

Partnership Presentation

Deloitte.

ABU DHABI T10

**THE NEXT INNINGS
STARTS HERE**



experience
abu dhabi

Abu Dhabi
Sports Council

ABU DHABI
CRICKET & SPORTS HUB

UAE
Cricket

ABU DHABI T10



WELCOME TO ABU DHABI



ABU DHABI T10

A WORLD CENTRE FOR INTERNATIONAL SPORT

As a driving pillar in our strategic mandate, Abu Dhabi Sports Council is committed to bringing world-class events to this emirate. We want Abu Dhabi to be known as a world-class sporting hub with a strong reputation as a host and organiser of top-tier international standard events, with cricket at the centre of this ambition.

The T10 format is close to our hearts, having hosted seven editions of the tournament since 2019. We want to inspire future champions from the ranks of both Emirati and UAE resident youth, and we believe the T10 will continue to deliver on our highest of international ambitions, while creating a developing nest for our growing community program.

The future for the Abu Dhabi T10 is not possible without the incredible support of His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan, Chairman, Emirates Cricket Board and Chairman, Abu Dhabi Cricket & Sports Hub. His Excellency's support for cricket in Abu Dhabi has been limitless and we are eternally grateful for his support.

It is my pleasure to welcome our potential partners to the Abu Dhabi T10. We can't wait for the T10 future!

His Excellency Aref Al Awani

Chairman - Board, Abu Dhabi Cricket & Sports Hub

General Secretary - Abu Dhabi Sports Council



ABU DHABI T10

IN PARTNERSHIP WITH DEPARTMENT OF CULTURE AND TOURISM - ABU DHABI, **THRU TO 2028**

“We are proud to extend our partnership with Abu Dhabi Cricket & Sports Hub to host the dynamic Abu Dhabi T10 for another five seasons. This event amplifies the emirate’s standing as a global sporting hub, drawing fans from around the world to our remarkable destination. Spectators can look forward to displays of skill from the very best cricketing talent while enjoying superior levels of service and hospitality, unique attractions, and the warm welcome for which Abu Dhabi is renowned,”

HE Saleh Mohamed Al Geziry,
Director General - Tourism at DCT Abu Dhabi



experience
abu dhabí

August 2024 - Partnership Announcement Extension

GLOBAL LEGACY

DRIVEN BY DESIRE TO LEAVE A POSITIVE LEGACY



“HE WHO DOES NOT KNOW
HIS PAST CANNOT MAKE THE
BEST OF HIS PRESENT AND
FUTURE, **FOR IT IS FROM THE
PAST THAT WE LEARN.**”

SHEIKH ZAYED BIN SULTAN AL NAHYAN

Former President of the United Arab Emirates

ABU DHABI T10

GLOBALLY CONNECTED

Nestled in the heart of the Middle East, Abu Dhabi is conveniently linked to major cities around the globe, with the main hub - Zayed International Airport – serving more than 100 destinations across six continents. As a leading international destination for business, tourism and sport, Abu Dhabi provides franchise owners with access to global audiences, strategic commercial opportunities and one of the world's most dynamic business ecosystems.

Supported by world-class infrastructure, international air connectivity and a reputation for delivering major global events successfully, Abu Dhabi offers the ideal platform for the continued growth of the Abu Dhabi T10.



THE FUTURE STARTS **NOW**

ABU DHABI T10 



THE POWER OF CRICKET

Cricket is one of the world's most followed sports, with a global fan base exceeding **2.5 billion** people.

Driven by passionate audiences across India, Pakistan, Bangladesh, England, Australia, South Africa and the Middle East, cricket continues to generate significant growth across broadcast, sponsorship, digital media and fan engagement.

The Abu Dhabi T10 sits at the intersection of sport, entertainment, media and innovation, providing a unique platform for investors, franchise owners and commercial partners to connect with one of the most engaged sporting audiences in the world.



1.2B+

CUMULATIVE
REACH

\$ 512M+

CURRENT VALUE
(GSIQ REPORT)



581

PLAYERS
REPRESENTED



4.8M+

COMBINED SOCIAL MEDIA
FOLLOWERS



26

NATIONALITIES
REPRESENTED



9

SEASONS DELIVERED
SINCE INCEPTION

ABU DHABI T10

OUR NEXT INNINGS

Following seven successful editions in Abu Dhabi and for the first time, franchise ownership opportunities are being made available through a global tender process, creating a new generation of long-term partners in one of world cricket's most exciting growth properties.

Backed by Abu Dhabi and built on a proven platform, this is a rare opportunity to become a Founding Franchise Owner in one of world cricket's most exciting growth opportunities.



THE REGION'S NUMBER ONE SPORTS HUB



01. **WE WELCOME**
755,000

SPORTS PARTICIPANTS
PER YEAR AT ABU DHABI
CRICKET & SPORTS HUB

02. **OPEN**
365 DAYS

ABU DHABI T10

03. **28**
SPORTS

05. **65**
OPERATORS

04. **74%/26%**
MALE TO FEMALE

06. **12,500+**
FOOTFALL PER WEEK

ABU DHABI T10

THE ABU DHABI T10 SO FAR

Since its shift to Abu Dhabi in 2019, the T10 format has redefined cricket entertainment, creating a fast-paced, fan-first tournament built for modern audiences.

The Abu Dhabi T10 has delivered global broadcast reach, attracted leading international sponsors and established itself as one of the most innovative events in world cricket.

Today, under the stewardship of Abu Dhabi Cricket & Sports Hub, supported by the Abu Dhabi Sports Council, the Abu Dhabi T10 enters its next phase - our 'NEXT INNINGS' - built on a proven legacy and positioned for long-term growth.



GLOBAL AUDIENCE GROWTH

The tournament has attracted hundreds of millions of viewers worldwide and received ICC recognition, with its festival-style atmosphere helping expand its international footprint year after year.



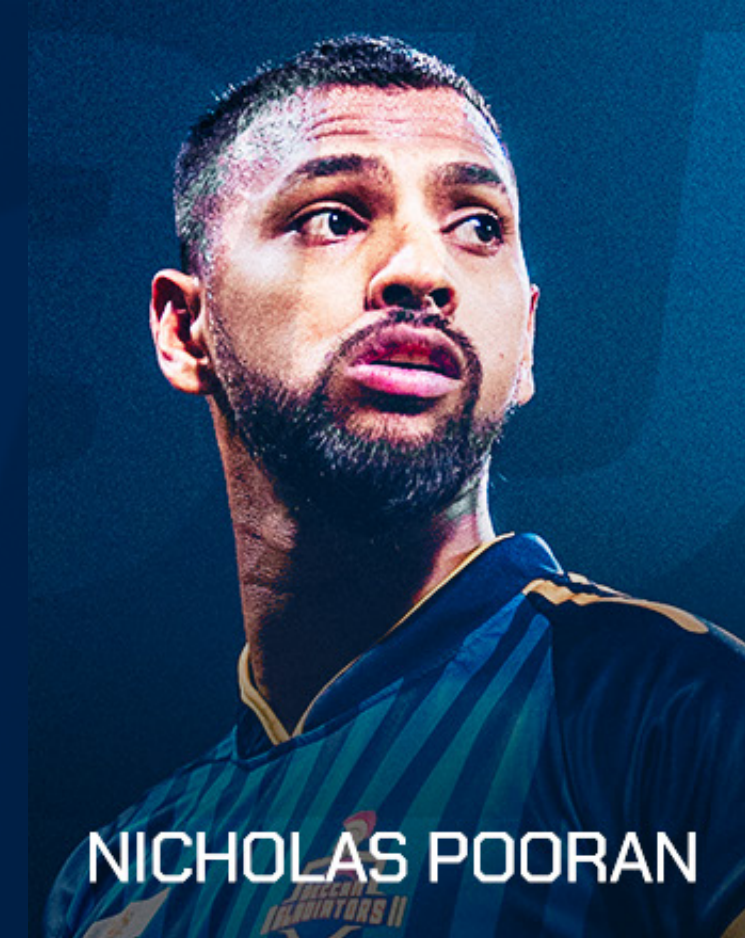
WORLD-CLASS TALENT

Abu Dhabi T10 consistently attracts some of the biggest names in world cricket, with international stars delivering high-impact entertainment.



GLOBAL DISTRIBUTION

- Broadcast in 100+ countries
- Available across major TV and digital platforms
- Strong social media and digital engagement



NICHOLAS POORAN



JOS BUTTLER



ANDRE RUSSELL



TYMALL MILLS



FAF DU PLESSIS

ABU DHABI T10

OUR FUTURE - BACKED BY GOVERNEMENT. BUILT ON INTEGRITY

All commercial rights are now owned by Ashra Events L.L.C. a company registered in Abu Dhabi and 100% owned by Abu Dhabi Cricket & Sports Hub (ADCSh). Ashra is the Arabic numeral '10'. With Government ownership and a clear long-term framework, owners can invest with confidence.

The tournament is endorsed by Abu Dhabi Sports Council (ADSC) and has been proudly supported by the Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi) since 2019. The Emirates Cricket Board has officially sanctioned every edition of the Abu Dhabi T10 since inception.

Our Leadership

- **Chairman** - His Excellency Aref Al Awani - General Secretary, Abu Dhabi Sports Council
- **CEO** - Matthew Boucher - CEO of Abu Dhabi Cricket & Sports Hub
- **Overall Governance** - Via the Governing Council (GC) and Player Management Committee (PMC), with personnel appointed by 1 August 2026.

Our approach to integrity is non-negotiable and we will work, closer than ever, with the Anti-Corruption Unit (ACU) of the ICC. We will be introducing enhanced regulations, immediate provisional suspensions for any suspected breach, mandatory education and advanced monitoring. Only players approved by the PMC and included on the final player lists will be eligible to participate in the Abu Dhabi T10.



JOIN OUR **TEAM OWNERSHIP FAMILY**

Eight founding franchises will be available during the 2026 'Global Tender Process' for the Abu Dhabi T10. Each Franchise Agreement grants 50-year franchise rights, providing investors with exclusive ownership of one of our Abu Dhabi T10 franchises and the ability to build, grow and realise value from a long-term sports asset.

Key Ownership Benefits

1. 50-Year franchise Rights

Each Franchise Agreement grants 50-year franchise rights, providing long-term certainty and the opportunity to build a valuable and enduring sports asset over multiple generations.

2. Ownership Of Team Intellectual Property

Franchise owners retain exclusive ownership of their team intellectual property, including the team name, logo, trademarks, social media channels, merchandise rights and team sponsorship inventory. These rights form the foundation of a valuable and transferable commercial asset.

3. 100% Retention Of Team Commercial Revenues

Franchise owners retain 100% of all team-generated sponsorship, partnership and commercial revenues, providing complete control over the commercial growth and monetisation of their franchise.



JOIN OUR **TEAM OWNERSHIP FAMILY**

4. **Build Long-Term Franchise Value**

Owners have the ability to grow franchise value through commercial partnerships, fan engagement, brand development, community initiatives and the expansion of team-specific revenue streams. As the Abu Dhabi T10 platform continues to grow, franchise owners directly benefit from the value created within their own teams and brands.

5. **Transferability And Exit Opportunities**

Following an initial three-year lock-in period, franchise ownership interests may be transferred, creating potential liquidity and the opportunity to realise value from franchise appreciation over time.

6. **Founding Owner Advantages**

The first eight franchise owners will receive Founding Franchise status and benefit from preferential rights in relation to future expansion opportunities and selected strategic initiatives. Future franchise opportunities may be subject to different commercial terms and may not include the rights, protections and strategic advantages afforded to Founding Franchise Owners.



JOIN OUR **TEAM OWNERSHIP FAMILY**

7. Government-Backed Platform

The Abu Dhabi T10 operates within a Government-backed sporting framework supported by Abu Dhabi Sports Council, Abu Dhabi Cricket & Sports Hub and the Emirates Cricket Board, providing investors with institutional support, credibility and long-term operational stability.

8. Participation In A Growing Sports Ecosystem

Franchise owners will be able to participate in the continued growth of the Abu Dhabi T10 and the wider Abu Dhabi sporting ecosystem, benefiting from the emirate's position as a leading destination for sport, tourism, entertainment and international business.

9. Franchise Economic Model And Supporting Data

Detailed commercial terms, franchise economics and ownership documentation will be made available to shortlisted applicants progressing to Stage 2 of the Invitation to Tender Process. This process will be administered independently by a leading international professional services firm as part of the formal franchise selection process.





**JOS
BUTTLER**



**NICHOLAS
POORAN**



**CHRIS
GAYLE**



**FAF
DU PLESSIS**



**HARBHAJAN
SINGH**

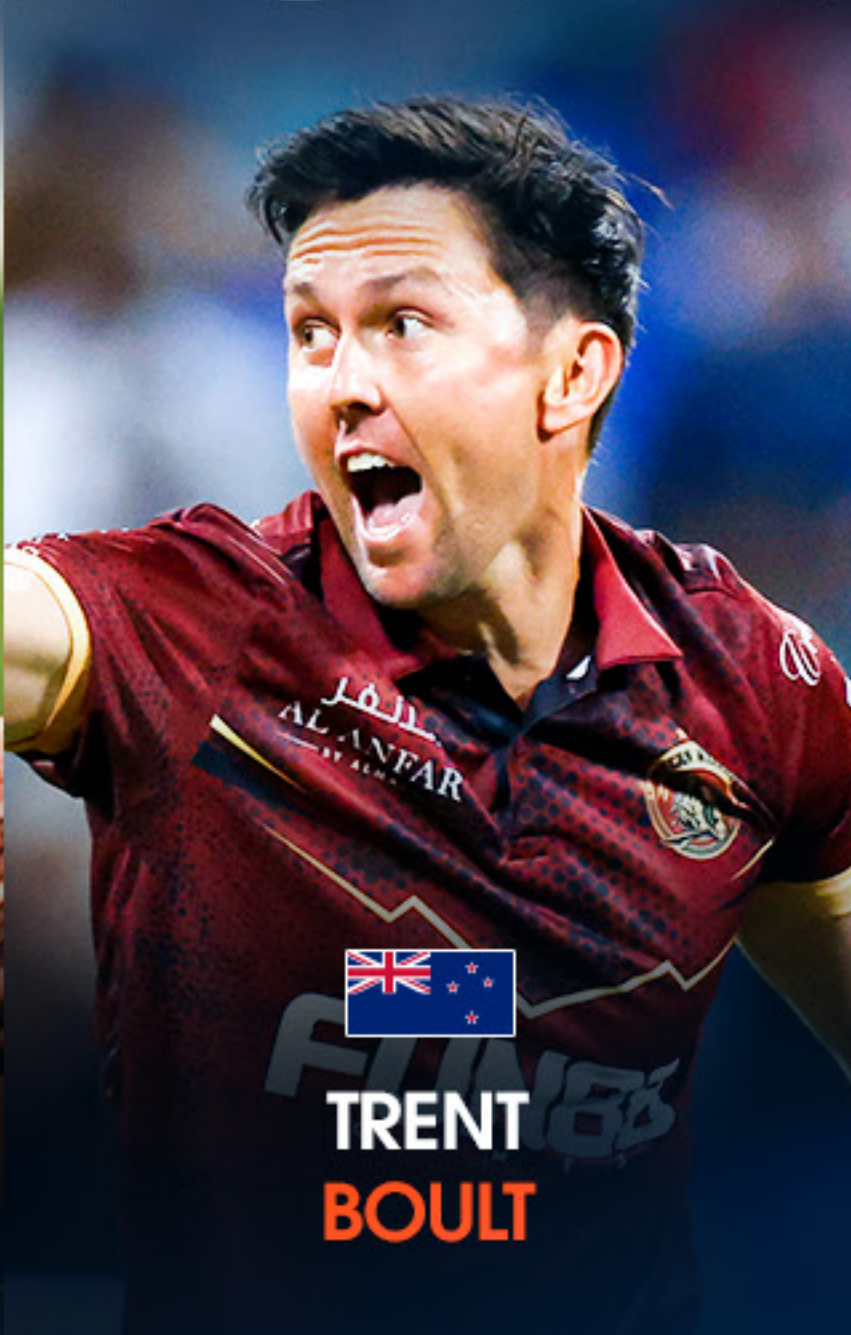


**EOIN
MORGAN**

ABU DHABI STARPOWER



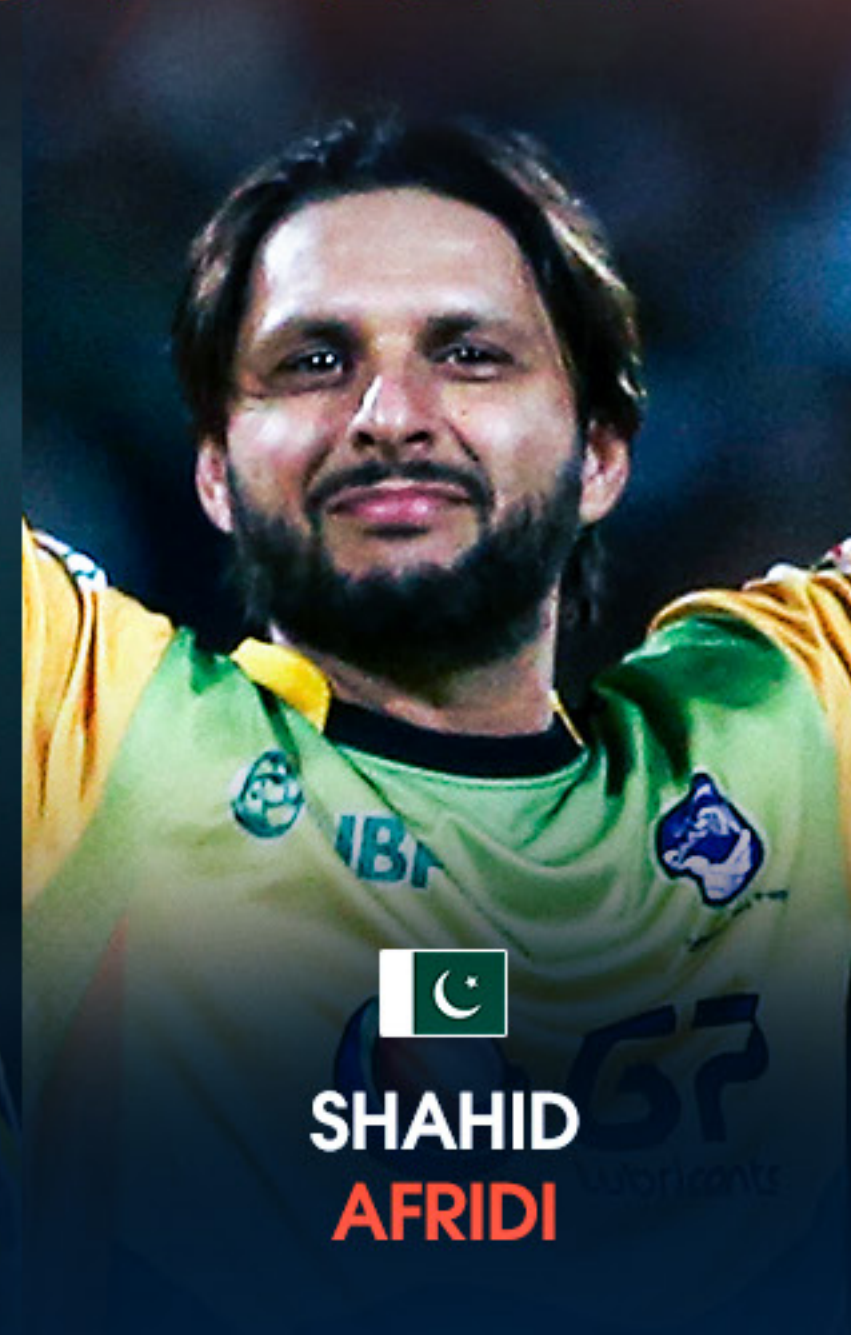
**KIERON
POLLARD**



**TRENT
BOULT**



**PHIL
SALT**



**SHAHID
AFRIDI**



**ANDRE
RUSSELL**



**RASHID
KHAN**



**JONNY
BAIRSTOW**



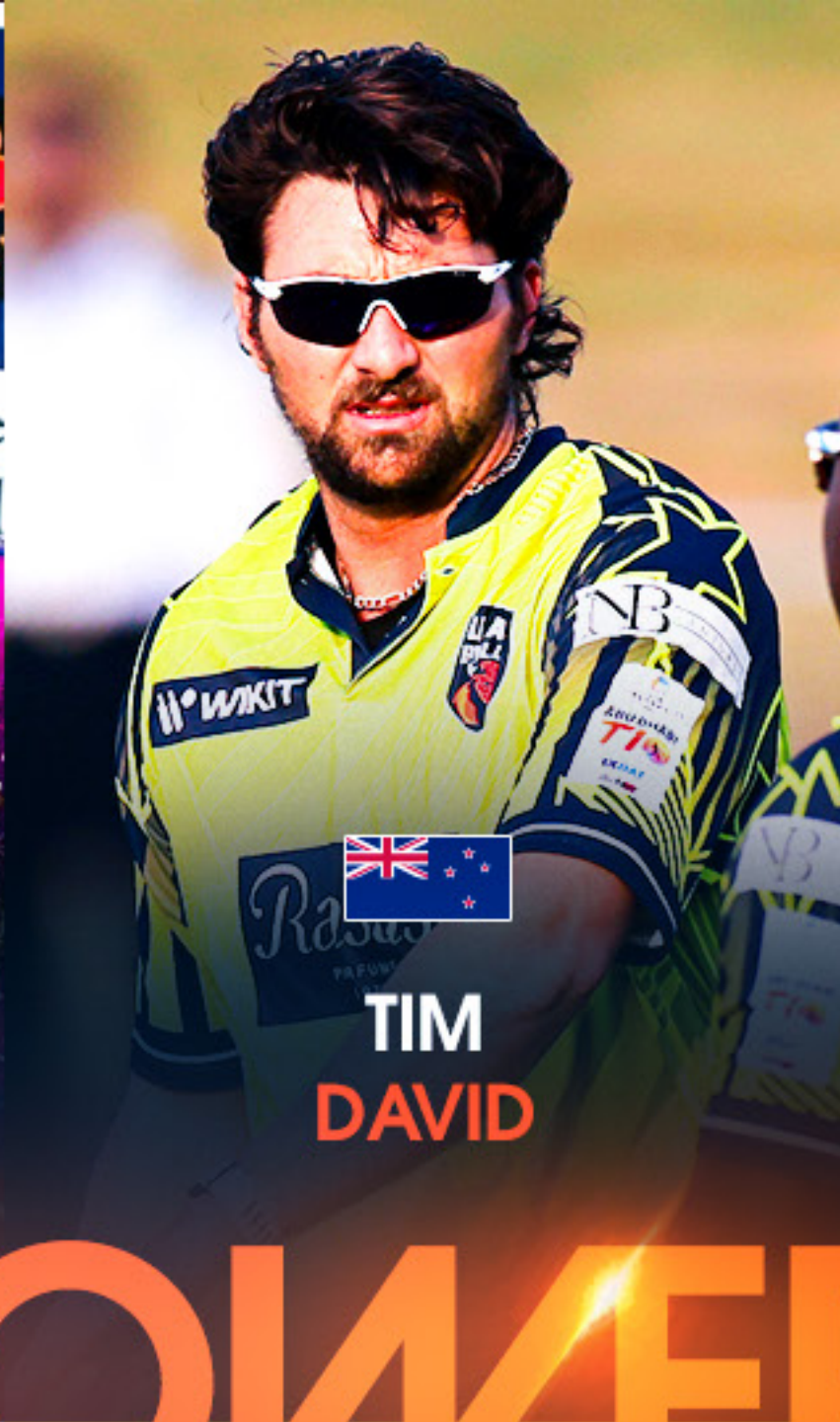
**MARCUS
STOINIS**



**RAHMANULLAH
GURBAZ**



**DAVID
MILLER**



**TIM
DAVID**



**SUNIL
NARINE**

ABU DHABI STARPOWER



**LIAM
LIVINGSTONE**



**DWAYNE
BRAVO**



**DINESH
KARTHIK**



**QUINTON
DE KOCK**



**WANINDU
HASARANGA**



**SHADAB
KHAN**

ABU DHABI T10

DELIVERING A SUPERSTAR PLAYING FIELD FOR 2026

The squad composition for the 2026 event is as follows:

- 1 x Icon
 - 2 x Platinum
 - 3 x Category A
 - 3 x Category B
 - 3 x Category C
 - 3 x UAE Stars
 - 1 x UAE Emerging
 - 1 x Associate Hero
-
- The maximum squad size is 18 players.
 - All squads must include a minimum of 4 x players from the United Arab Emirates (UAE) and Associate Nation 'Hero'.
 - Each starting (playing) XI must include a minimum of 2 x players from the UAE.



DELIVERING A SUPERSTAR PLAYING FIELD FOR 2026

- Player operations for the Abu Dhabi T10 are run by the independent PMC; a confidential body of individuals who analyse and implement the key player decisions for the Event.
- The PMC manages all areas of player integrity and is empowered with the direct communication line to the ICC ACU.
- Key 2026 considerations for each team:
 1. Teams will be able to direct sign a maximum of 3 x players: 1 x ICON and 2 x Platinum level players. All direct-signed players require the approval of the PMC.
 2. To help build fan loyalty and identity, the PMC will permit multi-year player agreements for direct-signed players, at the discretion of each franchise.
 3. Teams must be captained by their ICON player.
 4. All remaining players will be selected via The Draft, slated to take place in early September. All contracts issued via The Draft will be 1-year in duration with retention rights to be agreed in early 2027.
 5. The total guideline player budget for 2026 will be US \$400,000.
 6. The player fee assigned for ICON and Platinum players is purely a guide and teams may offer higher fee to direct sign top-tier talent.
 7. Based on historic operating costs, a further US \$55,000 is projected for coaching and support staff. For the purposes of integrity, all coaches, all higher management and all support staff will require the approval of PMC prior to team contracting.
 8. The final budget remains at franchise discretion.



WELCOME TO THE **T10 MAJLIS**

The T10 Majlis is the private ownership network of the Abu Dhabi T10, created exclusively for our franchise owners and their selected guests.

More than a hospitality programme, the T10 Majlis is designed to integrate owners into Abu Dhabi's sporting, cultural and business ecosystem, providing unique access to relationships, experiences and opportunities that extend far beyond the tournament itself.

Members benefit from premium hospitality throughout the Abu Dhabi T10, dedicated concierge support and access to a curated calendar of sporting, cultural and business events across the Emirate. From the Abu Dhabi Golf Championship to the Etihad Airways Abu Dhabi Formula 1 Grand Prix to exclusive networking opportunities and leadership forums, the T10 Majlis provides curated access to Abu Dhabi's wider sporting, culture and business ecosystems.

Ownership of an Abu Dhabi T10 franchise is more than an investment in a sports team - it is an invitation to become part of our Abu Dhabi family.



WELCOME TO THE **T10 MAJLIS**

Premium Tournament Hospitality

- Exclusive hospitality and VIP experiences throughout the Abu Dhabi T10, including access to owner lounges, private networking events and premium seating for key matches and league functions.

Exclusive Event Access

- Priority access to selected Abu Dhabi events and experiences, cultural festivals, concerts and other major sporting and entertainment properties.

Dedicated Concierge Services

- Year-round concierge support for travel, accommodation, hospitality, transport and selected lifestyle requirements within Abu Dhabi and the wider UAE.

Business and Leadership Network

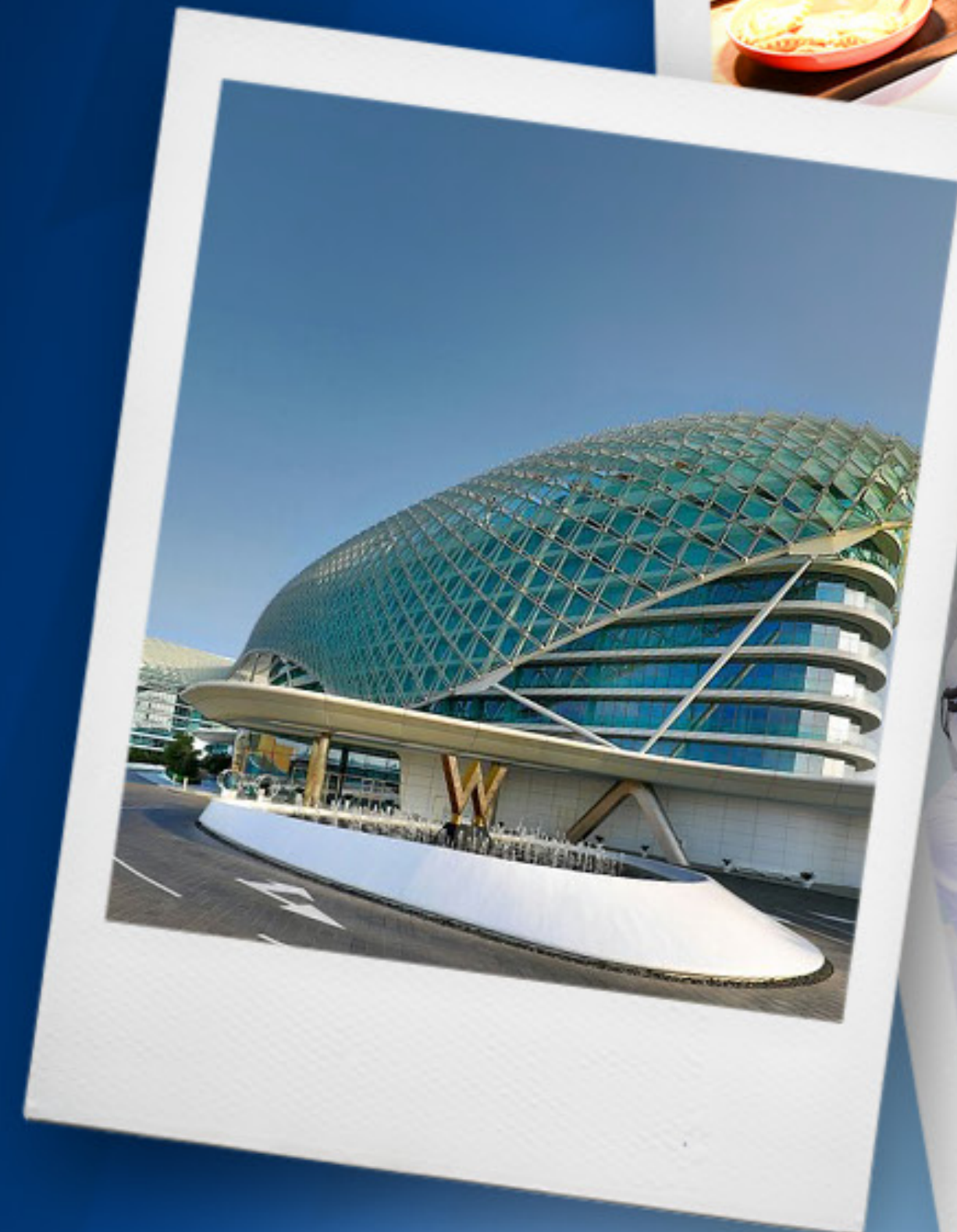
- Opportunities to engage with senior business leaders, investors, entrepreneurs, government stakeholders and strategic partners from across the UAE, India and international markets.

Curated Networking Experiences

- Private dinners, leadership forums, business receptions and invitation-only events designed to facilitate meaningful introductions and long-term relationships.

Community Impact

- Franchise owners are encouraged to develop their own corporate social responsibility initiatives and community programmes in partnership with ADCSH.



TIMELINE & NEXT STEPS



JULY

4 - 27 July 2026

- Abu Dhabi T10 future team application window opens.
- Stage 1 of global invitation process begins.
- Interested parties can access qualification information via www.AbuDhabiT10.Com

28 July - 9 August 2026

- Stage 1 qualification process complete.
- Data room open for qualified stage 2 bidders.



AUGUST

9 August 2026

- Invitation to Bid process - deadline

10 - 11 August 2026

- Invitation to Bid process - evaluation
Government decision-making

12 - 16 August 2026

- New teams announced via structured Communications pipeline

12 - 28 August 2026

- Player registration window

17 August - 7 September 2026

- Direct signing window



SEPTEMBER

8 September 2026

- Player List release to Teams

15 September 2026

- 2026 Abu Dhabi T10 Draft.



NOVEMBER

2026 Abu Dhabi T10
7 - 20 November 2026

Deloitte.

SHUKRAN!

ABU DHABI T10

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