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C2CC DEBRIEF

2025

ASTOUND





THANK YOU

From all of us at ASTOUND, we truly believe this event wouldn't have been a success without your partnership, trust, and commitment. Your team's collaboration, vision, and unwavering support made it possible to bring Cricket to Conquer Cancer to life in such a powerful way.

CRICKET TO CONQUER CANCER.

C2CC 2025 was a high-energy, all-day street cricket tournament raising over **\$1.16MILLION** for world-leading cancer research at The Princess Margaret. Draft Night kicked it off in style—with food, drinks, and team selections led by celebrity captains.



EXECUTIVE SUMMARY



\$1.16 MILLION RAISED

As of match day, excluding the Tap To Donate stations, we achieved **116%** of year one's goal.



43 TEAMS REGISTERED FOR 2026

As of match day, 43 teams have signed up **(+13.2%)**, compared to 38 teams in 2025.



5,954 ESTIMATED FOOT TRAFFIC

Passed through Celebration Square during C2CC, **well beyond** the registered participants. C2CC drew a large crowd of onlookers, supporters, and passersby joining festivities throughout the day.

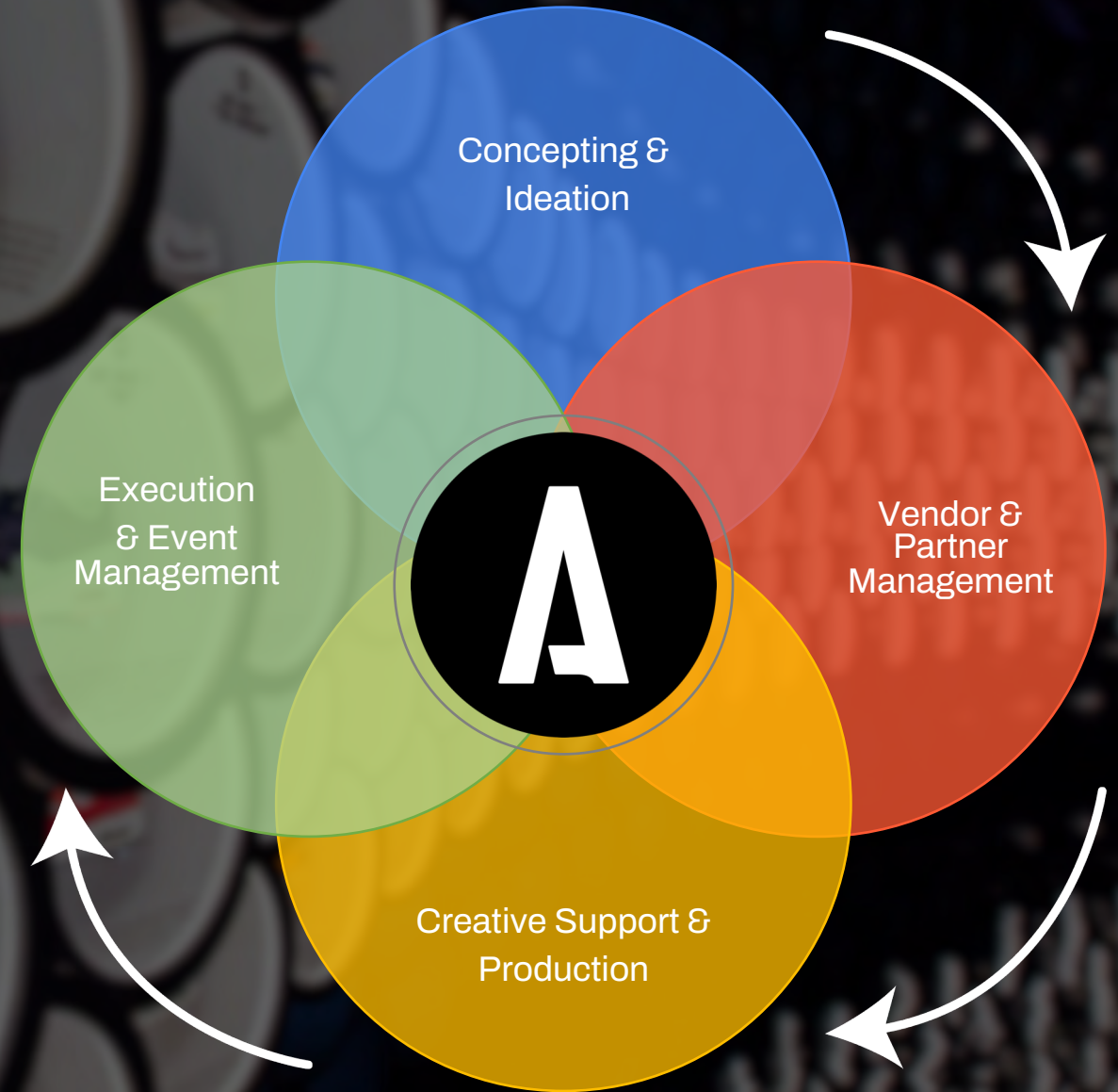


62 AMBASSADOR LEVEL DONORS

Helped shape year one of C2CC and drove a healthy amount of total donations. Of our 62 ambassadors, **16.1%** were Legends, **21.0%** were Icons, and **62.9%** were All-Stars.

ASTOUND'S ROLE

ASTOUND supported PMCFxC2CC from concept to execution—driving ideation, design, logistics, and on-site production. From Draft Night to the Curtain Raiser and Event Day, we delivered a seamless experience. Post-event, we supported with reporting and strategic insights, ensuring alignment with PMCF's goals and growth for future years.



EVENTS & MILESTONES

May 9, 2024

Announcement

PMCF event to announce C2CC held at the foundation. Supported through press releases.



Nov 21, 2024

Media Launch

Phase 1 of Ethnicity Matters media plan commenced. Partnership announcements & content creation started.



Dec 3, 2024

Giving Tuesday

CP24 interview with CTA to register for 2025's event.



Aug 11, 2024

GT20 Sponsorship

Digital branding included in screens at the GT20 tournament in Brampton, Ontario.



Nov 28, 2024

Signing Party

Panel discussion with media interviews hosted at PMCF.



EVENTS & MILESTONES

May 30, 2025

Celebrity Draft Night

Hosted at C Banquets
the night prior to the
C2CC event.

Curtain Raiser

Hosted at C Banquets
on World Cancer Day.

Feb 4, 2025

C2CC Inagural Event

Hosted at Mississauga's
Celebration Square.

May 31, 2025

RECAP & ANALYSIS



CURTAIN RAISER.

The inaugural C2CC Curtain Raiser took place on **World Cancer Day** (Feb 4) at C Banquets, gathering team captains for a night of energy, education, and community. The evening included VR cricket, a “Why I Carry The Fire” wall, and branded gifts, the event fueled registrations and peer-to-peer fundraising.

+150 guests in attendance.



EVENT PHOTOS

CURTAIN RAISER



DRAFT NIGHT

Draft Night launched C2CC with energy and star power. Held the **night prior** to the main event, it featured team reveals led by celebrity captains, great food, drinks, music, and camaraderie. The night built team spirit and set the tone for a record-breaking fundraising campaign.

+150 guests in attendance.

THE PRINCESS OF WALSLEY
CRICKET
TO CONQUER CANCER
Presented by 

EVENT PHOTOS

DRAFT NIGHT



MATCH DAY.

Match Day brought Mississauga to life with a full day of high-energy cricket, community, and purpose. Over **38 teams**, celebrities, and supporters united to raise **+\$1.16M** for cancer research—making it Canada's largest street cricket fundraiser to date.

+5,954 guests in attendance.

AVAILABLE RESULTS

 Duration: **9 Hours**

5,954 FOOT TRAFFIC

24% of all foot traffic were considered engaged attendees



Engagement Rate: **160/hour**

Engaged attendees spent more than **9 minutes and 50 seconds** within the footprint

Owned Channel Impact

PMCF + Ethnicity Matters drove engagement and awareness beyond event footprint.

Tap 2 Donate Effectiveness

Supported real-time fundraising during event (PMCF-tracked).

Onsite Conversion

Indicates strong interest and retention for next year.

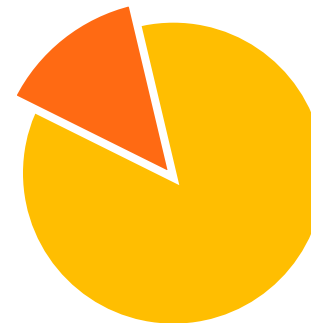


43 YEAR-2 TEAM REGISTRATIONS

OVER 5,950 VISITORS

Attended the event over 9 hours

Averaging more than **660 VISITORS PER HOUR.**



With **109 volunteers** and **31 ASTOUND staff**, the experience was well-supported and effectively executed.

EVENT PHOTOS

MATCH DAY



The Princess Margaret
Cancer Foundation UHN

CARRY
THE FIRE



THE PRINCESS MARGARET
CRICKET
TO CONQUER CANCER

Presented by



Carry The Fire for a world free from the fear of cancer

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CARRY
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THE FIRE

CRICKET

THE PRINCESS MARGARET
CANCER FOUNDATION









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THANK YOU

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