

# SPONSORSHIP AGREEMENT

FOR THE INDIA CUP [SOCCER EDITION] PROMOTED & ORGANIZED BY **SPORTS MEDIA GROUP (SMG)**, INDIA. **SMG** IS A BRAND UNDER ITS PARENT COMPANY **ALUMNIK INDIA PRIVATE LIMITED**. CIN U63120WB2024PTC272694.



*This Sponsorship Agreement ("Agreement") is made and entered into as of [DATE], by and between: **Sports Media Group (SMG)**, having its principal place of business at HH/1/20/21 Gopal Bhavan, Baguiati, Kolkata, hereinafter referred to as the "Promoter";*

*(Sponsor name) company incorporated and registered at [Address], hereinafter referred to as the "Sponsor"; Collectively referred to as the "Parties."*

## OVERVIEW

### 1. PURPOSE OF AGREEMENT

The purpose of this Agreement is to outline the terms under which the Sponsor will provide financial support for **The India Cup School Football Tournament** in exchange for agreed-upon branding, promotional, and engagement benefits.

## 2. EVENT DETAILS

- **Event Name:** The India Cup | School Football Championship | The India Cup Gala Awards Night
- **Date(s):** 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> July 2025
- **Location:** Kolkata
- **Promoter & Organizer:** Sports Media Group (SMG)

## DETAILED SPONSORSHIP PACKAGES & BENEFITS

### 1. TITLE SPONSOR | 1 NOS | ₹20 LACS

#### Exclusive Benefits:

#### Naming Rights:

- The tournament will be branded as "The India Cup Soccer" presented by [Sponsor Name]."
- Logo Placement: You choose prominent branding on Venues, Gala Awards Night, jerseys, banners, digital promotions, Event backdrops and press releases.
- Exclusivity in Category: Sole representation in their industry category (e.g., only one bank, telecom, or automobile brand).

#### Extensive Media Exposure:

- Feature in all television, print, jersey and digital media campaigns.
- Prime placement in official tournament website & live streaming platforms.

- Mention in press conferences and promotional events.
- Employee Engagement: Sponsor employees can participate in match-day activations.

#### **Gala Awards Night**

- Speak about your company and your association with **The India Cup**
- Call on stage to give away awards

#### **CSR & Community Engagement:**

- Partner in the NGO football initiative supporting underprivileged girl footballers.
- Opportunity to fund scholarships for outstanding talents.

## **2. ASSOCIATE SPONSOR | 2 NOS | ₹10 LACS**

#### **Exclusive Benefits:**

#### **Branding Rights**

- Logo Placement: Option of you choosing (Priority shall be given to Title sponsor) branding on Venues, Gala Awards Night (Standees), banners, digital promotions, Event backdrops and press releases.

#### **Media Coverage:**

- Name inclusion in tournament announcements and advertising campaigns.
- Mid-tier placement in press materials & digital ads.
- Venue Branding: Sideboards, and entrance banners, Standee at Gala Award Night
- Digital Promotions: Feature on social media campaigns, interviews, and match highlights.
- Employee Engagement: Sponsor employees can participate in match-day activations.

#### **Gala Awards Night**

- Call on stage to give away awards

## **3.OFFICIAL PARTNERS | TBD | ₹5 LACS**

#### **Exclusive Sponsors**

- Official Kit Partner – Branding on tournament kits & official merchandise (excluding jersey)
- Official Refreshment Partner (match days) – Exclusive supplier of Refreshment needs during the match days
- Official Gala Awards Night (Food Partner) - Exclusive sponsor of High-Tea/Dinner needs during the Gala Awards Night
- Official Banking Partner – Branding on financial transactions, and prize money transfers.
- Official Technology Partner – Providing tech support for live streaming & analytics.
- Official Media Partner - Branding across tournament broadcasts, press releases, and exclusive interviews.
- Official Prize Partner – Exclusive sponsor for all prizes and trophies
- Official Partner for NGO enabled women teams – Covers travel, kits, honorary ex-gratia payment to uplift their social positions.

#### **Exclusive Benefits**

Industry-specific branding rights.

Logo placement in relevant spaces across match days and Gala Awards Night

Co-branded digital campaigns.

Special offers & engagement initiatives (e.g., a bank offering tournament-themed debit cards).

## **4.CUSTOM PARTNERSHIP OPPORTUNITIES AVAILABLE**

## SPONSORS DELIVERABLES

### 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.

### 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.

### 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.

### 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.

### 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.

## SMG DELIVERABLES - POST EVENT

**Our team will provide a comprehensive report with all the key metrics post the event every year no more than 3 months post the event!**

### Basic: Available to all sponsors - FREE

- ✓ Logo Placements – Visibility on jerseys, banners, digital promotions, and live streams - Pictures
- ✓ Social Media Reach – Engagement (likes, shares, comments) for Instagram & Facebook

**Professional: Available to all sponsors apart from Title and Associate Sponsors – ₹1 Lac. These reports are free for Title and Associate Sponsors.**

### 📣 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?

## CHOOSE YOUR OPTIONS

- ☐ Title Sponsor
- ☐ Associate Sponsor
- ☐ Category Sponsor
  - ☐ Official Kit Partner – Branding on tournament kits & official merchandise.
  - ☐ Official Beverage Partner – Exclusive supplier for hydration needs during the event.
  - ☐ Official Banking Partner – Branding on financial transactions, and prize money transfers.
  - ☐ Official Technology Partner – Providing tech support for live streaming & analytics.
  - ☐ Official Media Partner - Branding across tournament broadcasts, press releases, and exclusive interviews.
- ☐ Custom Partnership opportunities - Feel free to write it here

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## PAYMENT TERMS AND METHODS

Sponsor agrees to pay ₹Click or tap here to enter text. using one of the following structures:

### ☐ 100% Payment Structure with 10% discount

100% payment on signing the agreement.

This entails a 10% discount on upfront payment if signed 4 months before the event ie. **10<sup>th</sup> April 2025**

### ☐ 50:50 Payment Structure

50% advance upon signing this Agreement.

50% balance 1 week before the event date 10<sup>th</sup> July 2025

### ☐ 50:30:20 Payment Structure

50% initial payment upon signing this Agreement.

30% payment 45 days before the event date 10<sup>th</sup> July 2025

20% final payment 1 week before the event date 10<sup>th</sup> July 2025

## PAYMENTS SHALL BE MADE VIA BANK TRANSFER TO

**Account Name:** Alumnik India Private Limited

**Bank:** Axis Bank

**Account Number:** 924020059925294

**IFSC Code:** UTIB0005408

## INTELLECTUAL PROPERTY & BRAND USAGE

1. Sponsor grants the Promoter a limited, non-exclusive right to use its logo and trademarks solely for event promotion.
2. Any use of event branding by the Sponsor must be pre-approved by the Promoter.

## TERMINATION

1. If the sponsor fails to transfer the amounts on due dates as provided above, a grace of 5 working days shall be provided to the sponsor, failing which SMG can act and terminate the agreement. No refund shall apply.
2. If the event is cancelled due to force majeure (e.g., natural disasters, government restrictions), the parties shall negotiate a fair refund or credit arrangement.

## CONFIDENTIALITY

Both parties agree to maintain confidentiality of all financial, business, and strategic discussions related to this Agreement.

## GOVERNING LAW & DISPUTE RESOLUTION

While both parties agree that in case of any dispute the matter shall be resolved amicably however this agreement shall be governed by the laws of India.

## SIGNATURES

By signing below, the parties agree to the terms and conditions outlined in this Agreement. The signatures shall be through DocuSign or similar e-formats unless any of the parties needs a physical signature

**SPORTS MEDIA GROUP [ALUMNIK  
INDIA PRIVATE LIMITED]**

Authorized Signatory:

\_\_\_\_\_  
Date: \_\_\_\_\_

**[SPONSOR NAME]**

Authorized Signatory:

\_\_\_\_\_  
Date: \_\_\_\_\_