

Directorate of Sports Punjab/ Punjab State Sports Council

5th World Cup Kabaddi, Punjab- 2014

Invitation of Bids for Sponsorship and Invitation for Donations

The Department of Sports, Punjab/ Punjab State Sports Council is organizing 5th World Cup Kabaddi, Punjab-2014 from 6th December to 20th December, 2014. The event will take place at 14 different locations in the State of Punjab. The Opening Ceremony will be held on 6th December, 2014 at Guru Gobind Singh Stadium, Jalandhar and Closing Ceremony on 20th December, 2014 at Multipurpose Stadium, Bathinda. Teams from different countries such as India, USA, England, Canada, Pakistan, Spain, Denmark, Iran, Argentina, New Zealand, Norway, Scotland, Germany, Turkmenistan and Belgium in Men's section and USA, England, Denmark, Pakistan, New Zealand, Mexico, Azerbaijan including India in Women's section are likely to participate.

- (1) Top 3 Men Teams would be given a Prize Money of Rs. 2.00 crore, Rs. 1.00 crore and Rs. 51.00 lacs.
- (2) Top 3 Women Teams would get a Prize Money of Rs. 1.00 crore, Rs. 51.00 lacs & Rs. 25.00 lacs, respectively.
- (3) The event will be witnessed by more than 40,000 spectators at each venue.
- (4) Lacs of people across the globe would watch this Tournament on television.
- (5) The Opening and Closing Ceremonies of the Tournament would be held under flood lights and telecast live.

Secretary, Punjab State Sports Council invites sponsorships from interested sponsors for the below mentioned categories of sponsorships for the 5th World Cup Kabaddi, Punjab-2014.

S. No.	Sponsorship Type	No. of Sponsors
1	Title Sponsor	1
2	Associate Sponsors	2
3	Co-Sponsors	8
4	Banners (size 10 ft. x 2.5 ft.) Rs. 2.00 lac per banner (along fencing)	100

The detailed information is also available on the Department's website: www.pbsports.gov.in

Last date for acceptance of sealed bids for sponsors at Sr. No. 1, 2 & 3 would be on or before 25th November, 2014 by 2.00 PM. Bids shall be opened on the same day at 3.00 PM and highest bid (s) under first three categories would be awarded sponsorships. However, the donations can be given and space for banners can be obtained upto the last day of the Tournament.

The donations will be exempted under section 80G of the Income Tax Act 1961. Any Financial Aid without publicity will be considered as donation. The cheques/drafts may be sent in the name of Secretary, Punjab State Sports Council, Chandigarh.

-Sd/-

**Director Sports, Punjab &
Secretary, Punjab State Sports Council**

(DIRECTORATE OF SPORTS, PUNJAB)

**5th World Cup Kabaddi,
Punjab-2014**

Concept Paper

Circle Style Kabaddi is an ancient and ethnic game of Punjab State. It is highly popular especially amongst the rural masses. Every winter, a large number of Kabaddi tournaments are organized throughout the State. Some of these are sponsored by the NRIs, who especially visit India to actively organize them. The rural masses, who are passionate about the Game of Kabaddi, throng in tens of thousands to witness the matches. These tournaments generate a lot of enthusiasm leading to keenly contested matches. Having due regard to the popularity of the game of Kabaddi in the State, Govt. of Punjab gave recognition to this game by incorporating it in the Sports Gradation Policy of the State Govt., which entitles the eminent Kabaddi players to avail of various benefits under the said policy. In the past few years, this game has also become quite popular in various countries of the world where people from Punjab have settled and even Kabaddi tournaments are organized throughout the year in these countries. A large number of players from Punjab go abroad every year to participate in these tournaments and earn a lot of money. With every passing year, the game of Circle Kabaddi is getting popular in various parts of the World. It will be evident when more than 75% participating teams of 5th World Cup Kabaddi, Punjab-2014 would constitute the players of foreign origin. In view of ever rising popularity of the game and to further popularize it in a systematic manner, and to ensure that the sportspersons who opt for this game are duly rewarded, it is necessary that various national level and international level tournaments in this discipline are organized in a proper manner. The organization of World Kabaddi League-2014 is a positive step in this direction.

After successful conduct of four editions of the World Cup Kabaddi, the Punjab Govt. in the Deptt. of Sports/ Punjab State Sports Council has decided to organize 5th edition of the Tournament in the State from 6th to 20th December, 2014. The Govt. of Punjab will be awarding Prize Money to the participating teams as per details below:-

Position	Men's Section	Women's Section
First Position	INR 2 crores	INR 1 crore
Second Position	INR 1 crores	INR 51 lacs
Third Position	INR 51 lacs	INR 25 lacs
Non Position (Guarantee Money)	INR 15 lacs (Canada, USA, Argentina)	INR 15 lacs (USA, New Zealand, Mexico)
All other teams	INR 10 lacs	INR 10 lacs

In addition to it, the participating teams shall be provided free local transport, boarding and lodging in true Punjabi Style. The following teams are likely to participate in this international event:-

Men's Section:-

Sr. No.	Name of Country	Sr. No.	Name of Country
1	India	2	USA
3	England	4	Canada
5	Pakistan	6	Spain
7	Denmark	8	Iran
9	Argentina	10	New Zealand
11	Norway	12	Scotland
13	Germany	14	Turkmenistan
15	Belgium		

Women's Section:-

1	India	2	USA
3	England	4	Denmark
5	Pakistan	6	New Zealand
7	Mexico	8	Azerbaijan

The 5th World Cup Kabaddi, Punjab-2014 is likely to be held at the following locations in the State:-

Sr. No.	Venues of the Match
1.	Guru Gobind Singh Stadium, Jalandhar (Opening Ceremony)
2.	Govt. College Stadium, Gurdaspur
3.	Govt. Ripudaman College Stadium Nabha (Patiala)
4.	Sports Stadium, Chohla Sahib (Tarn Taran)
5.	War Heroes Stadium, Sangrur
6.	Nehru Stadium, Roopnagar
7.	Sports Stadium, Jalalabad (Fazilka)
8.	Outdoor Stadium, Hoshiarpur
9.	Multipurpose Stadium, Mansa
10.	Guru Nanak Stadium, Sultanpur Lodhi (Kapurthala)
11.	A.S. College Stadium, Khanna (Ludhiana)
12.	Sports Stadium, Mehta (Amritsar)
13.	Sports Stadium Village Badal (Sri Muktsar Sahib) (Semi Final matches Women/Men)
14.	Rest
15.	Multipurpose Stadium, Bathinda (Third and Fourth position matches Women/Men) (Final Matches- Women/Men and Closing Ceremony)

This tournament presents the corporate world a great opportunity to promote and enhance their brands in the rural markets of Punjab as well as other parts of the country. This tournament shall be well spread over Punjab and will bring hoards of spectators from various regions.

The multiple venues would help sponsors in getting a larger number of spectators & viewers on their brand. The large crowds at the venues and even larger numbers viewing the tournament live on T.V. is guaranteed. When the local and national tournaments for kabaddi draw spectators in tens of thousands, one can be sure that the 5th World Cup Kabaddi, Punjab-2014 would get audience in hundreds of thousands. To ensure maximum number of spectators in the stadia and also huge television viewership, the matches at Jalandhar, Gurdaspur, Village Badal (Sri Muktsar Sahib) and Bathinda of this mega international event shall be held under flood lights. The Opening Ceremony of the Tournament along with a gala cultural programme would be held at Jalandhar. The Final Match with a colourful Closing Ceremony befitting to this mega Sports event will be held at Bathinda. There shall be a live telecast of all the matches/ ceremonies.

Efforts are also being made to telecast daily at least a capsule of half an hour containing highlights of various matches during the day. This capsule would be telecast daily at prime time to have maximum viewership. Therefore, this mega event has potential to provide an excellent opportunity to the corporate world to promote various brands, especially to impress the rural market where a sizeable population has significant disposable income.

SPONSORSHIP OPPORTUNITIES:

The sponsors of this tournament would gain immensely through branding and publicity on all media, including Television, Radio, Hoardings, etc. The various sponsorship and partner options are mentioned in the tables below.

SPONSORSHIP CATEGORIES:

Sr. No.	Sponsorship Type	No. of Sponsors
1	Title Sponsor	1
2	Associate Sponsors	2
3	Co-Sponsors	8
4	Banners (size 10ft. x 2.5 ft.) Rs. 2.00 lac per banner along fencing	100

The space for publicity at each venue would be allotted and apportioned amongst sponsors as under :-

- (i) Title sponsor -- 15 banners of the size 10ft. x 2.5 ft.
- (ii) Associate Sponsors -- 4 banners of the size 10ft. x 2.5 ft.
- (iii) Co- sponsors -- 2 banners of the size 10ft. x 2.5 ft.

Apart from publicity through sponsorship, the interested parties can also enter into partnership with the Organizing Committee of the Tournament to propagate their products.

Approximate 500 hoardings of size 20ft. x 10 ft. each, would be installed at 11 different venues across the State, highlighting the Logo of Title Sponsors, Associate Sponsors and Co-Sponsors. In addition to this, publicity worth Rs. 1.5 crore would be given in Print and Electronic Media and the above said Sponsors would get publicity through these mediums too.

As elaborated earlier, this international event would be an annual event. Therefore, the sponsors who get associated with the tournament can hope for a long association to maximize their gains. The manner in which the tournament is being organized, it is likely to get more and more popular with every passing year and there is likely to be tremendous increase in the viewership over the years. Therefore, it provides a golden opportunity to the interested parties to enter into lasting association with this international event.

Any person/ body can also donate or give financial aid to the Punjab State Sports Council for the above said event. The donation will be exempted under section 80G of the Income Tax Act 1961, as per the rules of the said section. Any Financial Aid without publicity will be considered as donation.