



# *The World's Biggest Amateur T20 League*

150 000+ PLAYERS | 7000+ TEAMS

140+ CITIES | 15 COUNTRIES



🌐 LastManStands.com

📘 LastManStands



# LAST MAN STANDS

The new way to play cricket

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## Who are we?

Last Man Stands (LMS) is the widest reaching amateur cricket league in the world and is played in over 140 cities worldwide.

Founded in 2005 in London, it is now played by over 7000 teams in 15 different countries including - England, Scotland, Australia, South Africa, New Zealand, India, Pakistan, Bangladesh, Singapore, UAE, and USA.

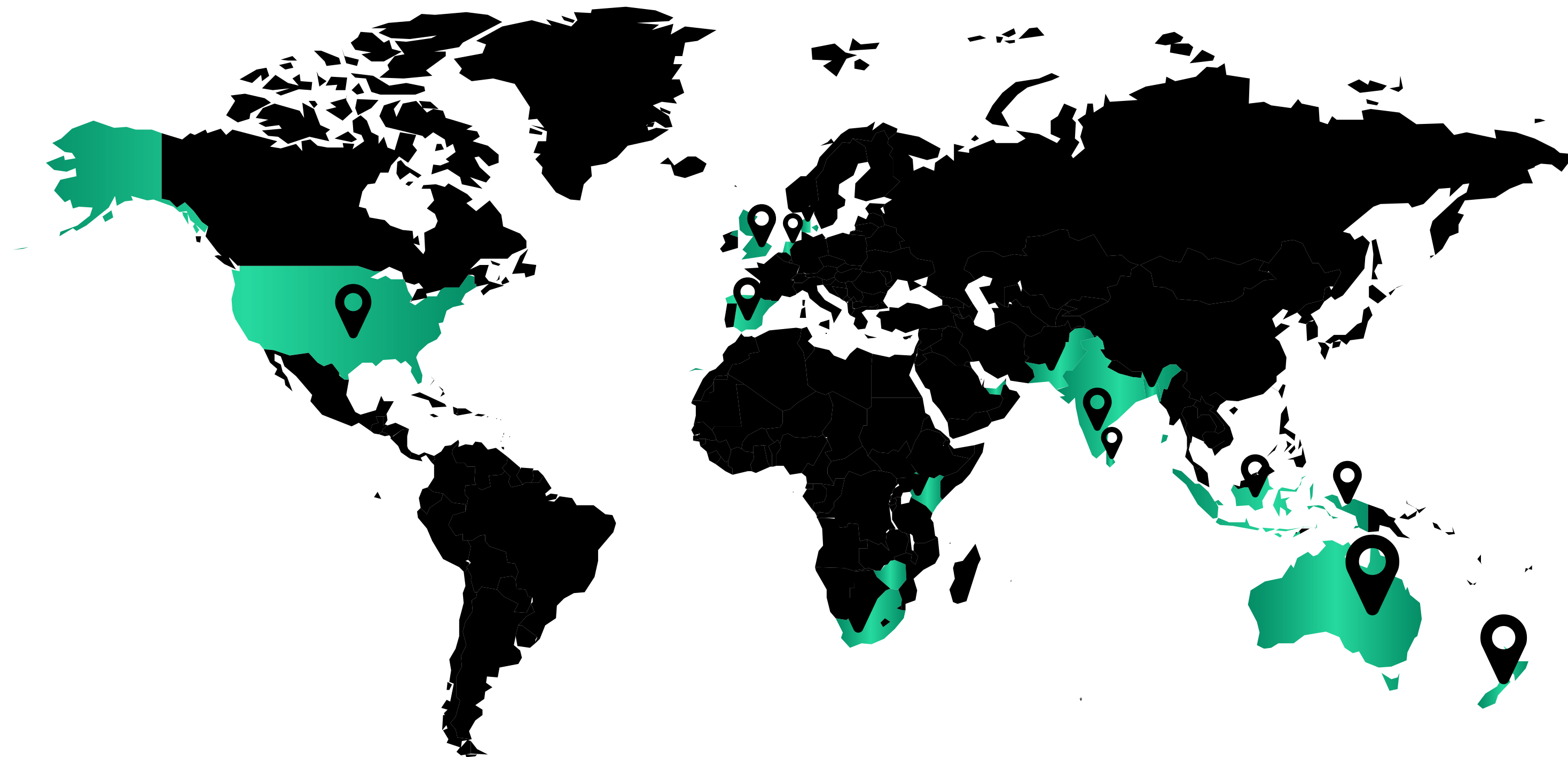
LMS brings together like-minded individuals from all walks of life with the shared passion for cricket.

## What makes LMS unique?

- A two hour, innovative & fast-paced 8-a-side T20 cricket game
- Online statistics and global rankings
- Exciting, fun and distinctive match rules
- Live streamed matches
- Live scored matches
- Professional LMS team uniforms
- LMS match cricket ball
- Community of players and teams from local leagues connected by local rankings and international tournaments (World Championships, World Series, Super Series, Tours)

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# The World's Biggest Amateur T20 League



**150,000+**  
Players

**140+**  
Cities

**7000+**  
Teams

**60+**  
Franchises  
in 15  
Countries



# LASTMANSTANDS.COM WEBSITE

**LMS is about making an amateur player feel like a pro.**

The most exciting part of LMS is that all the statistics are uploaded to our global website as they happen - LIVE!

Each player & team receives their career profile, records and world rankings online, and can also compare their performance with any other player from anywhere in the world.

The interactive website makes it truly addictive for all the players and their friends, family and followers.

TOTAL  
REGISTERED  
USERS

**150,000+**

AVERAGE  
MONTHLY USERS  
(2016-current)

**50,446**

AVERAGE MONTHLY  
PAGE VIEWS  
(2016-current)

**606,752**

TOTAL  
EMAIL SENT  
(in 2017)

**3,049,241**



You can follow *Live Score Updates of multiple games* at the same time



Or you can follow *full Live Score Scoreboard of a certain game* of your choice



# SOCIAL MEDIA REACH

With the change in trend, and people now opting more to watch any programs online, LMS have over the years focused greatly on Live Streaming of matches on Social Media. And the response and viewership across the globe is truly astonishing.



## TOTAL REACH



**20.34  
MILLION**

## VIDEO VIEWS



**3.4  
MILLION**

## ACTIVE USERS



**993,630**

## VIDEO WATCHTIME



**3,747,687  
MINUTES**

## ENGAGEMENT



**1.883  
MILLION**

*Likes, Comments, Shares*

**KEY ANALYTICS**  
Season 2018/19

# THE LASTMANSTANDS CONSTITUTION

As the international organisation of the LastManStands format of cricket, and rights holders to the brand, trademark and rules, LMS will lead by: Increasing the amount of people playing LastManStands around the world regardless of nationality, race, creed, sex, or religion.

LMS aims to bring the game to a new audience of players as well as retired players in areas where cricket is not played as well as areas where cricket is played.

LMS recognises that TEST CRICKET is the ultimate format of the game and hopes to develop future stars in all formats of the game.

The LMS format of cricket is a superb vehicle for the development of cricket amongst the youth and the revitalisation of cricket for adults . The LastManStands format has been designed with amateur players in mind. It compliments the youth moving into play serious club cricket, and adults after they retire from the rigours of all day cricket.

Promoting and protecting the LastManStands format, brand and its truly unique social nature and spirit that unites a myriad of players from differing cultures & traditions.



## Our Values

We are able to quickly adapt to the fast paced world. As an international organisation with a global focus we act at all times without prejudice, fear or favour. LMS is a transparent platform for a diversity of players and cultures.



# **OUR TEAM**

**Last Man Stands attracts talented and passionate professionals with a diverse skill base who support the mission of our organisation in delivering a format of the game with exciting technology which meet the demands of modern sport. This diversity helps to bring us closer to our players.**

**Our team thrives on a commitment to create innovations and work collaboratively to enhance the player experience which always comes first. We value all our team who bring different perspectives and experiences to Last Man Stands.**

**We recruit Franchise Owners who are highly motivated and dynamic, experienced in the organisation of cricket....and passionate about it!!! Our partnership with our Franchise Owners is fundamental to the success of our franchises.**



## **Our Offices**

**LMS is a truly global organisation with our HQ based in Liverpool, UK and 3 IT Offices in Johannesburg, Dhaka and Chennai. Along with other regional franchise offices in 140 cities across 15 countries.**

# WHY LMS?

## Our Dynamic Format

- LMS is a dynamic, innovative, fun and fast 2-hour T20 style format for anybody at any ability – great for players, great for spectators!
- LMS cricket is played at all levels, grassroots and up, including socially and competitively.
- LMS games take 2 hours - ideal for time-poor current or retired cricketers.
- LMS ensures maximum participation for all players which is great for development of skill (no 3rd man syndrome)...and a good work-out!
- LMS has unique (and quirky) rules such as The Double Play, Home Run & The Steal, making games exciting and explosive!
- LMS is ideal for those wanting to enjoy a midweek evening or weekend game with mates (competitive edge

## Our Innovative Technology

- LMS gives the amateur cricketer a professional experience – online statistics analysis as well as player and team league and global rankings.
- Our online ‘Select Matchday Team’ feature together with the Team Availability and Upcoming Fixture features make the job of Team Organiser hassle-free.
- Team players receive automatic fixture reminders.
- Team players can record and notify availability ahead of any upcoming fixtures.
- Live-scored matches.
- Match highlights available during and after the game.
- Live-streamed LMS games.
- LMS Shop offering customised kit (including Design Your Own) ensuring every team look and feel world-class!



# LMS, A TRULY GLOBAL GAME

## *#Start\_Local\_Go\_Global*



Last Man Stands is a long established organisation, highly experienced in running global events & local leagues.

We regularly organise successful international tour event at some of the world's most renowned and historic cricket venues.

Besides various tour events round the year, LMS organises World Champs every two years where the best teams from around the world participate and compete for ultimate glory, i.e. to become the LMS Champion of the World!

### *World Champs (with 32+ teams)*

- Gold Coast, Australia
- Cape Town, South Africa
- London, United Kingdom
- Caribbean (Barbados)
- Cape Town, South Africa

### *International Tour Events*

- Spanish Open
- Thailand Open
- Nepal Open
- Malaysian Open
- Kalahari Open
- Indian Open

### *International Tour Events*

- Amsterdam Open
- Cox's Bazar Open
- Nottingham Open
- Dubai Open
- World Cup (England)

## **We are event organisers for international cricket tournaments**



*Gold Coast 2010*



*Cape Town 2010*



*London 2013*



*England 2013*



*Caribbean (Barbados) 2015*



*Nepal 2016*



*Cape Town 2017*



*Malaysia 2017*



*Thailand 2018*





**LastManStands.com<sup>TM</sup>**  
**THE NEW WAY TO PLAY CRICKET**