



SOMMERSVILLE FESTIVAL

U15 CRICKET



PRETORIA BOYS HIGH SCHOOL

23 – 27 SEPTEMBER 2026

EVENT SPONSORSHIP OPPORTUNITIES

18 Schools · 36 Matches · Four Days · Streamed Live

MY HISTORY. MY SCHOOL. MY LEGACY.

THE SOMMERVILLE U15 CRICKET FESTIVAL

In 2026, Pretoria Boys High School celebrates 125 years of excellence, tradition and brotherhood. In the same milestone year, the School hosts the Sommerville U15 Cricket Festival — bringing eighteen of South Africa's most established schools to Pretoria for four days of cricket at the level where the next generation of players is made.

Teams arrive on 23 September and play from the 24th to the 27th across four venues: Pretoria Boys High School, St Alban's College, Afrikaanse Hoër Seunskool and Hoërskool Waterkloof. Nine matches are played every day.

The format builds across the week — Time Cricket on the Thursday and Friday, 50-over matches on the Saturday, and T20 on the closing Sunday. Thirty-six matches in total, every one of them live streamed and scored.

Schools travel from Gauteng, KwaZulu-Natal and the Western Cape. The Cape and KZN travel to Pretoria and are housed in the PBHS boarding houses for the duration, making this as much a gathering of school communities as a cricket week.

For a sponsor, that is a rare proposition: a single festival that reaches eighteen of the country's most established school communities at once, over four days, with every match streamed live and branding that boys keep and wear long after the last ball is bowled.

18

SCHOOLS

36

MATCHES

234

PLAYERS

3

PROVINCES

THE PARTICIPATING SCHOOLS

PRETORIA

Pretoria Boys High School
Afrikaanse Hoër Seunskool
Hoërskool Waterkloof
St Alban's College

JOHANNESBURG

King Edward VII School
Jeppe High School for Boys **NEW**
St John's College
St Stithians College

KZN MIDLANDS

Hilton College
Michaelhouse
St Charles College

DURBAN

Glenwood High School
Maritzburg College
Northwood School
Westville Boys' High School

WESTERN CAPE

Paul Roos Gymnasium
Bishops Diocesan College **NEW**
Wynberg Boys' High School

FORMAT

Thu 24 — Time Cricket
Fri 25 — Time Cricket
Sat 26 — 50 Overs
Sun 27 — T20

WHY UNDER 15?

Tomorrow's first teams

These boys fill the 1st XIs of eighteen leading schools within three years, and the provincial and national sides after that. A sponsor meets them first — and is remembered for it.

The most invested audience in school sport

U15 parents travel with their sons, watch every ball and follow every stream. Families are at their most engaged while boys are still finding their level.

Uncrowded, and it lasts

First-team cricket events are already heavily sponsored. Here a brand can own the space outright — on apparel a fifteen-year-old will still be wearing in matric.

SPONSORSHIP REACH & BRAND EXPOSURE

The Sommerville Festival gives sponsors access to eighteen of South Africa's most established school communities during Pretoria Boys High School's landmark 125th Anniversary year.

YOUR SPONSORSHIP INCLUDES

- **Branding on festival apparel** — 240 warm-up shirts, 40 team staff golf shirts and backpacks, and 45 PBHS staff and umpire hoodies, carrying your brand to eighteen schools across three provinces and extending its visibility long after the festival ends.
- **Live stream exposure across all 36 matches** — broadcast overlays, opening and closing billboards, and branding on every player and match highlights package.
- **Zing LED wicket branding** — your brand on the illuminated stumps, present in every stream frame and every photograph taken over four days. (Ask us to see the branding in action.)
- **On-ground presence** — Banners, teardrops and activation space across all venues, including five fields at Pretoria Boys High School, three at St Alban's College, as well as fields at Afrikaanse Hoër Seunskool and Waterkloof.
- **Exposure across PBHS digital platforms**, access to PBHS's combined audience of more than 55,200 followers, amplified further through the social media and communication channels of participating schools, extending the festival's reach across their broader school communities.
- **Inclusion in communications to a parent community of over 1,500 families** at PBHS alone, before the seventeen visiting school communities are counted.
- **Exposure to an extensive Old Boy network** across all eighteen schools, nationally and internationally.
- **Recognition in the official festival guide**, on award presentations, venue branding and all event collateral.
- **WEBSPORTS VIEWERSHIP** Comparable 2025 streams attracted 700–950 views per game. With touring teams and strong school participation, WebSports projects the potential for 1,000+ views per game, amplified through participating schools' digital channels.

125 YEARS OF EXCELLENCE.
EIGHTEEN SCHOOLS. ONE
FESTIVAL.

FESTIVAL DETAILS

Arrival: Wednesday, 23 September 2026

Matches: 24 – 27 September 2026

Departure: Sunday, 27 September 2026

Host: Pretoria Boys High School

Venues: PBHS, St Alban's College,
Afrikaanse Hoër Seunskool, Hoërskool Waterkloof

Matches per day: 9

Age group: Under 15

Broadcast: All festival matches will be live-streamed, subject to sponsorship support.

SPONSORSHIP OPPORTUNITIES EXPLAINED

To ensure meaningful brand exposure while maintaining the standing of the festival, sponsorship opportunities are limited to one Title Sponsor (minimum contribution of R120,000), three Platinum Sponsors (minimum contribution of R60,000 each) and five Gold Sponsors (minimum contribution of R30,000 each).

Each package offers a range of benefits including apparel branding, broadcast exposure, on-ground visibility, hospitality, award naming and recognition across festival collateral, as outlined overleaf.

Funds raised cover the live stream production, warm-up shirts for all eighteen visiting sides, staff apparel, and the LED wicket technology that has become a signature of the festival. Contributions beyond that are invested directly back into cricket at Pretoria Boys High School.

As event marketing and production timelines are being finalised, all sponsorship commitments must be confirmed by **28 August 2026**.

To maximise the value of your sponsorship and ensure your brand is represented professionally across all festival platforms, sponsors are encouraged to review carefully the artwork and content specifications associated with their selected package.

The quality, format and timely submission of logos, advertisements, videos and promotional material will directly influence the effectiveness of the exposure received across broadcast, print, on-site and social media channels.

The final deadline for submission of all artwork, advertisements, logos and video content is **4 September 2026**. Marketing and promotional activity commences immediately thereafter, and late submissions may affect the inclusion, placement and reach available to sponsors.

IMPORTANT — APPAREL AND LED WICKET BRANDING

Apparel is sublimated and embroidered to order, and the Zing LED wicket sets require a minimum of two weeks' lead time for artwork, approval and production. Title sponsor to appear on festival apparel or on the LED wickets must therefore confirm and submit artwork by **31 August 2026**. Commitments received after that date will be accommodated across broadcast, onground and digital channels only.

PRODUCT & ITEM SPONSORSHIP

Beyond the principal packages, selected product and item sponsorship opportunities are available, with a minimum product contribution value of R5,000. These offer brands the opportunity to contribute products, services or experiences while gaining valuable exposure to an influential audience.

SPONSORSHIP PACKAGES

	Title Sponsor	Platinum Sponsor	Gold Sponsor
Minimum contribution	R120,000	R60,000	R30,000
Packages available	1	2	4
Festival naming rights	Exclusive	✗	✗
APPAREL BRANDING			
Warm-up shirts — 240	Right sleeve	Sponsor band, right sleeve	✗
Staff golf shirts — 40	Right sleeve	✗	✗
Hoodies — 45	TBC	✗	✗
Backpacks — 40	Both carry sleeves	✗	✗
BROADCAST — 36 MATCHES			
Zing LED wicket branding	Exclusive all 9 sets	✗	✗
Opening & closing billboard	All 36 matches	✗	✗
Live streaming logo overlay	Permanent dedicated corner	Secondary corner rotation 60sec.	Secondary corner rotation 30sec.
Squeeze-backs	✓	✓	✗
Drinks Break and between innings	Full 60 sec. Advertisement	Full 30 sec. Advertisement	Static Image advertisement displayed for 15 sec.
ON GROUND			
Banners & teardrops	2 per field	2 per field	1 per field
Wall Banner (Man of the match presentation)	1 per venue	✗	✗
Pop-up activation space	✓	✓	✗
Product display	✓	✗	✗
Hospitality invites — Gala Dinner	2 guests	✗	✗
AWARDS & RECOGNITION			
Player of the Match — 36	Presented in brand name	✗	✗
Batsman / Bowler of the Festival	✓	✗	✗
Social media	3 Dedicated posts	2 dedicated posts	Mentions
DIGITAL COLLATERAL			
Digital festival magazine	Full page advert + full page advertorial	Half page advert + advertorial	Quarter page no advertorial
Digital fixtures & results boards	Premium logo placement	Logo placement	Mention in copy/tagged

ON GROUND BRANDING. Title sponsor, positioned opposite the screen and within camera view for strong broadcast visibility. Placement is subject to each venue's existing sponsor commitments and category exclusivity. Platinum Sponsor, two per field - not within streaming view. Gold Sponsor, one per field - not within streaming view.

DIGITAL & PRINT SUBMISSION SPECIFICATIONS

Digital / Print	Title Sponsor	Platinum Sponsor	Gold Sponsor
Logo submission (all sponsors)	Vector format: PDF, AI or EPS White & black background versions Due: 4 September	Vector format: PDF, AI or EPS White & black background versions Due: 4 September	Vector format: PDF, AI or EPS White & black background versions Due: 4 September
Apparel & LED wicket artwork	Vector, single colour and full colour Due: 31 August	Vector, single colour and full colour Due: 31 August	Vector, single colour and full colour Due: 31 August
Broadcast overlay	PNG, transparent 1920 × 1080 px Due: 4 September	PNG, transparent 1920 × 1080 px Due: 4 September	PNG, transparent 1920 × 1080 px Due: 4 September
Stream billboard	15 sec (no audio) 1920 × 1080 px (HD) Due: 4 September	×	×
Social media advert	1080 × 1080 px Due: 4 September	1080 × 1080 px Due: 4 September	Mentions only
School website banner advert	300 × 600 px (jpg or gif) 150kb Due: 4 September	300 × 600 px (jpg or gif) 150kb Due: 4 September	336 × 280 px (jpg or gif) 150kb Due: 4 September
Word from the sponsor	A5 Word document Arial 12pt Advertorial Due: 4 September	100 words Word document Arial 12pt Due: 4 September	×
Digital magazine advert RGB · 150dpi	A5 full page 148 × 210mm RGB, no bleed PDF or JPG Due: 4 September	A6 horizontal 148 × 105mm RGB, no bleed PDF or JPG Due: 4 September	A7 portrait 74 × 105mm RGB, no bleed PDF or JPG Due: 4 September
Banners & teardrops	Supplied by sponsor or produced at cost On site by 22 September	Supplied by sponsor or produced at cost On site by 22 September	Supplied by sponsor or produced at cost On site by 22 September

DIGITAL MAGAZINE ADVERT SPECIFICATIONS

A5 Full Page Advert 148 × 210mm · RGB · 150dpi	A7 Portrait Advert 74 × 105mm · RGB · 150dpi
A6 Horizontal Advert 148 × 105mm · RGB · 150dpi	

SUBMISSION DETAILS

WeTransfer, Google Drive share
or Fromsmash to
anchel@ujalaconsulting.com

The digital magazine is distributed online. Adverts must be supplied at the sizes shown, RGB, 150dpi, as PDF or highquality JPG. No bleed or crop marks are required. Logos must be supplied in vector format with both whitebackground and black-background versions.

Artwork received after **4 September 2026** cannot be guaranteed placement in the digital magazine or across broadcast graphics.



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Contact us to claim your place in the 2026 Sommerville Festival.

Dean Jefferson

djefferson@boyshigh.com

082 445 2923

PBHS Cricket Office

boyshigh.com

012 460 2246

Artwork submissions

anchel@ujalaconsulting.com