



DUBAI CRICKET STARS 2026

United by cricket. Inspired by Dubai.

Workforce Cricket Championship · Dubai · November–December 2026

An introduction for participating companies and partners · dates proposed



www.DubaiCricketStars.ae



A championship for the people who build Dubai



Dubai Cricket Stars is a workforce cricket championship: sixteen teams drawn from the city's labour-accommodation communities, representing their company and their camp community — with a proper kit, real umpires, an MC on the mic and their name announced when they walk out.

Tape-ball, fast format, one festival Sunday per group from November, then a Finals Day in mid-December that crowns the first Dubai Cricket Stars champion (proposed date: Sunday 13 December 2026). Companies field the teams. Partners fund the stage.



Dubai Cricket Stars is an Action Marketing Plus property.





Big hits. Bigger dreams.

Three audiences, one stage

1

For the players

For many members of Dubai's workforce, cricket has been part of life since childhood — and few have ever played in front of a crowd with their name on a scoreboard. This is that day: a kit, a crest, umpires, an MC, a medal, and photographs to send home.

2

For participating companies

An engagement programme your workforce will actually talk about, with your company recognised on the ground, in the photos and on Finals Day, and a People & Community Impact Award to take back to the office.

3

For partners

Direct, welcome engagement with Dubai's workforce communities — at the camps and on matchday — with a real community story behind it. A limited number of partners will be associated with the first edition; details on request.



The season — November to December 2026

Proposed calendar — final dates subject to venue confirmation and the team draw

SUN 1 NOV

GROUP A

Al Quoz & central camps

SUN 8 NOV

GROUP B

Jebel Ali & DIP camps

SUN 22 NOV

GROUP C

Muhaisnah & Sonapur camps

SUN 6 DEC

GROUP D

Remaining Dubai & guest camps

SUN 13 DEC

FINALS DAY

Semi-finals • 3rd place • Grand Final

SUN 20 DEC

RESERVE

Held in case a Sunday is disrupted



Before the first ball (proposed): company registration closes 9 October → draw by camp cluster 11 October → camp selections and practice through October → kits delivered and captains' briefing in the first week of November.

All matches at one community ground in Dubai — Dulsco Events Arena (Al Quoz) or Nuzul (Jebel Ali) — confirmed with the draw. Sundays only; National Day falls midweek and the Dubai 7s weekend is left free. Match dates are proposed until then.

The format — sixteen teams, one champion

Match dates proposed

GROUP A

Al Quoz & central camps

Sunday 1 November

GROUP B

Jebel Ali & DIP camps

Sunday 8 November

GROUP C

Muhaisnah & Sonapur camps

Sunday 22 November

GROUP D

Remaining Dubai & guest camps

Sunday 6 December

- Groups drawn by camp cluster, so every community has its own festival Sunday and a short bus ride
- Four teams per group, full round robin: every team plays three matches on its Sunday, one-hour slots
- One group per Sunday: six matches, a full round robin decided in one day, one umpiring crew per match
- Group stage 5 overs a side; Finals Day 6 overs in mid-December — semi-finals, third-place play-off and the Grand Final
- Tape-ball, 11 a side, squads of 14 registered players, all verified residents of the participating camp
- Ties on points decided by net run rate; knockout ties by super over — full conditions in the Rulebook



Road to the final: Winner A meets Winner C, Winner B meets Winner D. The cross is fixed and announced at the draw — every company knows its route from day one.

A match Sunday

Six one-hour slots, a full group decided by mid-afternoon



08:00

Crews on site · pitch marked · flags, photowall, PA and scoring set

08:30

Teams arrive · kit issue · captains' briefing · warm-up

09:00

Match 1 — six one-hour slots through to 15:00

12:00

Lunch service alongside match 4

15:00

Group ceremony at the photowall · the group winner qualifies

15:30

Wrap · site clear by 16:30

The experience: MC in English and Hindi/Urdu · Player of the Match after every game · team and company photos at the photowall · water, shade and lunch for players · first aid on every matchday · results to captains within the hour.

For participating companies

Your team, your colours, your camp's festival Sunday

WHAT YOUR COMPANY RECEIVES

- A team place in the first Dubai Cricket Stars
- Up to 14 registered players, three guaranteed matches, full match kit
- Company name on the fixtures, the scoreboard and the MC script
- Team and company photographs from every matchday, yours to use
- People & Community Impact Award: trophy, certificate and company medal presented on Finals Day
- Management invitation to Finals Day, with a table for the four finalist companies
- Achievement certificate for every registered player

WHAT WE ASK OF YOU

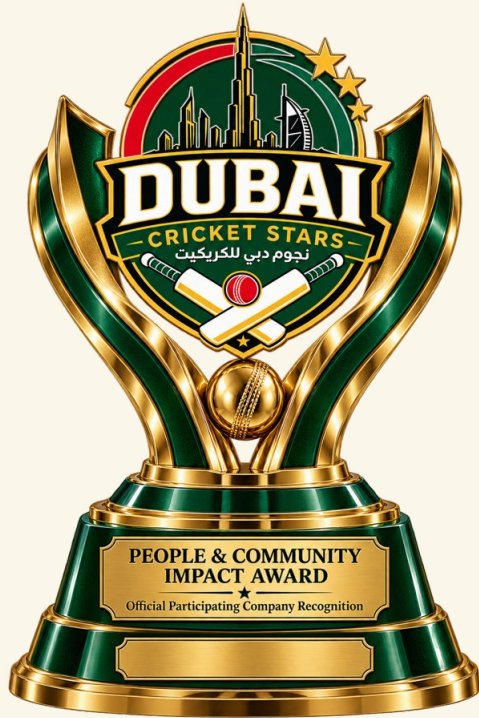
- Field one team of residents from your camp, selected by your own captain and welfare team
- A named coordinator for registration, the captains' briefing and matchday logistics
- Transport for the team and its supporters to the ground on your Sunday (and Finals Day if you qualify)
- A selection day inside the camp in October (proposed), hosted with our partners and subject to your approval
- Company logo and a short profile for the fixtures and the certificate



Every participating company is recognised



The People & Community Impact Award — a permanent recognition of your company's commitment to its workforce community



Impact Award trophy

One per participating company, presented by our partners on Finals Day



Official Participating Company Recognition

Framed certificate naming the company and its contribution to the workforce community



Company medal

For the company representative, alongside the players' medals

Champions, medals and prizes



The Dubai Cricket Stars trophy



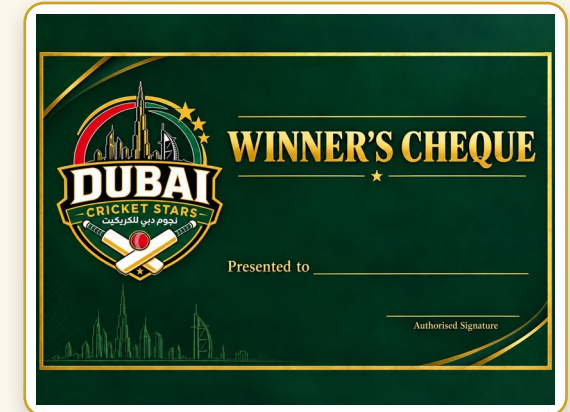
Champions



Runners-up



Third place



Winner's cheque

- Champions' trophy and gold medals for the winning squad; silver and bronze for runners-up and third place
- Proposed cash prize purse for the top three, subject to partner funding — presented by ceremonial cheque on Finals Day
- Player of the Match after every game; Player of the Tournament crowned at the Grand Final
- An achievement certificate for all 224 registered players — a document, not a download



Achievement certificate — every player



The look — bold, uniform, camera-ready

One branding kit, dressed identically on every matchday



Feather-flag ring — around 20 flags line the boundary and the entrance, in the tournament colours



Photowall in green, black or white • branded tables and desk flags



The photowall: 3 m step-and-repeat, the backdrop for every team photo, Player of the Match, group ceremony and the Finals Day awards.



For partners — where the workforce lives and plays

Sixteen camp communities

Selection days inside the camps in October: direct, welcome engagement with participating workforce communities — candidates, captains, welfare officers and camp management, on their own ground — subject to each company's approval.

Five matchdays, one crowd

Four group Sundays and a Finals Day, each with an engaged workforce audience of players, supporters and company management, in one place, for a full day.

A stage that photographs

Flags, photowall, kit, medals and certificates — every photograph a player sends home is taken in front of them.

A story worth telling

A CSR narrative with real people in it: the companies that field teams, the workers who play, the champion who lifts the trophy in December.

PARTNERSHIP

A limited number of partners will be associated with the first edition of Dubai Cricket Stars.

Partnership is built around each partner's objectives — what you want the workforce to try, sign up for or remember — and around the calendar: selection days in the camps in October, four group Sundays from November, Finals Day in December.

Categories, scope and terms are shared in a dedicated proposal after a first conversation.

Details on request

Next steps



PARTICIPATING COMPANIES

Register your interest by early October

Tell us your camp, your coordinator and how many residents you have. We confirm the sixteen teams and draw the groups in mid-October (tentatively 11 October), then visit each camp for selection day.

Participation terms agreed directly with each company; paperwork is a player list.

PARTNERS

Partnership enquiry

Tell us your category and what you want the workforce to do — try, sign up, remember. We come back with a proposal built around your objectives.

A limited number of partners for the first edition.



9 OCT

registration closes

11 OCT

draw by camp cluster

1 NOV

first ball

13 DEC

Finals Day



Younes Iraki • Action Marketing Plus
+971 55 150 0035
contact@actionmarketingplus.com
www.DubaiCricketStars.ae
[Instagram](#) • [Facebook](#) • [YouTube](#)
[LinkedIn](#)

Proposed dates — subject to venue confirmation and the team draw



The organiser

Action Marketing Plus — Dubai Media City since 2004 · historical credentials

Sprite Cricket Stars — the Gulf's biggest cricket franchise, built and delivered by AMP for Coca-Cola. Nine consecutive cycles from 2011 to 2019, 450+ teams at its peak, 178,000 workers reached, finals staged at Dubai International Cricket Stadium and Sheikh Zayed Stadium. In 2021 AMP took the ICC T20 World Cup Trophy Tour into Dubai's labour camps.

Historical references only — no current Coca-Cola, Sprite or ICC affiliation is implied.

9

consecutive workforce
cricket cycles delivered in
the UAE

450+

teams in a single season
at the peak

178,000

workers reached across
the programme

2

stadium finals: Dubai
International and Sheikh
Zayed



Dubai Cricket Stars is owned, organised and delivered by Action Marketing Plus FZ-LLC. All partner agreements are with AMP.

Think BIG... We make it happen

www.actionmarketingplus.com · [LinkedIn](#)



**Sixteen places.
Your camp, your team,
your name on the trophy.**

Dubai Cricket Stars 2026 • United by cricket. Inspired by Dubai.



www.DubaiCricketStars.ae

contact@actionmarketingplus.com

+971 55 150 0035

[Instagram](#) • [Facebook](#) • [YouTube](#) • [LinkedIn](#)

