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Sponsorship Opportunities Bengaluru Midnight Marathon (BMM) 2014

Rotary Bangalore IT Corridor, Charitable Trust (www.rbitc.org)

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Major Sponsorships

It is proposed that all sponsors bring both cash and 'in kind' donations to the table. The sponsors get rights for visibility in all the communication and media.

Specific needs of sponsors regarding charity and advertisements can be worked with sponsoring partners, to tailor an acceptable deal.

Entitlements for Major Sponsorship Partner / s

- ✓ Naming of event against sponsor as "XYZ event" and the Trophy as the "XYZ event trophy"
- ✓ Branding in email campaigns at communities in and around Whitefield. That goes to all the communities in Whitefield and gets forwarded across the city.
- ✓ Branding across print, radio & outdoor media
- ✓ Branding at venue staging area where thousands will gather on Race Day
- ✓ Branding in poster campaigns as Community Relay Partner
- ✓ Repeat PA Announcements of company's sponsorship on Race Day
- ✓ Branding on the certificates to all the runners and winners
- ✓ Branding on all the Bibs of all the runners
- ✓ Booth space during race day
- ✓ Website branding
- ✓ 50 race coupons for individual events

Other branding and visibility ideas can be discussed with Major Sponsors specifically if required.

Title Sponsor

- How Many : 1
Target Amount : As mutually discussed
Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and merchandise. Exclusivity factors are medal, logo unit, naming rights and prominence in running chest numbers (Bibs).

Associate Sponsor

- How Many : 2-3
Target Amount : Rs. 25-35 Lakhs
Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and branding in running chest numbers (Bibs).

IT City Fun Run

The IT City Run is the flagship event of BMM. It is the event that has the maximum participation with thousands turning up for it. This is an event for people who aren't professional or serious long distance runners and yet they love running and want to participate in a smaller 5 Km stretch. This is the time of the race when BMM gets maximum number of people with runners and their families as well people preparing for the Community Run.

Target Amount : Rs. 10 lakhs
Entitlements : Branding across print & outdoor media and at venue branding. Branding in poster campaign and email campaigns at communities in and around Whitefield

10K Run

The 10k Run is the T20 Cricket of Marathons across the world. Immensely popular, this event has taken the world by storm. This is an event for people who aren't professional, but are serious long distance runners and yet to come to terms with a full Marathon.

Target Amount : Rs. 10 lakhs
Entitlements : Branding across print & outdoor media and at venue branding. Branding in poster campaign and email campaigns at communities in and around Whitefield.

Marathon and Half Marathon

Target Amount : Rs. 10 lakhs each
Entitlements : Branding across print & outdoor media and at venue branding. Branding in poster campaign and email campaigns at communities in and around Whitefield.

Corporate Challenge (Relay) Sponsorship

The Corporate Relay is an innovative and special event created as part of the Bengaluru Midnight Marathon. The Relay gives corporate entities an opportunity to participate in the full marathon as a team of eight. As the Name suggests, it is a relay. The teams of eight people have to complete the Full marathon by dividing the distance between eight people.

Corporate Challenge (Relay) Sponsorship – Women

How Many : 1
Target Amount : Rs. 10 Lakhs



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Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and branding in running chest numbers (Bibs).

Corporate Challenge (Relay) Sponsorship - Open

How Many : 1

Target Amount : Rs. 10 Lakhs each

Entitlements : Blanket branding across all media, collaterals, branding boards, backdrops and branding in running chest numbers (Bibs).

Corporate Challenge (Relay) Team Participation

Corporates/NGO's/Clubs register a team of 8 individual runners. This event provides an amazing opportunity for these entities to contribute to Corporate Social Responsibilities, align with their employee retention programmes and provide brand building initiatives.

How Many : 30 teams for each Relay – Corporate and Women's

Target Amount : Rs. 1.20 lakhs per team

Entitlements : Team gets to participate in a Special Race, which is both competitive and fun in nature, gets branding on race day and exclusive space to put up promotional material

Community Relay

The Community Relay is a great innovative event created to involve communities in running. The relay gives Community entities an opportunity to be part of fun, frolic and compete at the Midnight Marathon. As the name suggests, it is a relay. The teams of five people run a relay. Same community can send more teams since the race is about involvement of communities.

Target Amount : Rs. 5 lakhs

Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign and email campaigns at communities in and around Whitefield.

CXO Power Mile

A Special pre-race day event set up especially for CEO's/CXOs of large IT and other companies. Last few years, more than 150 of them have participated in this event. It starts with light entertainment, continued by a 1 Mile walk/run and followed by cocktails and lunch. It's a great opportunity for targeting corporate entities CEO's/CXOs for sponsorships and participation. Also a great PR Opportunity.

How Many : 1 Sponsor

Target Amount : Rs. 5 Lakhs

Entitlements : Branding at venue plus access to HNI.

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Pre-race Pasta Party

Traditional pasta party / carbohydrate loading party traditionally held for athletes but are now a social affair attended primarily by international athletes, Media, Sponsors, Page 3 people and officials.

How Many : 1 sponsor
Target Amount : Rs. 3 Lakhs plus value of the 'in kind' donation
Entitlements : Branding and press release on same. Plus branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.

Post-race Awards and Thank you Party

A party to celebrate the marathon task of conducting a Marathon. It is primarily a social affair attended by international athletes, Media, Sponsors, Page 3 people and officials and volunteers.

How Many : 1
Target Amount : Rs. 3 Lakhs plus value of the 'in kind' donation
Entitlements : Branding at venue & invitation etc.

Partners

Partners either bring cash to the table or a service. Ideally there should be a cash component involved even though they are offering a free product / service. Examples of partners would be:

Hospitality Partner

Typically a 5 Star Hotel and they provide 'in kind' Banqueting Space, Food, And Stay for Athletes / Dignitaries. They host the Press Conference(S), Pre Race Pasta Party, and Post Race Party.

Target Amount : Rs. 5 Lakhs (space with F & B for press conference, power mile and Pasta party) plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaigns, at corporate campuses and ground activation.

Lead Car Partner

In front of the Marathon, Half Marathon and 10k Run, there is always a lead car. This car can be sponsored by a car manufacturer. The manufacturer's car becomes the Lead car. It is branded with the Manufacturer's message.

Target Amount : Rs. 5 lakhs plus value of the 'in kind' donation



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Entitlements : Display at venue, lead car across three races. Branding across print & outdoor media and at venue. Branding in poster campaign at corporate campuses and ground activation.

Medical Partner (Hospital)

Considering the grueling Marathon and other races, critical Medical facilities are required at the venue, and on the race route. We need 4-5 Ambulances with trained Nurses, Doctors and emergency care equipment on route and a medical tent with beds, trained Nurses and Doctors at the venue. This is a service and typically comes with a cash component.

Target Amount : All medical facilities + Rs. 5 lakhs
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Logistics

Logistics partner is typically a Courier company. They provide the service of couriering acceptance letters and chest numbers.

Target Amount : Rs. 3 lakhs.\ plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Banking

Banking Partner typically facilitates the financial transactions involved, For example a separate account for the event, Online Credit Card payment gateway, etc.

Target Amount : Rs. 3 Lakhs plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.
Also large cheque for winners.

Timing

The timing partner should typically be a watch manufacturer. They provide us with big clocks for timing of the race. Typically four of them. Two on lead vehicles of the race and two at the venue. This service though not necessary, does add spice to the event.

Target Amount : Rs. 3 lakhs + Clocks plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.

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Branding in poster campaign at corporate campuses and ground activation.
Watches will carry branding.

Beverages

Typically a product sponsor. Last few years, we had Dabur, Bisleri, Redbull and Lucozade as beverage sponsors and they provided the runners with free beverages. These products should not in any way be adverse to health.

Target Amount : Rs. 5 lakhs. Plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Beverages (alcohol)

Alcohol will be needed for all parties, and a Beverages (alcohol) Partner covers this cost. Typically the partner only provides us with the free alcohol and gets branding only at the venue of the party and this branding is restricted to the bar area.

Target Amount : Rs 2 lakhs plus value of the 'in kind' donation
Entitlements : Branding at serving points.

Water

Water is essential to a race and large quantities are consumed. We have to provide water to all participants and this is a major saving in terms of cost. This also is a product sponsorship.

Target Amount : Rs. 3 Lakhs + plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.
Plus branding at all water stops.

Domestic Airline

Provides Free Tickets for Leading Athletes, Officials and Celebrities traveling to the race.

Target Amount : Rs. 5 lakhs. Plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

International Airline

Provides tickets for International Athletes, Officials, and Celebrities traveling to participate in the race.

Target Amount : Rs. 5 lakhs plus value of the 'in kind' donation

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Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Technology Partner

Technology partner can provide, registration facilitation services, Call Center services and cover the cost of the RFID based timing chips used by marathoners and half marathoners.

Target Amount : Rs. 5 lakhs plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Entertainment

Each year, we have a Rock Band / Musical Performance at the event. We also showcase traditional Karnataka performances, dholaks etc. on the route. The Entertainment partner will be expected to fit the bill of the show and performers.

Target Amount : Rs. 3 lakhs plus value of the 'in kind' donation
Entitlements : Branding across all entertainment points across pasta party, Power Mile, along route on Race Day, at every kilometer, and the Rock Show at the venue.

Apparel

Apparel partner is expected to provide us with t-shirts for the officials, and volunteers at the race. Typically this will be around 750 people. They can sell official merchandise through their outlets. They are also expected to pay for the association.

Target Amount : Rs. 3 lakhs plus value of the 'in kind' donation
Entitlements : Rights to produce and market official merchandise. Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.

Lighting

Since the races are being held during the hours of the night, we will be using extensive lighting. A lighting partner would be expected to foot the bill for the lighting.

Target Amount : Rs. 3 lakhs plus value of the 'in kind' donation
Entitlements : Branding at all light poles, press release on same. Branding across print & outdoor media and at venue branding. Branding in poster campaign at corporate campuses and ground activation.

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Shoes

Since the race is a running race this is a great opportunity for sports shoes makers to associate with the event and gain mileage. Typically the outlets of these stores help promote the race.

Target Amount : Rs. 5 lakhs plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Travel

Since a sizeable number of people are going to be traveling from across the country, this is a good opportunity for someone like a Thomas Cook or Cox and Kings to come on board as the Travel Partner. They get a lot of visibility with the association and also generate some business by associating with the race.

Target Amount : Rs. 3 lakhs plus value of the 'in kind' donation
Entitlements : Branding across print & outdoor media and at venue branding.
Branding in poster campaign at corporate campuses and ground activation.

Additional Revenue Streams

Art Auction

As an additional revenue stream, we can rope in artists to donate some of their paintings for auction at any of the pre or post-race events. Hotel provides free hospitality and we charge people attending a fixed sum per couple. Has potential to raise Rs. 10-15 lakhs.

Target Amount : Proceeds from Auction
Entitlements : Branding at Auction plus press release on same

Coffee Table Book

Printing of Coffee table book with the branding of the sponsor. The book will basically capture all the action of the Marathon through photographs.

How Many : 1 Presenting & Full Page Color Advertisements
Target Amount : Rs. 3 lakhs
Entitlements : Branding in book and at venue and press release. Distribution to over 100 Corporates



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Participation (Employees of Corporate Entities)

Bulk Corporate participation has always been a key part of the number of people participating in the event. Decisions taken at top level management can ensure large participation and also ensure in case of a lack of funds for advertising, we still have substantial participation

How Many : As Many
Target Amount : Rs. 350/- Per Head (Bulk Entries Only)
Entitlements : Race Participation

T-shirts

T-Shirts offered to Corporate Entities and participants in bulk quantities for sale, with an assured sale volume. For example GE buys 500 T-shirts @ of Rs. 500/- per t-shirt. They in turn get their employees to purchase them / distribute them to their employees. Our estimated production cost per T-shirt will be Rs. 250/-. So if we manage to sell two thousand T-shirts, this will mean revenue of Rs. 5 lakhs.

This is possible only if we don't sell the rights to any Apparel Partner.

Booths during Race Day

There are 10,000 people visiting the race venue. Most of these people are upwardly mobile IT and business professionals of Bengaluru. This provides a great opportunity for any company to showcase their products or services and get mileage out of it. These are booths at the main race venue.

How Many : 20
Target Amount : Rs. 30 - 50 000 per booth
Entitlements : Booth Space; trading from 12h00 – 2am!

Banners

There are 10,000 people visiting the race venue. Most of these people are upwardly mobile IT and business professionals of Bengaluru. This provides a great opportunity for any company to showcase their products or services and get mileage out of it. These are the banners along the race route.

How Many : Approx. 250 nos.
Target Amount : Rs. 10,000/- per banner
Entitlements : Banner Space



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