

Directorate of Sports Punjab/ Punjab State Sports Council

**SPONSORSHIP OPPORTUNITIES  
FOR**

**2<sup>nd</sup> World Cup Kabaddi, Punjab- 2011**

The Punjab Sports Department/ Punjab State Sports Council is organizing 2<sup>nd</sup> World Cup Kabaddi, Punjab-2011 in the state of Punjab from 1<sup>st</sup> to 20<sup>th</sup> November, 2011. The event would take place in 16 different cities of Punjab. The Opening Ceremony will be held on 1-11-2011 at Sports Stadium, Bathinda and Closing Ceremony on 20-11-2011 at Guru Nanak Stadium, Ludhiana. The following countries are likely to participate in this mega event:-

1. India	2. Pakistan	3. USA
4. Canada	5. Australia	6. U.K.
7. Italy	8. Argentina	9. Iran
10. Norway	11. Afghanistan	12. Spain/ New Zealand
13. Sri Lanka	14. South Korea	

The event will be first of its kind, wherein the top 3 teams would take home Rs. 2.00 Crore, Rs. 1.00 crore and Rs. 50.00 Lacs, respectively. This event will be witnessed by more than 30,000 spectators at each venue. Besides, last years experience shows that lacs of people all across the globe would watch this Tournament on television. The Tournament would be conducted under flood lights. Matches at different locations including Opening & Closing Ceremonies shall be telecast live.

The sponsors of this Tournament would gain immensely through branding and publicity on all media, including Television, Radio, Hoardings, etc. Secretary, Punjab State Sports Council invites bids from interested sponsors for the below mentioned categories of sponsorships for the 2<sup>nd</sup> World Cup Kabaddi, Punjab-2011.

**SPONSORSHIP TYPES:**

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

A concept paper on format of Tournament and detailed programme, may be obtained from Director Sports, Punjab-cum- Secretary Punjab State Sports Council, SCO No. 116-117, Sector 34-A, Chandigarh on any working day between 10.00 AM to 4.00 PM. Last date for acceptance of sealed bids would be on or before 3<sup>rd</sup> October, 2011 by 12.30 PM. Highest bid (s) under first three categories would be awarded sponsorships.

-Sd/-

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