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6th World Cup Kabaddi,
Punjab-2015

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 6th World Cup Kabaddi, Punjab-2015 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.

After successful conduct of five editions of the World Cup Kabaddi, the Punjab Govt. in the Deptt. of Sports/ Punjab State Sports Council has decided to organize 6th edition of the Tournament in the State from 15th to 28th November, 2015. 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 crore	INR 1.50 crore
Second Position	INR 1 crore	INR 75 lac
Third Position	INR 51 lac	INR 41 lac
Non Position (Guarantee Money for Canada, USA, Argentina, Australia, New Zealand, Mexico)	INR 15 lac	INR 15 lac
Non Position (Guarantee Money for All other teams)	INR 10 lac	INR 10 lac

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:-

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|-------------|-----------------|------------------|------------|
| 1) India | 7) Denmark | 13) Germany | 19) Kenya |
| 2) USA | 8) Iran | 14) Turkmenistan | 20) Norway |
| 3) England | 9) Argentina | 15) Belgium | 21) Italy |
| 4) Canada | 10) New Zealand | 16) Sweden | 22) Nepal |
| 5) Pakistan | 11) Norway | 17) Australia | |
| 6) Spain | 12) Scotland | 18) Sierra Leone | |

Women's Section:-

1)	India	6)	New Zealand
2)	USA	7)	Mexico
3)	England	8)	Azerbaijan
4)	Denmark	9)	Malaysia
5)	Pakistan	10)	Kenya

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The 6th World Cup Kabaddi, Punjab-2015 is likely to be held at the following locations in the State:-

Venue of Match

Nehru Stadium, Roopnagar (Opening Ceremony)

Govt. College Stadium, Gurdaspur

Multipurpose Stadium, Dhudike, Moga

Guru Gobind Singh Stadium, Jalandhar

A.S. College Stadium, Khanna (Ludhiana)

Sports Stadium, Chohla Sahib (Tarn Taran)

Guru Nanak Stadium, Sultanpur Lodhi (Kapurthala)

Outdoor Stadium, Hoshiarpur

Govt. Ripudaman College Stadium Nabha (Patiala)

Sports Stadium Village Badal (Sri Muktsar Sahib)

Sports Stadium, Mehta (Amritsar)

Kabaddi Stadium, Dirba (Sangrur)

(Semi Final matches Women/Men)

Sports Stadium, Barnala

(Third and Fourth position matches (Women/Men) & (Women Final)

Sports Stadium, Jalalabad (Fazilka)

(Final Match- 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

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sure that the 6th World Cup Kabaddi, Punjab-2015 would get audience in hundreds of thousands. To ensure maximum number of spectators in the stadia and also huge television viewership, the matches at some venues including Opening & Closing Ceremonies 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 Roopnagar. The Final Match with a colourful Closing Ceremony befitting to this mega Sports event will be held at Jalalabad (Fazilka). 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	Boards (size 10ft. x 2.5 ft.) Rs. 2.00 lac per board along fencing	100

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

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

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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 14 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 is being organized every year. 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.