



THE INDIA CUP

INTERSCHOOL FOOTBALL CHAMPIONSHIP

10-12 JULY 2025

START



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VISION & MISSION



VISION STATEMENT

"To make **The India Cup** the most exciting, celebrated, and unmissable school football championship in India—where talent meets opportunity, competition thrives, and every match is a festival of passion, teamwork, and joy. A tournament that brings together students, parents, coaches, and communities, creating lifelong memories while shaping the future stars of Indian football."

MISSION STATEMENT

- **The Ultimate School Football Experience:** Transform the India Cup into the biggest and most prestigious football event in the school sports circuit, making it the highlight of the academic year.
- **Unleashing Young Talent:** Provide a professionally managed platform for young footballers to showcase their skills, with pathways to national and international opportunities.
- **Keeping the Competitive Spirit Alive:** Maintain high sporting standards while ensuring a healthy balance of competition, fair play, and fun for all participants.
- **Empowering Girls & Marginalized Communities:** Actively promote gender equality by increasing participation of girls and providing scholarships, training, and exposure to underprivileged players.
- **Global Exposure & Partnerships:** Forge collaborations with top European and international football clubs, academies, and scouts, offering the best players training stints abroad.
- **Sustainable Growth & Legacy:** Expand the India Cup into multiple cities and states, ensuring that it becomes a permanent and iconic fixture in India's school sports ecosystem by 2030.



COMPOSITION, URBAN & RURAL ENGAGEMENT

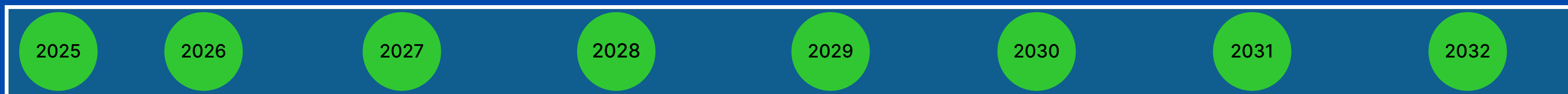
- ✓ Pioneering Girls' Football Category – One of the few professionally managed school football tournaments in India to include a dedicated female division apart from boys.
- ✓ Cash Incentives for Schools & Players – The first school tournament in India at a school level to reward winners, runners-up, and individual performers with cash incentives.
- ✓ Showcasing Rural Girls' Talent – Schedule for NGO led women's team from marginalized/rural societies.
- ✓ Full Sponsorship for NGO Teams – Covering travel, stay, and financial aid to support their community-building efforts.
- ✓ Gala Award Night & conclave with eminent dignitaries to grace the occasion

UNDER
17

**TARGET
AGE
GROUP**



GROWTH PLANS



TOTAL SCHOOLS | CATCHMENT SCOPE | SCOPE OF REACH(AT LEAST 25-28%) FOR BRAND/S GRADUALLY

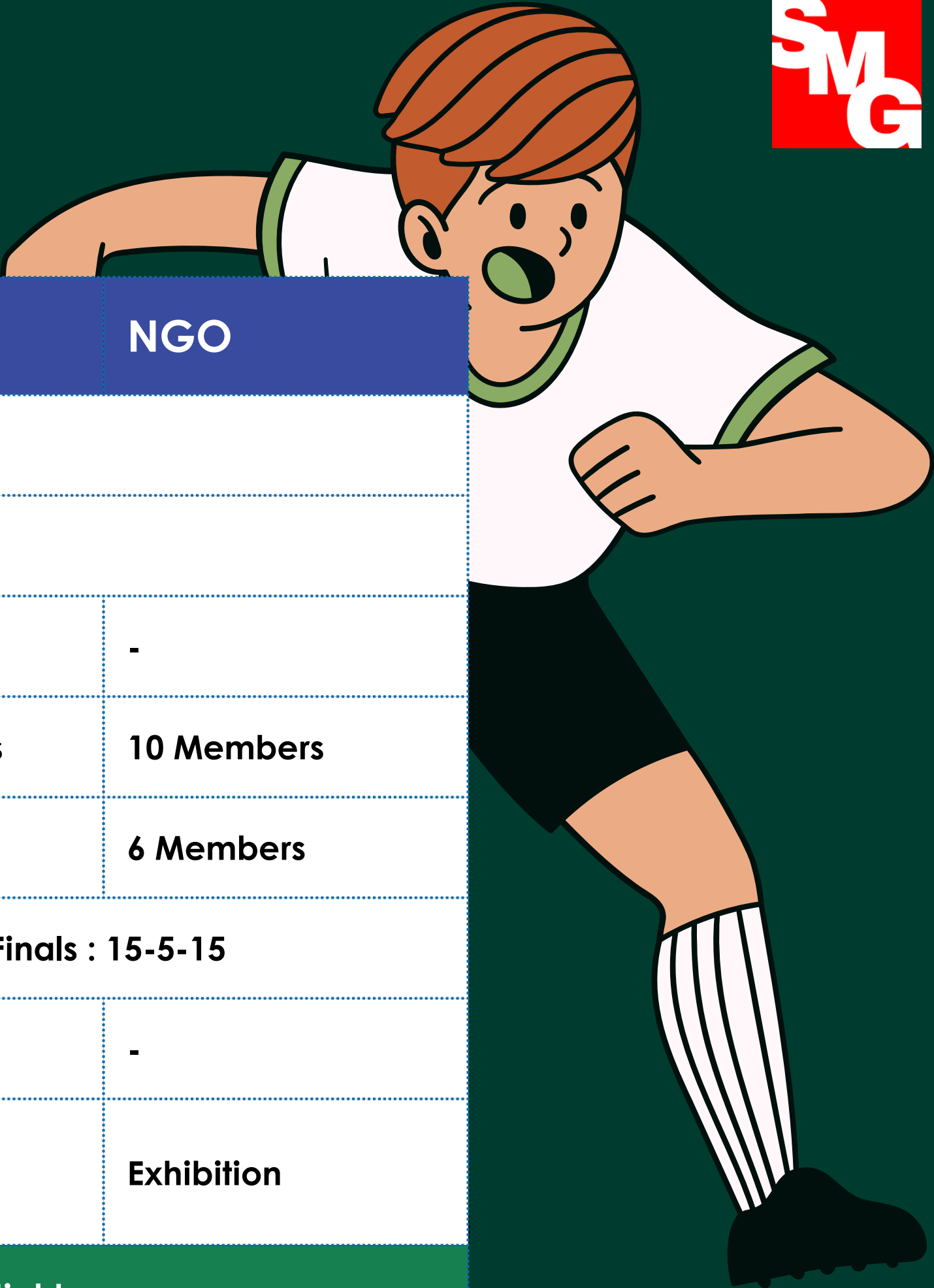


ASSOCIATIONS

All associations will be gradually done as we progress with our growth plan.



LOCATION & FORMAT



| Day | Time/Other Info | Boys | Girls | Alumni | NGO |
|-------------|-----------------|--|-------------------|------------|------------|
| City | - | Kolkata | | | |
| Year | 1st year | 10/11/12 July 2025 | | | |
| Composition | - | 8 Teams | 6 Teams | 8 Teams | - |
| Squad | Rolling changes | 10 Members | 10 Members | 10 Members | 10 Members |
| Side | On ground play | 6 Members | 6 Members | 6 Members | 6 Members |
| Time | - | League : 8-4-8 Knockout : 10-5-10 Finals : 15-5-15 | | | |
| Day 1 | 9 AM to 6 PM | League | League | Knockout | - |
| Day 2 | 9 AM to 6 PM | League & Knockout | League & Knockout | Knockout | Exhibition |
| Day 3 | 5 PM to 9 PM | The India Cup Gala Award Night | | | |



THE INDIA CUP

GALA AWARDS NIGHT '25

📍 **VENUE: DHANO DHANYE
AUDITORIUM, ALIPUR,
KOLKATA**

📅 **DATE: 12TH JULY 2025**

🕒 **TIME: 5:00 PM – 9:00 PM**

AS PER AVAILABILITY

GALA AWARDS NIGHT - PREMIUM INVITE ONLY



1 Prestige & Networking Opportunity 🏆🎭

Inviting principals, dignitaries, sponsors, and media elevates the stature of the tournament.
Encourages networking between schools, football clubs, and corporate sponsors.

2 Cultural Exchange & Celebration 🎵🌍

A well-planned cultural program featuring performances from different schools makes it more than just a football event.
Highlights India's diverse culture through music, dance, and storytelling.

3 Exclusive Recognition for Schools & Non-Playing Students 🎵📅

Awards for Best School Spirit, Social Media Star, and Student Journalist can be better appreciated in a formal setting rather than in the middle of a chaotic matchday.
Schools get the limelight they deserve for their engagement.

4 Professional Media Coverage & Sponsor Value 📷📢

Sponsors get premium branding opportunities with stage backdrops, screens, and press interviews.
Media gets to capture dignitaries giving speeches and players receiving awards in a grand setting.

5 Allows Matchday Focus on the Sport ⚽🔥

Matchday remains purely about the competition, keeping the energy high.
Players can fully celebrate their victories at the gala rather than rushing into an awards session.

WHY ASSOCIATE WITH “THE INDIA CUP”

1 Massive Reach & Brand Visibility

- Access to 1M+ students and their families, creating a strong brand recall.
- Exposure to 4.6 To 5.1 lacst+ schools across India (gradually for the next 7 years).
- 10M+ digital impressions through social media, live streaming, and event promotions (gradually for the next 7 years).

2 Targeting Youth & Families

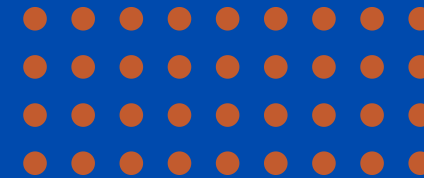
- Direct engagement with Gen Z & Millennials, a highly valuable consumer segment.
- Parents and school authorities form an influential decision-making audience.

3 Positive Brand Image & CSR Alignment

- Supporting grassroots sports development aligns with Corporate Social Responsibility (CSR) initiatives.
- Demonstrates commitment to youth empowerment, fitness, and gender inclusivity.
- High focus on “Women In Football”

4 Unique & Exclusive Branding Opportunities

- Jersey branding, match ball sponsorship, event banners, and on-ground activations.
- Exclusive partnerships (e.g., "Official Nutrition Partner," "Official Sportswear Partner").



5 Digital & Social Media Engagement

- Custom social media campaigns featuring the brand.
- Live-streamed matches with brand promotions in overlays.
- Viral engagement through contest sponsorships & giveaways.

6 Direct Conversions & Business Growth

- School activations and lead generation opportunities (great for EdTech, sports brands, FMCG, etc.).
- Product placement, experiential marketing, and sampling opportunities at the event.
- Product placement opportunities (paid) in ads created for promoting the event.



KEY METRICS TO MEASURE SPONSORSHIP ROI



Our team will provide a comprehensive report with all the key metrics post the event every year!

BRAND EXPOSURE & VISIBILITY

- ✓ Media Coverage – Number of TV, newspaper, and online articles mentioning the sponsor.
- ✓ Social Media Reach – Engagement (likes, shares, comments), video views, and hashtag mentions.
- ✓ Logo Placements – Visibility on jerseys, banners, digital promotions, and live streams.

ON-GROUND ENGAGEMENT

- ✓ Footfall & Attendance – Number of spectators, participants, and parents at the event.
- ✓ Booth Activation & Sampling – Number of visitors interacting with sponsor booths.
- ✓ Lead Generation – How many potential customers were collected for follow-ups?

AUDIENCE SENTIMENT & BRAND RECALL

- ✓ Surveys & Polls – Feedback from students, parents, and coaches on sponsor recall.
- ✓ Influencer & Athlete Mentions – How many players, teams, or influencers endorsed the brand?

This report is available complimentary to Title and Associate Sponsors. For all others it will be a paid report.



SPONSORSHIP CATEGORIES



- TITLE SPONSOR - **1 NOS**
- ASSOCIATE SPONSOR - **2 NOS**
- OFFICIAL KIT PARTNER
- OFFICIAL REFRESHMENT PARTNER (MATCH DAYS)
- OFFICIAL GALA AWARDS NIGHT (FOOD PARTNER)
- OFFICIAL BANKING PARTNER
- OFFICIAL TECHNOLOGY PARTNER
- OFFICIAL MEDIA PARTNER
- OFFICIAL PRIZE PARTNER
- OFFICIAL PARTNER FOR NGO ENABLED WOMEN TEAMS
- *CUSTOM PARTNERSHIP*

SPONSORSHIP AGREEMENT WITH DETAILED BENEFITS SHARED SEPARATELY



SPONSORS DELIVERABLES

AS APPLICABLE TO RELEVANT SPONSORS . WE CAN DISCUSS ONCE WE FINALIZE THE SPONSORSHIP CATEGORIES

1 Branding & Promotional Materials

- ✂ High-Resolution Logo Files (PNG, AI, EPS formats) – For placement on jerseys, banners, digital assets.
- ✂ Flex & Standee Designs – Sponsor-designed or brand-approved creatives for event placement.
- ✂ Brand Guidelines – Color codes, fonts, and usage rules for maintaining brand consistency.
- ✂ Advertisement Materials – Sponsor commercials, video content, and pre-recorded sponsor messages.

2 On-Ground Activation Materials

- ✂ Branded Booth Setup – Pop-up stalls, display units, and product sampling counters.
- ✂ Branded Merchandise – T-shirts, caps, water bottles, posters for giveaways.
- ✂ Promo Codes / Discount Vouchers – Custom QR codes or coupons for audience engagement.
- ✂ Interactive Props – Flags, clappers, inflatable cheer sticks with sponsor branding.

3 Digital & Media Support

- ✂ Social Media Posts & Content – Sponsor-approved creatives for tournament promotions.
- ✂ Influencer or Brand Ambassador Access – If the sponsor has a celebrity endorser, their involvement in promotions.
- ✂ Website & App Integration Materials – Sponsor-provided banners, URLs, and landing page content for digital integration.

4 Financial & Logistical Contributions

- ✂ Sponsorship Amount – Full or phased payment as per contract.
- ✂ Travel & Accommodation (if applicable) – If the sponsor commits to supporting travel expenses for teams.
- ✂ Gifts & Goodies for Participants – Sponsored player kits, footballs, accessories, or scholarships.
- ✂ Prize Money Contribution – If the sponsor is funding awards or scholarships.

5 Press & PR Materials

- ✂ Sponsor Quotes for Press Releases – Official statement on their partnership with the event.
- ✂ Media Coverage Coordination – Press kits and media contacts if the sponsor has PR support.
- ✂ VIP Guests & Representative Details – Names of sponsor executives attending the event for announcements.



PRIZES & MORE...

| Sr.No | Prize Category | Team Boys | Numbers | Judge |
|-------|----------------------------|---|---------|-------------------------------------|
| 1 | Champions Trophy | For the championship winner | 3 | Match Observer (Individual or Team) |
| 2 | Runners Up Trophy | For the runners up | 3 | Match Observer (Individual or Team) |
| 3 | 1st Runners Up Trophy | For the 1st runners up | 3 | Match Observer (Individual or Team) |
| 4 | Fair Play Award | Best Disciplined Team | 2 | Match Observer (Individual or Team) |
| 5 | Most Valuable Player (MVP) | a player who is judged to have contributed the most to their team's success | 2 | Match Observer (Individual or Team) |
| 6 | Best Goalkeeper | Best Goalkeeper | 3 | Match Observer (Individual or Team) |
| 7 | Golden Boot | Top Scorer | 3 | Match Observer (Individual or Team) |
| 8 | Best Defender | One who demonstrated solid defence | 3 | Match Observer (Individual or Team) |
| 9 | Emerging Player Award | player who demonstrated exceptional skills and is Under 14 | 3 | Match Observer (Individual or Team) |
| 10 | Best Playmaker | Most Assists | 3 | Match Observer (Individual or Team) |

MORE



*TENTATIVE LIST AND MAY CHANGE IF REQUIRED

PRIZES & MORE...

| Sr.No | Prize Category | Team Boys | Numbers | Judge |
|-------|------------------------------------|--|---------|-------------------------------------|
| 11 | Coach of the Tournament | Coach of the winning team | 2 | Match Observer (Individual or Team) |
| 12 | Best School Spirit Award | Given to the school with the most energetic fans, best team chants, and maximum participation. | 1 | Match Observer (Individual or Team) |
| 13 | Best Fan Outfit / Face Paint Award | Recognizes the student with the best creative outfit or face paint supporting their team. | 10 | Match Observer (Individual or Team) |
| 14 | Best Student Commentator Award | Allows students to try live match commentary and compete for the best commentator title. | 3 | Match Observer (Individual or Team) |
| 15 | Influencer Icon Award | Prize for the student that posts the most engaging social media content about the tournament. | 20 | Match Observer (Individual or Team) |
| 16 | Social Media Star Award | Prize for the school that posts the most engaging social media content about the tournament. | 2 | Match Observer (Individual or Team) |
| 16 | Student Journalist Award | For the best match reports or articles written by students. | 5 | Match Observer (Individual or Team) |
| 17 | Best Fan Moment Capture | Students submit their best captured moments from the tournament. | 5 | Match Observer (Individual or Team) |
| 18 | Best Cheering parents | For the most engaging and cheering parent/s | 20 | Match Observer (Individual or Team) |
| 19 | Participation Certificates | For all participants | 132 | Core Team |
| 20 | Appreciation certificates | For the crew who relentlessly worked towards ensuring the event is a grand success | TBD | Core Team |

*TENTATIVE LIST AND MAY CHANGE IF REQUIRED



IP, CONCEPT & ORGANIZED BY

ABOUT US



Sports Media Group (SMG) is an innovative sports promotion and media company dedicated to revolutionizing grassroots and professional sports in India. With a deep passion for athlete development, sports broadcasting, and event management, SMG creates unparalleled opportunities for young talent to shine on the national and international stage.

As the official promoter and organizer of “**The India Cup**” School Football Championship, SMG is committed to nurturing the next generation of football stars by combining top-tier sports management, media partnerships, and brand activations. Our expertise spans across:

- ✓ Sports Event Management – Organizing and executing high-impact tournaments.
- ✓ Sponsorship & Brand Partnerships – Connecting brands with valuable sports audiences and athletes.
- ✓ Live Streaming & Digital Content – Bringing sports action to millions through strategic media collaborations.
- ✓ Athlete & Grassroots Development – Identifying and promoting emerging sports talent.
- ✓ Sports Exchange Programs – Work with schools & students for inbound and outbound sports and educational exchange programs.

SMG is a brand under its parent company Alumnik India Private Limited - CIN U63120WB2024PTC272694.

SMG website is under construction and shall be available soon on www.thesportsmediagroup.com

STRATEGIC PARTNER



GERMAN FOOTBALL ACADEMY

GFA is a grass root football academy with footprints across the country particularly in Eastern & Southern India. Today GFA has over 600 children across the country training under its wing in different football development programs.

Along side running football training programs, GFA also specializes in organizing sports events particularly in football for a varied range of audiences from school goers to corporates..

LETS CHAT !!

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