

24 Cities Talent
Hunt

5000+
participants

Placement in
ISL & European
Clubs

Boys & Girls
12 – 17 year old



India's largest
Grassroots Event

Sponsorship Deck



24 City Talent Hunt culminating in NATIONAL FINALS – THE BIGGEST TRIALS IN INDIA !



Genuine & Quality
Audience focused
on becoming
football players

Biggest grassroots
event in India – Asia's
first!

Spread across India
from Ladakh to Port
Blair and from
Nagaland to Gujarat

Key Takeaways for Sponsors

Increase in social
media reach by
350% YoY

Sustained by
coverage by major
media publications

Season 2 – City Trials Key Figures

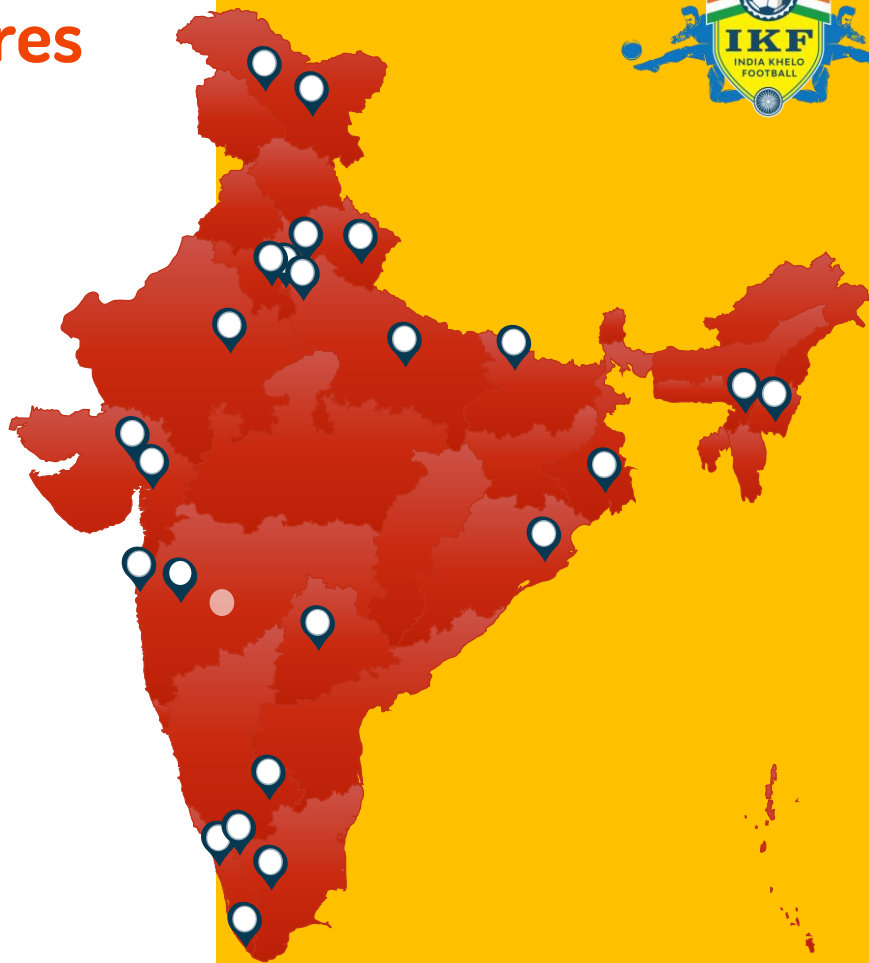


24 Cities

20+ Regional
Partners

5000+
participants

250+ Talent
scouted





Run up to National Finals

- **Pre Finals** – Talent scouted from 24 cities will be further assessed
- **Workshops by premier League Scouts** – Separate events in Delhi where Premier League Scouts will hand over wild card entries & 100% scholarship to UK
- **National Finals** – Mega placement event where Indian Clubs and International scouts will make selections from talent handpicked by us from across India



10+ Top Most Indian
Clubs under one
roof

International Scouts
for assessment



120 exceptional
talent handpicked
from 24 cities

National Finals

**Biggest Trials
India has ever
seen !**



Premier
League Scout
and Licensed
FA agent in
India

In Delhi on
16 and 17
Feb, 2023

100%
Scholarship
to
exceptional
players in
Steven
Gerrard
Academy, UK

Workshops by Premier League Scouts

Targeted towards affluent class.

Fees is Rs.5000 for half day session.

Presenting Partner

Pre Finals – 15,16 & 17 Feb

Workshops – 16 & 17 Feb

FINALS – 18 Feb



Presenting Partner

- 5 lakhs
- Social Media exposure of 5+ Million
- Naming rights
- On ground branding
- Media Branding via Press Conferences & coverage

Exclusive Category Partner

- Rs. 1 Lakh
- Exclusivity
- Social Media branding
- On ground branding
- Media Branding coverage

Category Partner

- Rs. 50,000
- Social Media branding
- On ground branding
- Media Branding coverage

Associate Partners

- Rs.10,000
- 1 non exclusive social media post
- Logo on on-ground branding
- Space & permission to sell or sample products

Social Media

- Organic & Paid reach of 10+ million
- Partners handles
- Influencers

Beyond Events

- Take kids as brand ambassadors
- Exposure in Europe
- Database

Sponsorship Packages

Deliverables across Pre-Finals, Workshops & Finals

Social Media -
5+ Million

Press
Conference

Press Coverage
– 20+ leading
publications

On ground
Branding

Sell/Market
your
service/product

Content

Broad Deliverables

**Across Pre-Finals,
Workshops & Finals**

Annexures

Sample pictures for deliverables with brand placements

Social Media Reach

9.4 Million in Season 2 from July – Nov 2022

Paid reach ⓘ

512,386 ↑ 1.6K%



Facebook Page reach ⓘ

2,209,974 ↑ 81.4%

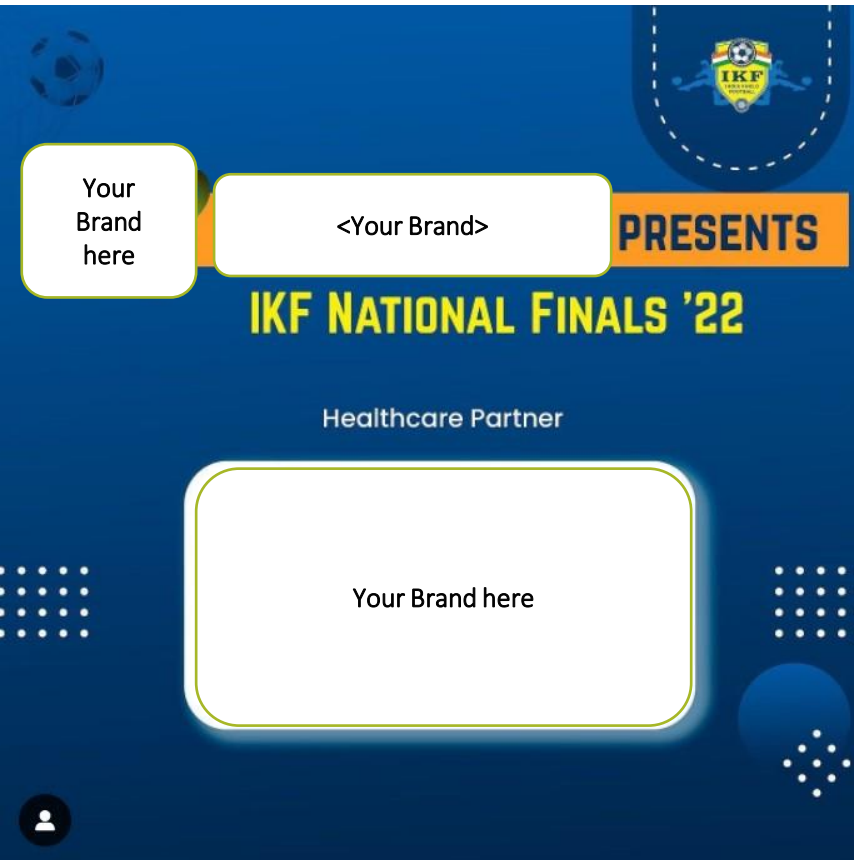


Instagram reach ⓘ

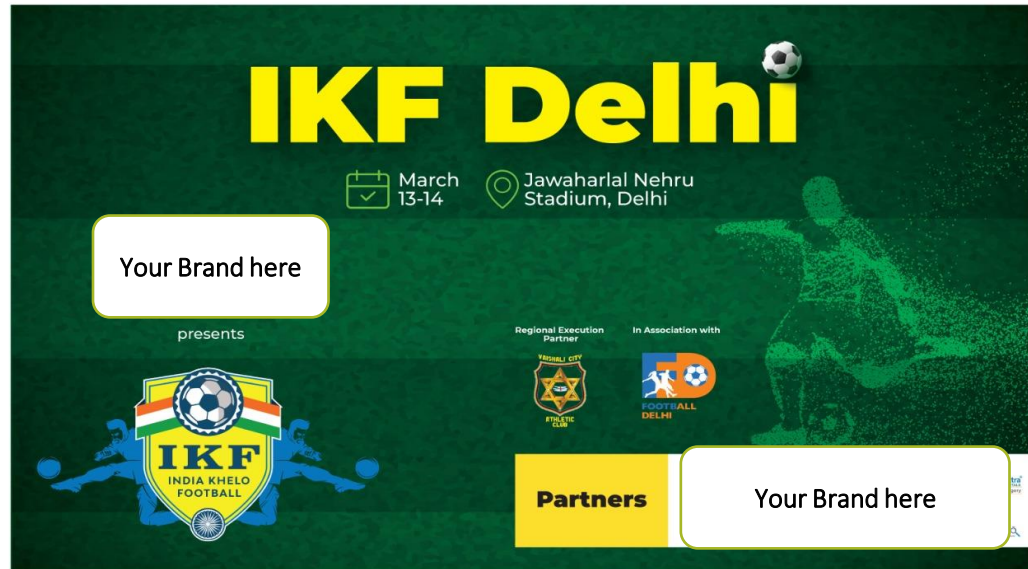
2,292,886 ↑ 83.7%



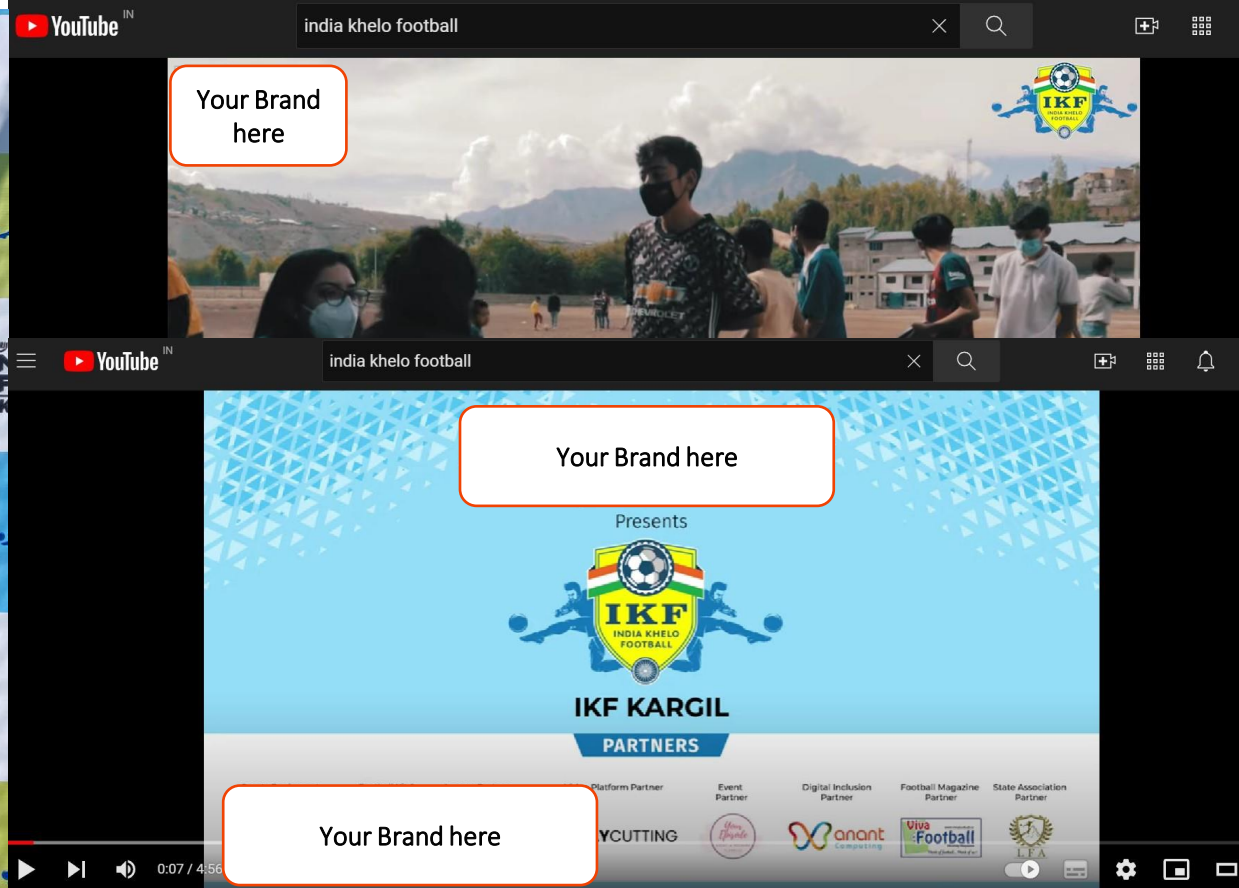
Social Media Branding [Organic & Paid]



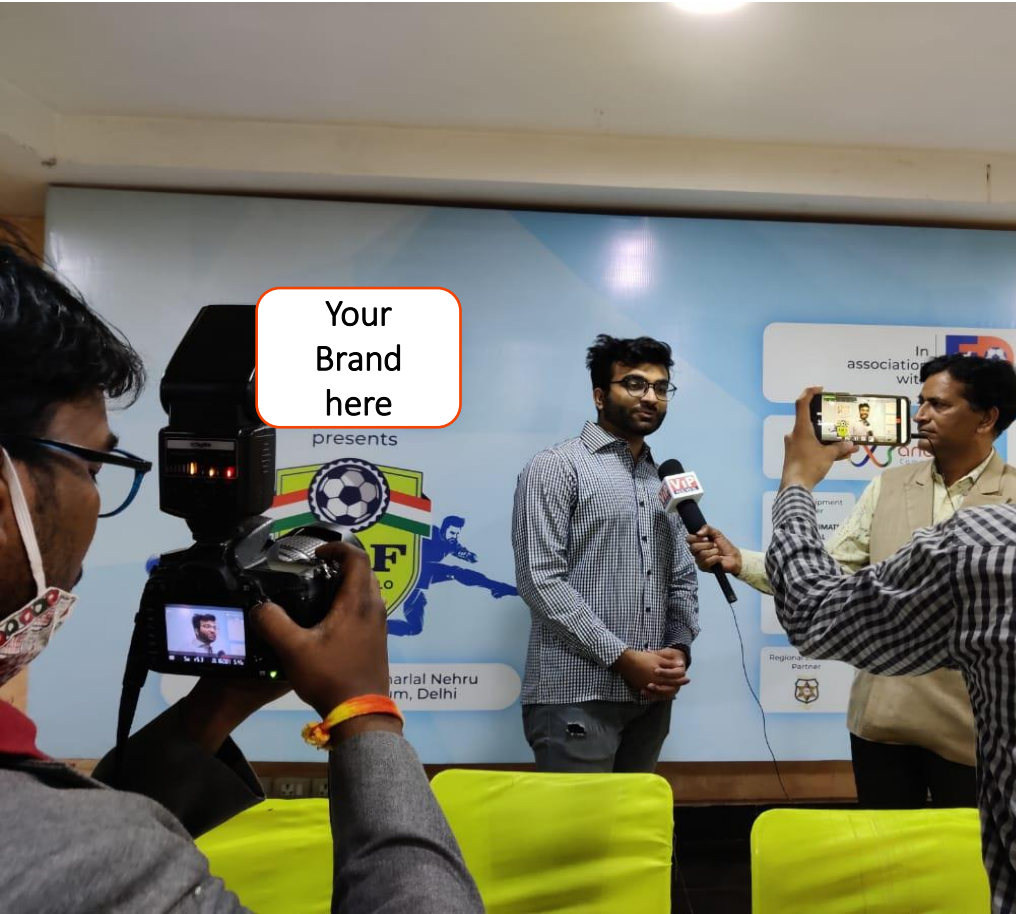
Collaborator post to lead audience to your SM account & increase your reach as well.



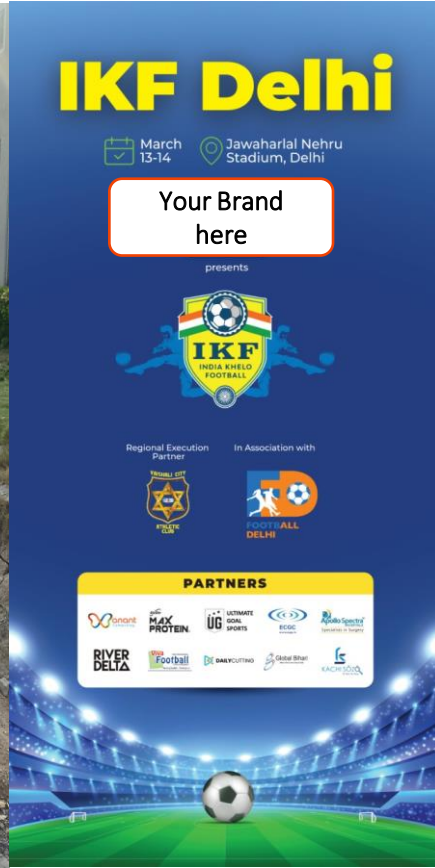
Social Media Content – Highlight Videos & Brand Ads



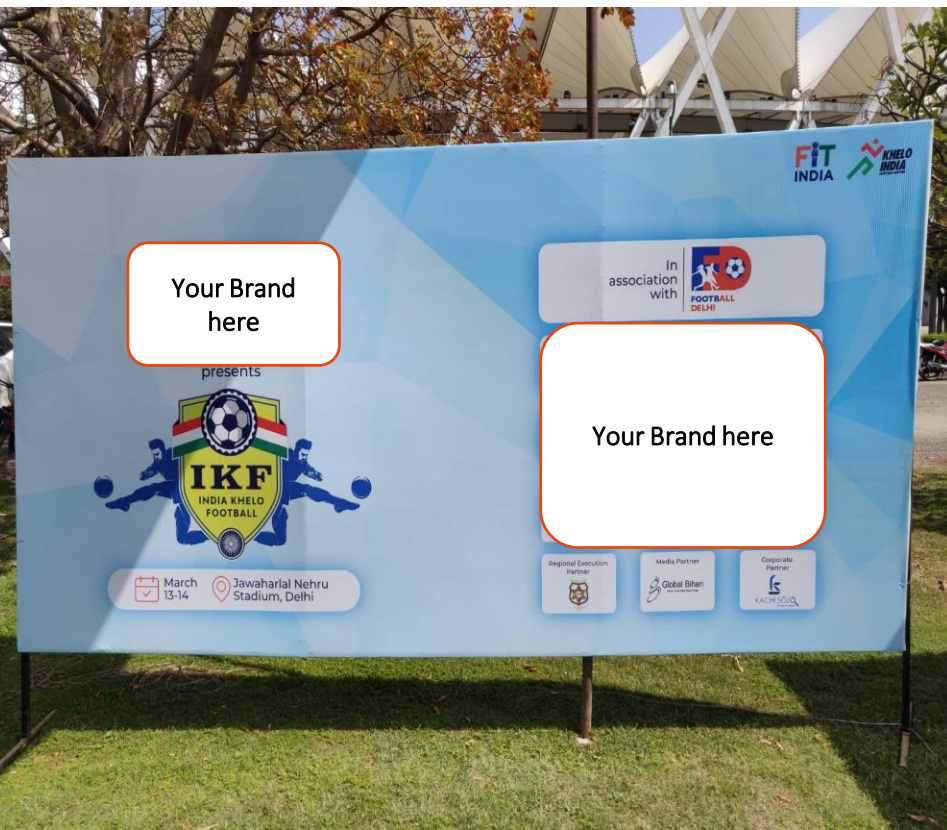
Press Conference & Coverage



On Ground Branding - Standee & Logo banner



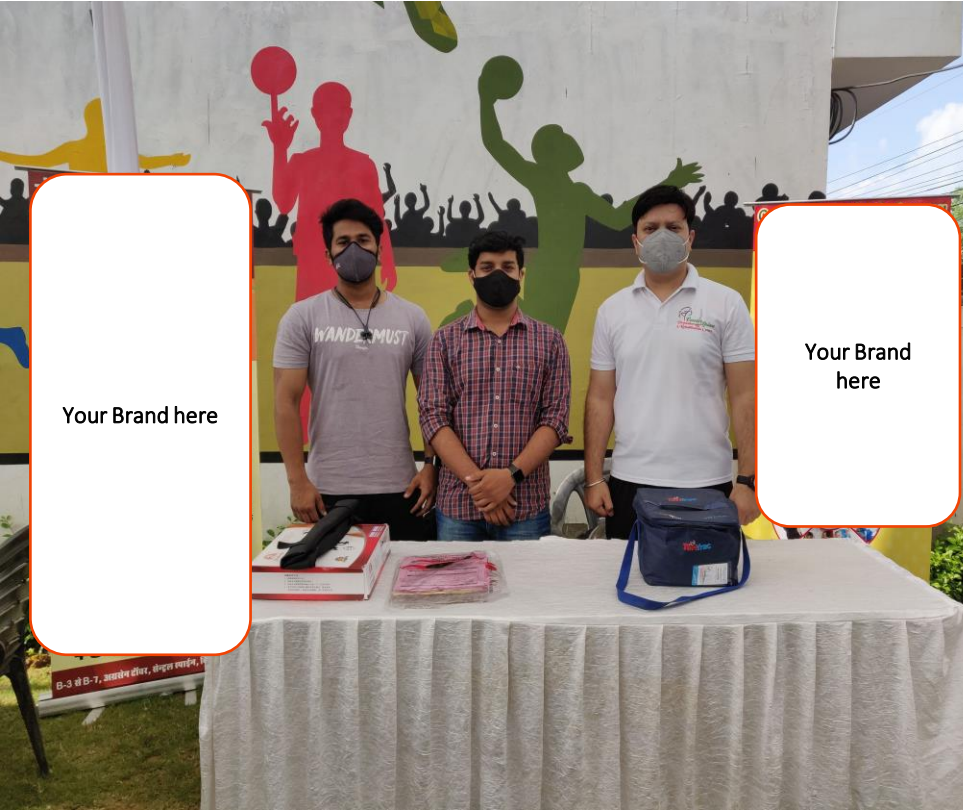
On Ground Branding - Backdrop



On Ground Branding – Set up Kiosk for Sales & marketing



On Ground – Generate footfall to local dealers/shops





“Towards development of Sports, Youth & Society!”

Feb 2023

9870928221 | indiakhelofootball@gmail.com



Registration number: U80901MH2020NPL350467
80G Registration number: AAICK4512EF20214

Darpan ID: MH/2021/0282733
CSR Number: CSR00022415