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Creating an elite  
team of corporate  
cricketers helping  
make a social  
impact.

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The  
Purpose  
XI



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## Our Purpose

After 12 years of **GB Athletes fundraising £653K** at various sporting venues , they wish to reimagine how we deliver this innovative purpose project, to this end we want to bring cricket loving business professionals together as an elite team to form **The Purpose XI**.



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## YOUR VIP EXPERIENCE

**Purpose XI** members will have access to a place on a **fun Beat the Pro evening indoor challenge at Sixes Cricket venues across the UK**

We will be hosting a London launch on March 2026 hosted by an ex- England International. You then have a four over head-to-head challenge as you try and score more runs than your host.



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## YOUR EVENING SOCIAL

On your Beat the Pro evening day you will be chatting with your host and taking home signed mementoes.

The evening comes with food and drinks of your choosing from the venue's wide menu.

It will run from 7pm to 10.30pm and the age is under parental guidance.



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## THE CHANCE TO FUNDRAISE

- The Beat the Pro challenge enables you to fundraise for your chosen good cause.
- Each day will see the Pro Cricketer host a running over by over total.
- You set your total.
- Fundraising gives you run bonuses to help Beat the Pro.

## SHOWCASING MEMBERS

Objective is to highlight team members own authored examples of fundraising and philanthropy through LinkedIn and Instagram pages.

Expand the networking aims and objectives of this exclusive group to meet the expectations of members, this will include social networking events away from the indoor cricket nets at Sixes.

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## Additional Member Benefits

- Free ticket a T-20 night across the counties.
- Free limited edition PURPOSE XI Baggy Cap.
- 20% off additional cricket Beat the Pro guests
- 20% off GB Athlete Experience Days for individual and corporate use.
- 10% off on selected Cricket Dinners and Outdoor Cricket Events.



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## How You Can Help

- **BECOME A MEMBER**

**MEMBERSHIP : £300 + VAT**

**NETWORKING ONLY : £100 + VAT**

**Members group to be created in Jan 2026**

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### Contact

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**THE  
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**CRICKETERS FOR GOOD**