



# “Homies and the Popz”

Compton Cricket Club  
& Cloth's tours of  
Australia

February 2010

Unique Investment Opportunity

In September 1995 an historical event took place. The Justiceville Krickets (a creation of homeless activist Ted Hayes, Katy Haber and British and commonwealth friends) a team of American homeless men from the downtown L.A. Dome Village toured England for two weeks playing cricket.

Coached by Veteran Cricketer Leo Magnus, this most unusual team was invited by the South Coast Metropole (the cities of Bournemouth, Portsmouth, Poole and Southampton) to play cricket at the hallowed grounds of Hambledon. Sponsorship was raised through BUM equipment and Prudential Life Insurance and the Krickets left their homeless community on a tour of England.

In 1996 Ted Hayes, Katy Haber and some of the original Krickets organised a Cricket workshop at Compton High School in collaboration with the Compton School District. Out of this memorable day a new team was born. The Compton Homies and the POPz, a team of Latino ex-gang members augmented by Ted Hayes and his sons Theo and Isaac revolutionised the way the world sees cricket. This first-ever all American cricket team toured England 3 times in 1997, 1999 and in 2001 and in during the 1999 tour also visited Northern Ireland. They met HRH Prince Edward, Gerry Adams of Sinn Fein, and some of the worlds greatest cricketers, including Shane Warne, Brian Lara, Richie Richardson to name but a few.

Sponsors have included Maxim Magazine, Lashings, BBC 4 and BP and the team have played against the Hambledon Cricket XI, The Windsor Castle staff Team in the Presence of HRH Prince Edward, Charing Cross Police Department and The British Civil Service Team in Belfast.

The Compton Homies and Popz are play in LASCA, The Los Angeles Social Cricket Alliance and have won the British Cup twice.

Plans are afoot for a tour of Australia and South Africa and of course back to the homeland, Great Britain.

This Compton Team promotes the restoration and establishment of Cricket in the US, as well as helping to put a halt to the self destructive activities of the gang culture in America and abroad.

There is an enormous amount of media coverage, as well as documentaries, "Straight Outta Compton" and "Compton Cricket", news items including The Oprah Channel", "Fox Files", BBC and SKY TV, as well as Hip Hop Opera commissioned by the LA Opera in 1998.





**COMPTON HOMIES AND THE POPZ SPORTING UMBRO FOOTBALL SHIRTS 2009  
([www.umbro.com](http://www.umbro.com))**

In April of this year The Homies were chosen by UMBRO to model their latest Football Shirt.  
[www.umbro.com](http://www.umbro.com). The Homies are presently playing in the LASCA 2009 League and raising funds for their upcoming tour of Australia

Compton Cricket Club – Australian Tour



## Mission Statement

**The Homies and the Popz Compton Cricket Club was founded for the dual purpose of -**

- **Curbing negative effects of gang activities amongst the youth of Compton, Los Angeles**
- **Addressing homelessness in the inner city of Los Angeles, through the principles and ethics of cricket.**



# Australian Cricket & music Tour's October 09 & February 2010

## Aims

Continue developing the “Homies & the POpz” Compton Cricket Club into a world class competitive and exhibition cricket team and sporting club.

Utilise the team's publicity to highlight other Australian non profit organizations that deal with similar issues in their own communities.

Raise awareness of the CCC with key influences and stakeholders during their tour so that cricket opportunities between the USA and Australia grow.

The CCC has planned to play a series of exhibition cricket matches, over 4 weeks against the broadest possible cross-section of cricketing groups Australia has to offer, including University, inner city, charity, homeless and police/ youth at risk cricket sides that span 3 cities: Melbourne, Alice Springs and Sydney. Some of these teams include in Melbourne sides made up of Cricket Victoria/ Cricket Australia staff & the Australian Cricket Society & in Sydney the Redfern All Blacks, Sydney University and Police & community Youth Centres.

Highlights planned for their tour, include games against the Big Issue “Street Socceros” as well as an invitational aboriginal XI under lights at the Imparja Cup in Alice Springs, Australia's premier indigenous cricket competition, with the help of NT Cricket. The team also plans to raise money for and help publicise Reclink Australia and the ABC's “Choir of Hard knocks” in Melbourne as well as the Mavis Abberton foundation in Sydney.



# Previous Media Coverage

The CCC has gained an extraordinary depth of Media coverage in past tours and during their rise to fame over the last 13 years in the USA including:

## **Australian & USA media coverage:**

SKY NEWS, Alpha magazine, The Age, SBS, Channel 7, Sydney Morning Herald, ABC Radio National, Courier Mail, NT News, ninemsn.com, ESPN.com, Dailynews.com, Centralian advocate & Big Issue magazine. They have also been publicized on KPFK (Radio) & KABC (TV) in Los Angeles USA.

## **1995-present**

In 1995 **Disney** picked up the rights to make a movie about the original cricket team, the LA Krickets which soon turned into the CCC

Two **documentaries**:

- 1) **"Strait Outta Compton"** by Joanne Chen (winner of the national Black Maria Documentary Film festival) was screened in 50 cities throughout the United States, including the Smithsonian Institute in Washington, D.C and just missed out on being nominated for an Oscar in 2001 &
- 2) **"Cricket"** by **Monica Magyarosi** (presented at the Jamaican film and music festival in Jamaica).

**LA Opera** director the late Peter Hemmings commissioned Michael Abels and Bernardo Solano to write an opera inspired by the CCC's message that was performed by the LA Youth Opera in schools around the City for two successive years

November 1999 **Time magazine** article

A documentary about by Katy Haber (CCC's Team manager) on the **Oprah** Channel about the team

Articles in **major English newspapers** (Uk Daily telegraph, LA Times, Salt lake tribune and San Diego Union) & appearances on **CBS** and **FOX NEWS**



# Previous Tours – United Kingdom

1995 1997 1999 2001

In the past four successful tours of the UK, the CCC has played a tremendous diversity of teams, from those composed of inner-city youth (like our own club members) to a side that included members of the Royal Family staff at Windsor Castle. They learned from the best in a match against Lashings a pro team that included former West Indies test-captains Richie Richardson, Jimmy Adams and Brian Lara.

One of the team's most interesting matches was against a side from Australia, composed entirely of aboriginal youth. This was the second time such a side had toured since an 1868 team of aborigines became the first international touring team. The two teams met for play at the very home of cricket, on Halfpenny Down at Hambledon, Hampshire County. They lost the match to the talented young Aussies, but in turn won new friends down under and hope to see them again soon in a rematch.

A previous tour of England, in 1999, brought the CCC to Northern Ireland. Cricket matches against the British Civil Service were complemented by other matches against Catholic teams at their own sport, of hurling, which they learned specially for the trip. At that time, no Irish Republican would even consider the idea of playing a sport that represented British colonialism.

In addition to the team's missions with the homeless and at-risk youth, they have a philosophy that demands they work towards peace in the world.

In Northern Ireland they were able to do just that. In a specially arranged meeting, they presented to the head of the Ulster Unionists, David Trimble a hurling stick and to Gerry Adams, leader of Sinn Fein, they presented a British cricket bat. It was the first and most public time that he had held such a symbol of British colonialism in his hand. It was shortly after their historic meeting that a new breakthrough was reached in the Northern Irish peace agreement.



# Previous sponsors

## **American companies:**

Tommy Boy Records

Bum sports equipment

## **British companies:**

Maxim magazine

Prudential life insurance

British Petroleum (BP)

Channel 4 (TV)

intertops.com

Compton Cricket Club – Australian Tour



# **Project Manager Australian Tour's Hugh Snelgrove**

So far has publicized the Compton Cricket Club on Channel 7, Sydney Morning Herald, ABC Radio National, Courier Mail, NT News, ninemsn.com, Dailynews.com, Centralian advocate & Big Issue magazine.

Currently studying Architecture at *Sydney University* in Australia. Was nominated for the *Alumni prize* by 3rd Year Coordinator in 2006. Was a semi finalist in the University of California *Berkeley essay writing competition* in 2005 and 2006.

Accepted into the worlds largest outdoor sculpture exhibition "Sculpture by the Sea" Sydney Australia to exhibit in November 2007.

Travel scholarship recipient to Johannesburg, South Africa apart of Global Studio 2007 . Managed to get FUJI Australia to sponsor a photographic project with over 100 participants.

Interactive media artist for Petro Cow Project at Sydney University in November 2006. Project publicised in 3 inter/national design magazines: Territory, Design Quarterly and Creative Australia.

Event manager for "Thankyou Block BBQ" at "The Block" in Redfern, Sydney on May 4th 2006. Photos of event exhibited in 3 faculties of Sydney University.

Was an *Exchange student* for 7 months to WCHS in Waycross GA, USA in January 2001. High School education at *Newington College* Stanmore in Sydney. Strongly interested in Event/ Project Management and Public Relations with a focus on representing disadvantaged and underprivileged groups.

# **Team Founder in LA**

## **Ted Hayes**

**Ted Hayes was born March 9th, 1951, in Columbus Georgia. He is a high profile US Social activist on the issues of homelessness and youth in crisis. In 1984 Ted was determined to develop sustainable solutions to end homelessness. He organized a shanty town of homeless people into a vibrant, visionary self empowering community called Justiceville. Although ordered closed & bulldozed, from this idea evolved a prototype shelter-housing facility called The Dome Village community, as it is known today. Located in downtown Los Angeles, the Dome Village contained a comprehensive plan designed to “break the cycle” of homelessness. This unique community comprised of 20 Omni-sphere domes has received worldwide acclaim for its innovative concept of dealing with global homelessness.**

**As well as attracting attention nationally and internationally, Ted and the Dome Village received visits from HRH Prince Edward of England, the Prince of Wales Business Leaders Forum as well as government and business dignitaries from various parts of the world. Dome village lasted until December 2006 when it was forced to close in the face of rapidly increasing downtown rental fees.**

**In the spring/summer of '95, with the assistance of British and commonwealth ex-patriots, Ted co-created with Katy Haber a Cricket team comprised of homeless men from the Dome Village...the first of it's kind in the world. The “LA Krickets”, as they were known, toured England in September of 1995. This unusual team of Cricket players garnered so much publicity that many Hollywood Studios bid for the movie rights.**

**Since then he has reached out to the youth of Compton California and created the first and only American “born” youth cricket team called the “Compton Homies and the Popz”, which also traveled to England on 3 other successful Cricket tours in 97, 99 & 2001.**

**The Homies and the Popz have become one if the most famous cricket teams in the world, with media coverage that includes Time Magazine November 8th 1999 issue and the creation of an opera to be performed by the LA Youth Opera in 2000.**

**In February 1998 Ted Hayes delivered to the White House his proposal for the creation of a National Homeless Plan to eradicate homelessness in the next ten years. Since then it has been his cause celebre.**

**Compton Cricket Club – Australian Tour**



# Team Manager in LA

## Katy Haber

### BIOGRAPHY- FILM AND TV

My career in the entertainment industry began in England in working in film and stage productions. In 1970 I produced STRAW DOGS with Sam Peckinpah in Cornwall. Peckinpah brought me to Los Angeles where I worked with him on 7 more films, JUNIOR BONNER, THE GETAWAY, PAT GARRETT AND BILLY THE KID, BRING ME THE HEAD OF ALFREDO GARCIA, KILLER ELITE, CROSS OF IRON and CONVOY, in many capacities including, Associate Producer and second unit director. I then worked with Michael Deeley at EMI FILMS as Post Production Supervisor on THE DEER HUNTER.

In 1981 Michael Deeley and I produced BLADE RUNNER with Ridley Scott. I then returned to EMI as Head of Production as Executive in Charge of Production on Paul Bartel's NOT FOR PUBLICATION. I was then Production Co-ordinator on James Foley's AT CLOSE RANGE and Production Executive on Michael Cimino's THE SICILIAN. I subsequently moved into television working as Head of Development at Consolidated Television and Head of Creative Affairs at Island World Productions, developing Movies of the Week and reality programming. In 1993 I co-produced SAM PECKINPAH MAN OF IRON a documentary for BBC/A and E and I have also co-produced 2 documentaries for Channel 4 in London, one on STRAW DOGS and the other on PINK PANTHER. I am co founder of the Nomad Theater Company, with TV, film, documentary and theatre productions currently in development.

### BIOGRAPHY - NON PROFIT

*I was the Executive Director Dome Village transitional housing community for the homeless for 13 years, responsible for development, media and public relations as well as overseeing programs, client welfare and case management. I also co-founded the LA KRICKETS and the "Compton Homies and the Popz. This gang intervention program has proven to be a highly successful endeavor. In December 2007 I worked as Executive Director of the Spirit of Youth Foundation, A non profit student exchange program between the US and the UK. .*

### BAFTA LA

I am a founding member and a Board member for 19 years of BAFTA LA, the British Academy of Film and Television Arts in Los Angeles since 1990. I was Managing Director for five years as well as Chair of the Membership and Education and Outreach Committees. As Chair of the Outreach Committee I spearheaded the Helen Keller Park Inner City Screening Program which enabled an inner city community to see over 20 first run movies. Gang abatement was an important result of this endeavour. A screening of the Academy award winning TSOTSI was the highlight of this innovative program ,as well as subsequent plans to build a \$1.8 building at the center.

Compton Cricket Club – Australian Tour



## **‘Bullets’ by Theo & Isaac Hayes and the band ‘Cloth’**

It was in The Windsor Castle, Club House in the presence of HRH Prince Edward, The Earl of Wessex, that the Homies and the Popz, Theo and Isaac (CLOTH) performed the first ever HIP HOP Cricket Rap “Bullets” (<http://www.vibe-n-vision.com/video.html>). They subsequently performed for the Lords Taverners in the Lords Club House. In Australia and the UK it has been shown on MTV, has been voted the most popular song on Australia's most popular music TV station, and recently was voted Number One in the Top Cricket XI cricket songs in the Guardian. (<http://www.guardian.co.uk/sport/blog/2009/apr/01/andy-bull-cricket-music-songs>).

The club has recently released two tracks from raps 'Shots' and 'Bullets' that aim to document their transition from ex-gangsters to global stardom. Their cricket raps have recently (November 2007) aired on FBI 95.4FM & Koori 93.7FM radio programs respectively across Australia. In March 2009, SKY News released an article about the teams endeavors producing and publicising their inaugural Music TV video clip on their website.

On March 13 Bullets was played at Los Angeles City Hall to Cricket fans, diplomats, and members of local cricket organizations of Southern California a part of a solidarity rally, to protest the recent terrorist attack on the Sri Lankan national cricket team in Lahore, Pakistan.

In March, MTV (UK) played 'Bullets' on their website apart of their 'show us what your made of' itdoesnthavetohappen.co.uk anti knife crime campaign on their website.

In April, another article in major Australian newspaper, The Age, affirming 'Bullets' global appeal and critical acclaim.

In May, Channel V – Australia's premier music TV station chose Bullets to be played on its interactive music TV Show 'U Channel'<sup>[13]</sup>. On April 27,28 & 29 'Bullets' was voted #1 unsigned artist by Channel V's TV and web audience.

On May 9th Cloth & the Compton CC performed at the Hollywood Ashes celebrity Cricket tournament. A proposed musical tour some of the members of the CCC and the band cloth is currently in the planning stages.





Bullets music video on SKY, MTV UK, Channel V & The Age



Performance at cricket protest against terrorism LA City Hall.

Compton Cricket Club – Australian Tour



# **MUSIC TOUR**

## **RUNNING CARD TBC**

- 1. OCTOBER 2009 (TBC)?**
- 2. BUSK WITH RECLINK CHOIR OF HARD KNOCKS IN MELBOURNE**
- 3. 3SEVEN7 – BAND OF THE BRA BOYZ MAVIS ABBERTON FOUNDATION**
- 4. RAP AT HALF TIME CRICKET INTERNATIONAL IN MELBOURNE/SYDNEY**
- 5. DO A HALF TIME MUSICAL PERFORMANCE @ THE IMPARJA CUP WITH TRADITIONAL ABORIGINAL SINGING AND DANCING**
- 6. GO ON TODAY/MORNING SHOW AND BOWL&RAP TO PRESENTERS**
- 7. GO TO MEETINGS WITH SONY BMG & APPLE I TUNES RE: RECORD DEAL**

**BUDGET TBC**



# CRICKET TOUR

## ITINERARY - MELBOURNE

### **Friday - February 1st 2010:**

Arrive & Rest

### **Saturday - February 2nd:**

Performance with Choir of Hard Knocks in Melbourne and have press conference afterwards for the teams tour

### **Sunday - February 3rd:**

Play Australian Cricket Society. Local Mayor to attend.

### **Monday - February 4th:**

Rest (possibly have training session with the Australian cricket team)

### **Tuesday - February 5th:**

Play Reclink side in Melbourne (Australian cricket society to help organize the venue)

### **Wednesday - February 6th:**

Rest. Potential meeting with Victorian Premier

Potential event at stoppage of play during Australia vs New Zealand international match. Publicity opportunity for the Compton Cricket (CCC) Club & the Big Issue street socceroo's

### **Thursday - February 7th:**

Play Cricket Victoria/Cricket Australia staff side

Possibly meet CA CEO

Rest see sights of Melbourne

### **Friday - February 8th:**

Rest see sights of Melbourne

Fly to Alice Springs

### **Media Opportunities:**

Speak with Editors and producers to lock in commitments of media coverage when in town

Compton Cricket Club – Australian Tour



# ITINERARY - ALICE SPRINGS

## **Saturday - February 9th:**

Fly to Alice Springs & Rest (have press conference in Alice Springs)

Play invitational Indigenous XI under lights to launch the Imparja Cup-Australia's most largest indigenous Cricket tournament

## **Sunday - February 10th:**

Visit Aboriginal township and meet with elders to discuss issues in their community (petrol sniffing, alcohol, health and education etc)

## **Monday - February 11th:**

Travel to Yulara and stay 1 night

## **Tuesday - February 12th:**

Play at Yulara (AM) against local Police & fire Engine people. Visit Ayres rock. Travel back to Alice Springs

## **Wednesday - February 13th:**

Rest see sights of Alice Springs

## **Thursday - February 14th:**

Do a rap performance with a traditional Aboriginal musical performance at the Prize giving ceremony for the Imparja Cup to help close the event. Be guests of Honor at final dinner and prize giving

## **Media Opportunities:**

Speak with Editors and producers to lock in commitments of media coverage when in town



## ITINERARY - SYDNEY

### **Friday - February 15th:**

Fly back to Sydney and rest. Visit local sights in Sydney

### **Saturday - February 16th:**

Play multi cultural round robin at Sydney Park (southern districts Cricket Club) against Redfern All Blacks and local Lebanese team

### **Sunday - February 17th:**

Go to Bowral and play Police/youth at risk side at the Bradman Foundation

### **Monday - February 18th:**

Rest

### **Tuesday - February 19th:**

Play Sydney University XI: Post match event at the Grand Stand with the Chancellor

### **Wednesday - February 20th:**

Rest

### **Thursday - February 21st:**

Potential meeting with NSW Premier & Kevin Rudd

### **Friday - February 22nd:**

Rest

### **Saturday - February 23rd:**

Play ALPHA magazine cricket team

### **Sunday - February 24th:**

Play Celebrity Mavis Abberton Foundation fundraiser cricket match. Have a cricket memorabilia auction after the match to raise money for the CCC & the Mavis Abberton Foundation

### **Monday - February 25th:**

Rest & follow up with radio, magazine and newspaper interviews

Compton Cricket Club – Australian Tour



**Tuesday - February 26th:**

Play Roseville Cricket Club. Present Cricket equipment product donations from schools across Sydney for the CCC to use in conjunction with the "LA's Best" after school care program which is planning to incorporate and expand cricket across 160 participating school programs.

**Wednesday - February 27th:**

Fly back to LA

**Media Opportunities:**

Speak with Editors and producers to lock in commitments of media coverage when in town

Compton Cricket Club – Australian Tour



# INVESTMENT OPPORTUNITIES

There are 4 levels of sponsorship available –

**Platinum Naming Rights Sponsor:** Principal Sponsor

**Gold Sponsor:** Major partner

**Silver Sponsor:** Partner

**Bronze Sponsor:** Associate

We encourage all sponsors to discuss their goals and objectives with us to enable packages to be tailored to achieve your preferred outcomes.

**Key Benefits** associated with sponsoring the CCC are as follows:

- **Enhancing brand values** specifically related to providing disadvantaged people with opportunities through sport
- **Being seen to be socially responsible and a good corporate citizen.** Your support would extend further than just the CCC team. Your brand would also indirectly support other worthy Australian organizations dealing with similar issues in their own communities, that the CCC will be highlighting through its own publicity. These groups include those that are developing sporting opportunities for both youth at risk, and disadvantaged indigenous and the homeless (such as Reclink Australia, Imparja Cup, Mavis Abberton Foundation & the Street Socceroo's)
- **Identify as a 'point of difference' market leader** by supporting one of the most novel non profit organizations in the world, the "Homies and the Popz" Compton Cricket Club. It is the worlds first All American Cricket side since 1926, specifically utilising the principles that underwrite the sport of cricket to offer positive lifestyle choices to the homeless & ex gang members in Compton LA
- **Be apart of sporting history.** The CCC will be the first Cricket team from America to tour to Australia and be officially recognised by Cricket Australia. A unique and historic opportunity.
- **Timing is right!** The tour aims to coincide with the climax of the National & International cricket Calender. There will be 3 international match's during the teams tour between Australia & touring cricket countries. Holding the tour at this time guarantees greater exposure for your brand to an even broader target market as people are nationally caught up with the excitement of the cricket season.
- **Creating positive public relations outcomes**
- **Adding value to marketing campaigns**

Compton Cricket Club – Australian Tour



## Product donations \$0-\$65,000

The Compton Cricket Club (CCC) is looking to form partnerships through product donations from companies to help support their tour including:

1. **Accommodation Partner**
2. **Airline Partner &**
3. **Clothing Partner**

The high media exposure the CCC expects to receive will provide a fantastic opportunity for product placement during their inaugural Australian tour. Companies making product donations will be rewarded according to the value of the donation provided and receive the same benefits of Gold (\$65K+), Silver (\$40K+) and Bronze sponsors (\$15K+).

### Product/donations below <\$15K will receive the following benefits:

- Licence to use the Compton Cricket Club (CCC) logo & images of the team in marketing and other materials during sponsorship term to promote association with the Tour and use the phrase *'Product donor to the 'Homies and the Popz' Compton Cricket Club tour of Australia'*
- Media exposure & Brand recognition:
  1. Inclusion of company logo in all team Press Releases.
  2. for **Accommodation Partners**: Potential site for Press Conferences
  3. for **Clothing Partners**: High exposure when players attend public social events during tour
- Shared logo recognition on pre match flyers (electronic and physical) distributed to all participating organizations and their members.
- Verbal recognition at and invitation to attend all Cricket fixtures (x10) as well as post match events with participating organizations in Melbourne, Alice Springs & Sydney.
- Recognition on official tour website with link to sponsors website.

