

GEMS
EDUCATION
We see *genius* in every child

esm



**ROBIN SPORTS
RELATIONS**

CRICKET

SCHOLARSHIP PROGRAM

A GEMS EDUCATION EXCLUSIVE PARTNERSHIP

TRANSFORMING YOUNG TALENT INTO CRICKET LEGENDS

Robin Sports Relations (RSR), in collaboration with global cricket icons **Robin Singh, Curtly Ambrose, Shivnarine Chanderpaul, Virender Sehwag** and other international cricket legends, presents an exclusive cricket scholarship initiative for students **aged 7-19**.

This exclusive programme is designed to identify, nurture, and elevate cricketing talent within GEMS schools - offering selected students a direct pathway towards elite development and future professional opportunities.

Through **high-profile trials, long-term mentorship, and access to global platforms**, this programme integrates high-performance sport into your school environment, while enhancing your reputation as a champion of holistic, future-forward education.



PROGRAM HIGHLIGHTS

FOR STUDENTS



Professional cricket training with international legends



Complete cricket kit and equipment provision



Celebrity-led camps and clinics with media exposure



Global exchange programs combining education and sports



Technical, tactical, and mental skills development



Elite selection pathway with Premier League teams scouting



Comprehensive coaching in fitness, nutrition, and mental strength



Media training and public exposure



Long-term mentorship for high-performing students

FOR SCHOOLS



Enhanced brand reputation through association with elite sports



Significant media exposure across multiple platforms



Increased admissions from sports-focused families



Competitive advantage in the educational marketplace



Access to world-class sports facilities and expertise

FOR PRINCIPALS



Leadership recognition as champions of holistic education



Exclusive invitation to Advisory Panels & Awards Functions



Expanded professional network with sports and education leaders



School profile enhancement through sports excellence



Direct connection with international sports personalities

IMPLEMENTATION ROADMAP

PROGRAM APPROVAL



GEMS Corporate & RSR



PRINCIPAL CIRCULAR



GEMS Deputy CEO

REGISTRATIONS OPEN



GEMS Schools + RSR



SCHOOL ORIENTATIONS + REGISTRATIONS END



RSR Field Teams



SELECTION TRIALS



RSR Coaches +
International
Cricketers

FINAL SQUAD ANNOUNCEMENT



RSR Board



SCHOLARSHIPS BEGIN



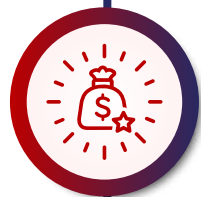
RSR

PHASED APPROACH TO SUCCESS



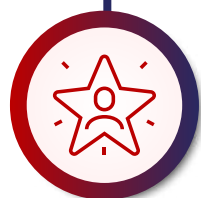
PHASE 1: REGISTRATION & PROMOTION

- Official program launch via GEMS Corporate circular to all principals
- **Open registrations for students aged 7-19**
 - **Ages 7-11:** Meet & greet + cricket selections & engagement sessions.
 - **Ages 12-19:** Cricket selections and scholarship squad progression
- Comprehensive marketing support including custom posters, social media campaigns, and collaborative post approvals and promotion during school assemblies



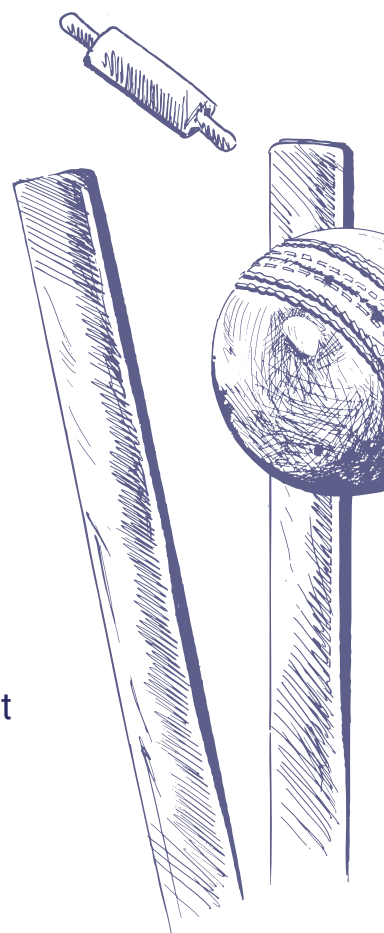
PHASE 2: COMPETITION & INCENTIVES

- **Top 3 Schools with Maximum Registrations will receive:**
 - Platinum-tier cricket celebrity for student interactions
 - Hosting rights for high-profile selections and media events
 - Featured prominence in GEMS newsletters and RSR social media globally
- **Principal Recognition:**
 - Formal certificates and on-stage felicitation during celebrity events
 - Consideration for the RSR Advisory Panel on School Sports Development with program partners in UK, Australia, and India



PHASE 3: SELECTION TRIALS & CELEBRITY VISITS

- On-campus trials conducted by RSR with ex-international players & qualified coaches
- **Celebrity interactions customized by age group:**
 - **Ages 7-11:** Meet & Greet sessions with cricket legends
 - **Ages 12-19:** Live trials under legends' supervision
- Schools with most selections may be chosen as pilot schools for year-round RSR Cricket Academy modules



VALUE CREATION & OPPORTUNITY



Registration Revenue:

Collected through GEMS-authorized platforms with value-in-kind returns to schools



Exclusive Merchandise:

Optional GEMS and RSR co-branded apparel and equipment with celebrity autographs



Sponsored Events:

High-visibility trials and interactions with external brand partnerships



A PIONEERING INITIATIVE

The RSR Program is a groundbreaking blend of **sport, scholarship, and education—led by former international cricketers** and unmatched in the school space. Aligned with GEMS values, it offers **elite training, academic balance, and international exposure**, with rollouts across the UAE, India, England, and Australia.

Selected students join a global talent pool, engaging in cross-border school exchanges that build cultural awareness and competitive readiness from a young age.



RSR

CRICKET SCHOLARSHIP PROGRAM

SCHOOL NETS TO INTERNATIONAL SETS

For more information, please contact the
RSR PROGRAM OFFICE



 [rsr_program](#)

 +97 15689 64559 / +97 15030 33612

 Suite No: 205, Block A
Office land Building, Karama
Dubai, U.A.E, P.O. Box. 119257