Venue: P. Sara Grounds
Time: 9.30 AM onwards



The Luke Shield

The One Day Encounter:
The 50 over encounter is played for Luke Gregory Shield which is in memory of former Provincial Visitor and Director of St. Benedict's College Rev. Bro. Luke Gregory FSC

Date: 11th of April 2026
Venue: SSC Grounds
Time: 9.30 onwards



The Trophy and the Shield

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Two cricketing powerhouses go head-to-head, battling for the prestigious

Cartman Cup and Luke Shield.

A showcase of skill, tradition, and school pride on the field.



The Audience

The Bens-Wesley Annual Cricket Encounter stands as a global celebration of heritage, community, and cricketing spirit attracting a diverse, passionate audience in a vibrant atmosphere that honors tradition and school pride.



Uniting over **15,000** alumni worldwide from both schools

7,000+ students and over **12,000** passionate parents

Expected Attendance: Over **5,000** current students and an estimated over **10,000** parents and old boys.



Visibility: Live telecast platforms

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Live from the pitch!

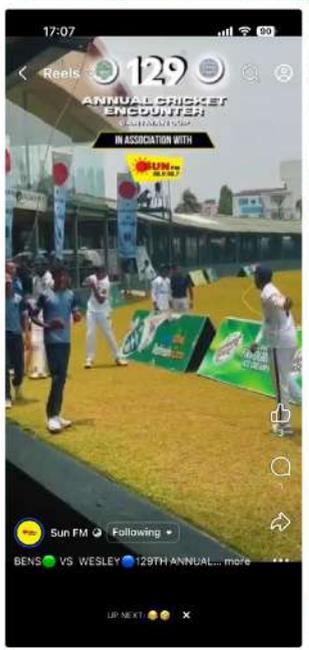
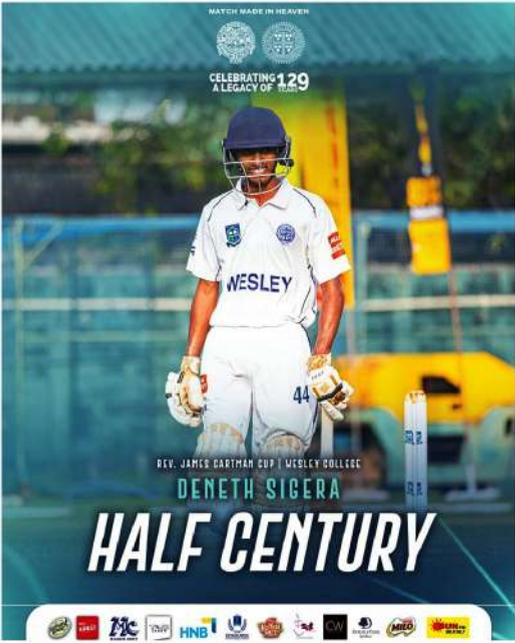
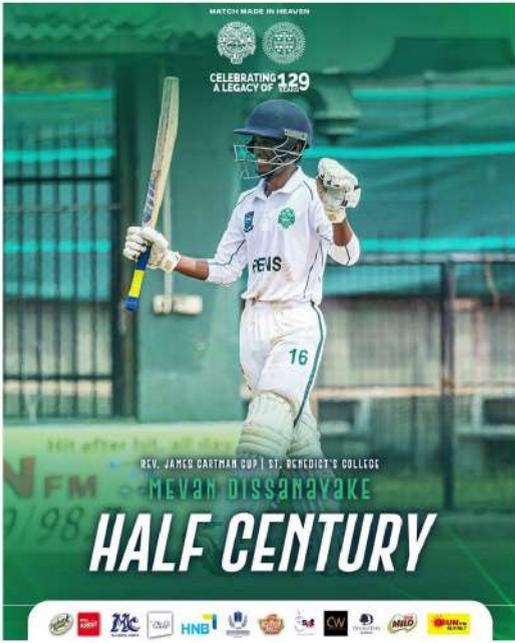
The Bens-Wesley Annual Encounter comes to you on your favorite screens, bringing every run, wicket, and cheer to life.



Last year: Digital Promotions

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Digital Partners



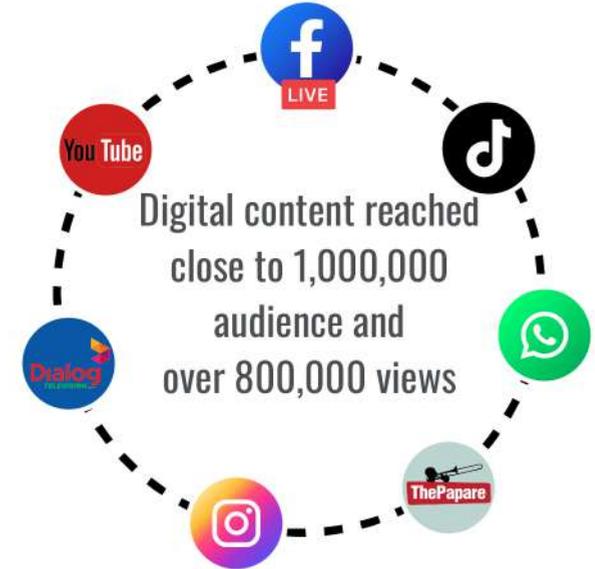
Last year: Visitors, Viewerships and the reach

Current Students & Staff

Old Boys & Families

Past Cricketers & Cricket Enthusiast

Parents & Friends



Overall Post Event Stats 

DIGITAL PLATFORMS STATS

PLATFORMS	REACH	VEWS	ENGAGEMENT
DIGITAL CONTENT (FACEBOOK, TIKTOK, WEBSITE)	935,939	800,497	21,757
LIVE STREAM (FACEBOOK, YOUTUBE, WEBSITE)	355,778	285,832	9,091



Sponsorship Packages

Bens – Wesley Encounter – Sponsor Partner Opportunities

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Your brand at the center of every run, wicket, and roar.

	 PLATINUM	 GOLD	 SILVER	 PARTNER
Event hoarding at both the school – road front (Logo display)	✓	✓	✓	
Ground Patch 12ft x 12ft or 144sq ft area – Bowling end both sides	✓	✓		
Ground Patch 12ft x 12ft or 144sq ft area – Mid wicket one side	✓	✓	On Availability	
A-boards at the grounds – standard 10 ft x 3ft	✓	✓	✓	✓
Flags (Ground and Outside ground)	✓	✓	✓	✓
Boundary Markers/runners (Toblerone) Two sides 24inch x 4inch	✓	✓	✓	✓
LED wall at the ground - One day match only	✓	✓	✓	✓
Merchandising Stall / vehicles 10x10 (Ft max) - Outside the ground area	On Availability			
Drinks Cart branding	On Availability		✓	✓
Match Kit Branding *Refer match kit branding page	✓	✓	✓	

*Ground/Venue branding and logistical cost to be borne by the sponsors



Sponsorship Packages

Bens – Wesley Encounter – Sponsor Partner Opportunities



PLATINUM



GOLD



SILVER



PARTNER

	PLATINUM	GOLD	SILVER	PARTNER
Match Kit Branding	✓	✓	✓	
Umpire Kit Branding		On Availability		✓
Wicket Branding	✓			
Score board - Two sides branding	✓	On Availability		
Press conference Logo on Back drop	✓	✓	✓	✓
Press conference Sponsorship hand over /Cheque	✓	✓	✓	✓
Live Telecast Studio Backdrop	✓	✓	✓	✓
TV – Live Telecast Brand Exposure				
- 15 sec TVC	✓	✓	✓	✓
- Logo Rotation (Top left corner)	✓	✓	On Availability	
- L and Horizontal Crawlers	✓	✓	✓	✓
- Replay Bridge	✓	On Availability		

*Ground/Venue branding and logistical cost to be borne by the sponsors



Sponsorship Packages

Bens – Wesley Encounter – Sponsor Partner Opportunities

	 PLATINUM	 GOLD	 SILVER	 PARTNER
Social Media Posting	✓	✓	✓	✓
- TVC 15 sec	✓	✓	✓	✓
- Logo Placement on E-Flyers	✓	✓	✓	✓
- Logo Placement on Video Reels	✓	✓	✓	✓
Logo Placement on Award Ceremony Backdrop	✓	✓	✓	✓
Logo on the Match Press conference Backdrop	✓	✓	✓	✓
Souvenir Full Page Ad	✓	✓	✓	✓

*Ground/Venue branding and logistical cost to be borne by the sponsors

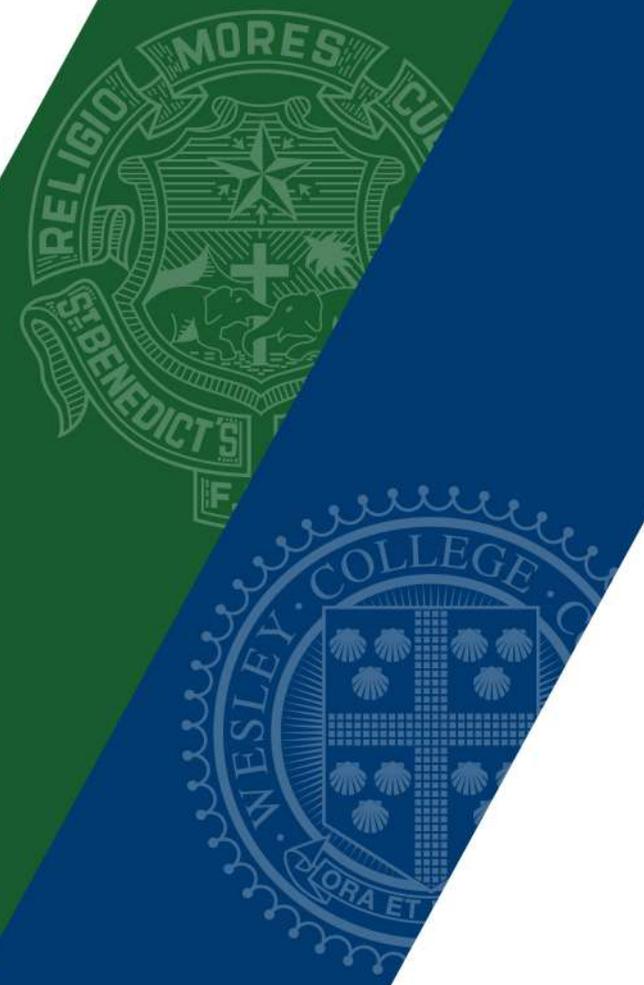


Your Sponsorship: Return on Investment (ROI) Analysis



“ **Every Package** is crafted to deliver Exceptional Brand Benefit value through **Visibility, Reach, and Engagement** ”



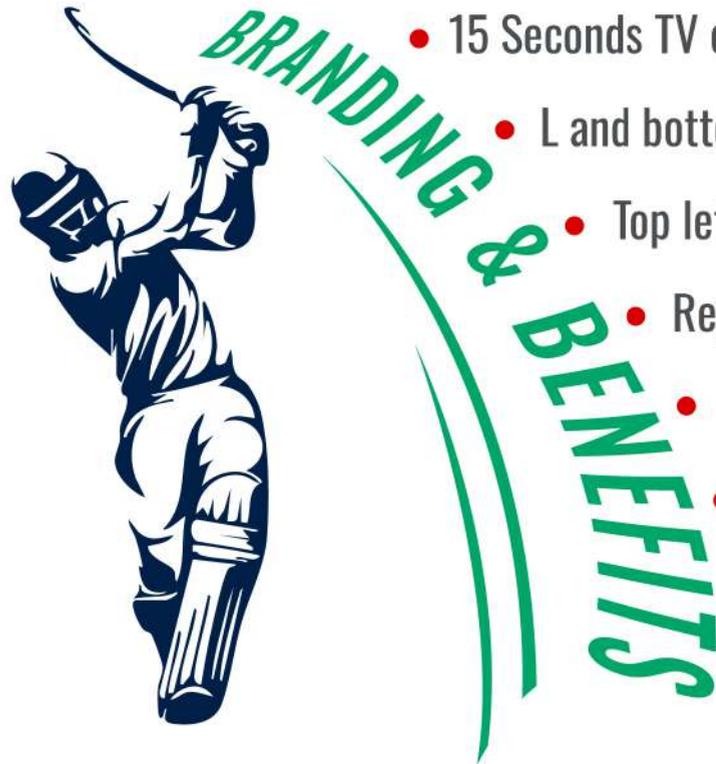


Partner Categories

- CARBONATED DRINKS
- INSTANT NOODLES
- JUICE
- DAIRY
- SPORTS GEAR
- SKIN CARE
- TOOTHPASTE
- DEO
- MERCHANDISE
- CLOTHING
- HOTEL / ACCOMMODATION
- SHAMPOO
- TELCO
- WATER
- INSURANCE
- BANKING
- MALT
- PIZZA
- HOT DOG
- TV
- ICE CREAM
- FAST FOOD
- RADIO
- SHORT-EATS
- VEHICLE BRAND
- EDUCATION
- CTC
- EYEWEAR
- CLOTHING
- BISCUIT
- TRANSPORT
- PRINT MEDIA
- SOAP



Branding and Benefits - Media Coverage



- 15 Seconds TV commercials during the live telecast
- L and bottom crawlers during the live telecast
- Top left corner logo placement on live telecast for 4 brands on a rotational basis
- Replay bridge (transition during the replay of each ball) logo placement for 2 brands
- Logo on the match press conference backdrop
- Logo on the commentary box backdrop
- Logo on the live studio backdrop and product placement opportunity

**Unmatched broadcast visibility that puts
your brand in the spotlight.**



Branding and Benefits - Venue branding



- 12 Ft x 12 Ft Ground patch on the both bowling ends and midwicket areas.
- A boards along the boundary line.
- Boundary riders.
- Flags in and around the grounds as well as at the March press conference venue.
- Event hoarding on the road front of both schools which will include the sponsor logos.
- LED wall at the ground in which sponsor logos and commercials will be played (50 over match only).
- Wickets branding.
- Drinks Cart branding.
- Branding at the both sides of the scoreboard.
- Merchandise stalls and vehicles placement.
- Logo on the award ceremony backdrop.

**Be seen where the action happens -
right at the heart of the battlefield.**

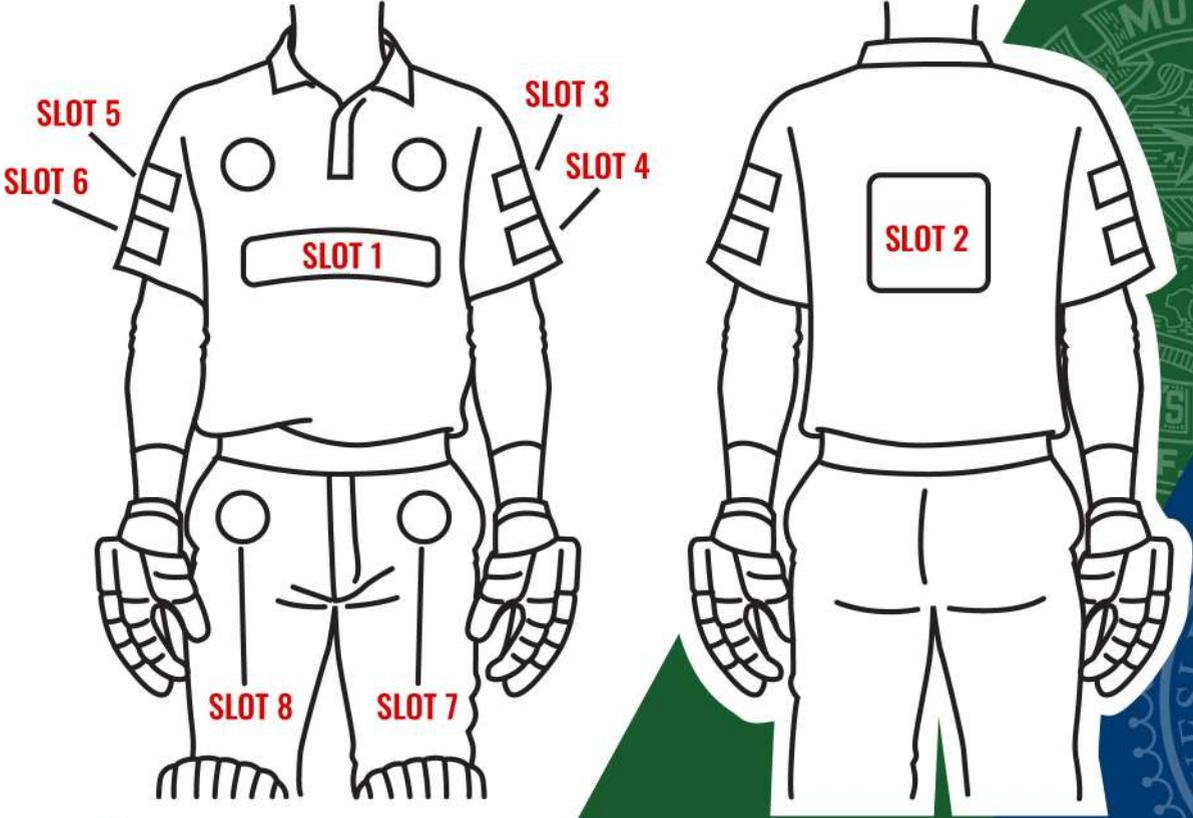


Branding and Benefits - Players Kit

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- Slot 1: Front of the shirt
- Slot 2: Back of the shirt
- Slot 3: Left top sleeve
- Slot 4: Left bottom sleeve
- Slot 5: Right top sleeve
- Slot 6: Right button sleeve
- Slot 07: Left top pant
- Slot 08: Right top pants



**Your logo in motion - seen with every
stride, swing, and celebration.**



Events:

Beyond the match - where your brand connects, engages, and stands out



- Bens Vehicle Parade on the match day
- Wesley College Walk on the match day
- Old Boys Cricket Encounter
- Teachers Cricket Encounter
- Prefects Cricket Encounter



Commitment to CSR

More than a match -
a shared commitment to uplift and educate.



Rev. Bro. Joseph Jeyakanthan, Principal of De La Salle College, receiving a cheque of Rs. 500,000.00 from the Bens/Wesley Cricket Committee as part of their CSR initiative for the year 2024 - a gesture of solidarity and support towards sports development.



Supporting under privileged schools to uplift their education and extra curricular activities with the proceeds from the Bens Wesley Annual Encounter



Play for a purpose

for the Love of Children

- Promote **SOS Children's Village** Sri Lanka's mission through digital, print and live event exposure
- Attract and engage new CSR partners from corporate sectors and raise sponsorships
- Create lasting community partnerships that empower children and families in need

