



# The Party Around the Cricket.

*How the Saint Lucia Stars rebuilt match day around live music, community programming, and island culture – and grew ticket sales 80% year over year.*

**Manan Pandya**

Director of Public Relations · Saint Lucia Stars · Caribbean Premier League

**2017 – 2018**

# +80%

## YEAR-OVER-YEAR TICKET SALES GROWTH

*Driven by eight major activations across community, culture, and hospitality programming – and weekly live music built into every home match day.*

8

MAJOR ACTIVATIONS  
2 SEASONS OF PROGRAMMING

15K

STADIUM CAPACITY  
DAREN SAMMY CRICKET GROUND

@officialstluciestars

INSTAGRAM CHANNEL  
BUILT AND MANAGED FROM LAUNCH

## CONTEXT

The Caribbean Premier League (CPL) is the T20 cricket league representing the West Indies. Founded in 2013, it markets itself across the global cricket calendar as "the biggest party in sport" – a positioning that, more than the sport itself, drives crowd, broadcast, and brand.

The Saint Lucia franchise plays at the Daren Sammy Cricket Ground in Gros Islet, capacity 15,000, named for the Saint Lucian who captained the West Indies to the 2016 ICC World Twenty20 title. The team competed as the Saint Lucia Stars across the 2017 and 2018 seasons.

### ROLE

Director of Public Relations

### SCOPE

Brand, paid & earned media, match-day programming, sponsor activation, social, community partnerships.

### OWNERSHIP

Royal Sports Club LLC, Philadelphia.  
Captained on field by Darren Sammy.

# The people who love cricket already come. To grow, you have to bring in people who don't.



When I joined the Saint Lucia Stars front office, the franchise had what every sports marketer wants and most never get: a stunning home ground, a hero captain in Darren Sammy, and a league brand built around festivity. The cricket was going to sell itself.

What didn't sell itself was the rest of the day. The four hours of build-up. The breaks between innings. The lull after the result. The brief was direct: grow ticket sales without inflating prices, without leaning on paid campaigns that won't compound, and without losing what made the team a Saint Lucian institution.

In other words: find the people who weren't coming, and give them a reason to be there.

*Grow attendance without raising prices and without buying an audience that wouldn't return.*

## THE INTERNAL BRIEF

### THE CONSTRAINTS

*What the brief ruled out:*

#### NO TICKET PRICE INCREASES

Growth had to come from volume, not margin.

#### NO DILUTING THE BRAND

The Stars stayed unmistakably Saint Lucian.

#### NO RELIANCE ON PAID CAMPAIGNS

The wins had to compound, not depreciate.

#### NO LOSING THE FAITHFUL

The core cricket audience came first, always.

# The product wasn't cricket. It was the party the cricket happened inside of.

Look at a CPL crowd and you see cricket fans, yes. But you also see families. Sound systems. Vendors. Beach culture, carnival culture, Caribbean culture lined up around a sport that happens to be playing. The league's own tagline — "the biggest party in sport" — was telling us where the growth was.

So we stopped trying to sell more cricket. We started building a calendar of programming that touched every part of Saint Lucian life and made the Stars a fixture in it. The cricket stayed the cricket. Everything else got a redesign.

## Community

*Grassroots programs for the island's next generation.*

Youth Cricket Clinic  
Beach Olympics for underprivileged youth  
Rising Stars Awards

## Culture

*The team in Saint Lucia's biggest cultural moments.*

Carnival sponsored bus (Monday + Tuesday)  
Two-day island road tour with the players

## Hospitality

*Premium experiences for sponsors and top fans.*

Opening Match production  
Stars Beach Mixer at Royalton  
Player Meet & Greet

# Eight major activations.

Built across two seasons. Designed to make match day inseparable from island life.



**COMMUNITY**

## Youth Cricket Clinic

Hands-on training with the players for the island's next generation of cricketers.



**COMMUNITY**

## Beach Olympics

A day of games and water sports for underprivileged Saint Lucian youth.



**COMMUNITY**

## Rising Stars Awards

A ceremony recognizing standout young cricketers across the island.



**CULTURE**

## Carnival Sponsored Bus

A two-day Stars-branded ride through Carnival Monday and Tuesday.



**CULTURE**

## Two-Day Road Tour

Players on the road, meeting fans across Saint Lucia's communities.



**HOSPITALITY**

## CPL Opening Match

Full production design and run-of-show for the season opener.



**HOSPITALITY**

## Stars Beach Mixer

A sunset hospitality event at the Royalton for sponsors and partners.



**HOSPITALITY**

## Player Meet & Greet

Up-close evenings with the squad for fans, partners, and press.



## Match day, rebuilt around music.

Cricket fans already came. The room for growth was everyone else — and music was the most obvious door in. We programmed a local Saint Lucian artist into every home match day. The act hit the stage in the dead time, never during overs.

We treated the artists like signings: team gear, in-stadium signage, social features. A booking became a credential — for them, and for us.

## Community before commerce.

Across the two seasons we ran three free, community-first programs: a youth clinic where the squad coached the next generation, a Beach Olympics day for underprivileged Saint Lucian youth, and the Rising Stars Awards.

None of it sold tickets directly. All of it made the Stars the team Saint Lucian families belonged to.



## Where the island gathers.

A Stars-branded bus rolled with Carnival Monday and Tuesday — the team threaded directly into the island's biggest cultural weekend. A two-day road tour put the players in communities across Saint Lucia, batting and bowling with kids in school yards and village pitches.

The team stopped being something you watched on Friday nights. It became part of the calendar.

## Where the partners renew.

For sponsors, partners, and high-value fans we built three premium touchpoints: the Stars Beach Mixer at the Royalton, an evening Player Meet & Greet, and full run-of-show production for the CPL Opening Match.

The goal across all three was the same — make the renewal an easy conversation.

+80% 8

**YEAR-OVER-YEAR TICKET SALES**

*The headline number – and the one that earned the strategy a second season.*

**PROGRAMS PRODUCED ACROSS TWO SEASONS**

*Community, culture, and hospitality activations – plus weekly live music threaded through every home match day.*

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**BEYOND THE NUMBER**

The 80% growth came from a deliberate widening of the audience. We added music fans without losing cricket fans. We added families through community programming. We added partners and sponsors through a premium hospitality tier that didn't exist before. The match-day crowd looked different at the end of those two seasons than it did at the start – bigger, broader, and more clearly part of Saint Lucian cultural life.

What I took from the work was a principle I've carried into every brand I've built since: when a product has a built-in audience, growth comes from finding the adjacent audience that already lives next door. For the Stars, that adjacent audience was the island itself.

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**ABOUT**

Manan Pandya is a Philadelphia-based creative director and entrepreneur. Currently campaign manager and creative director for Lucia Simonelli for Congress (PA-01), creative director for Nine Media / TV9 USA and the 12 Plus education nonprofit, and co-founder of Dial and Philly Review Co. Prior work includes Senior Copywriter at Spherical NYC (Hilton, Waldorf Astoria, Hyatt, Equinox Hotels), Video Program Manager at WebMD (Telly Award winner), and Director of PR for the Saint Lucia Stars CPL Cricket franchise.