



# SPORTIKA

GITAM (DEEMED TO BE UNIVERSITY)  
Bengaluru

**SPONSORSHIP BROCHURE**



# *ABOUT*



## *GITAM*

Founded in 1980, GITAM is NAAC A++ accredited, offering programs to 25,000+ students across 12 schools in Visakhapatnam, Hyderabad, and Bengaluru. It emphasizes academics, research, sports, and leadership, fostering holistic student growth..

## *GITAM SPORTS*

GITAM promotes sports excellence through inter-college tournaments, coaching, training, and sponsorship, helping students compete at state and national levels. With top facilities, it nurtures teamwork, leadership, and discipline.





# namma sportika

## **SPORTING EXCELLENCE**

*Namma Sportika 2025 brings together the best athletes to showcase their skills across multiple sports.*

## **TEAM SPIRIT & COMPETITION**

*The event fosters teamwork, competitive spirit, and sportsmanship among participants.*

## **DIVERSE PARTICIPATION**

*Students from 12+ universities will compete, making it a grand intercollegiate sporting event.*

## **VENUE AND DATES**

*GITAM University Bengaluru; March 27-29, 2025*





# *EVENT LIST*



**ATHLETICS**  
(100M, 200M)



**BASKETBALL**  
(MEN & WOMEN)



**FOOTBALL**  
(11 VS 11)



**VOLLEYBALL**  
(MEN)





# *EVENT LIST*



**CHESS**  
(MIXED)



**CRICKET**  
(MEN)



**KABADDI**  
(MEN)



**THROWBALL**  
(MEN & WOMEN)



# HIGHLIGHTS



GRAND OPENING  
CEREMONY



SPORTS  
COMPETITIONS



TALENT  
SHOWCASES



FOOD STALLS &  
ENTERTAINMENT



AWARD  
CEREMONY



# ***WHY SPONSER US***

## **BRAND VISIBILITY**

*Gain exposure among students from 12+ universities, faculty, and sports enthusiasts, amplifying your brand reach.*

## **ASSOCIATE WITH SPORTS EXCELLENCE**

*Align your brand with athleticism, teamwork, and competitive spirit in one of the biggest intercollegiate sports events.*

## **BUILD VALUABLE CONNECTIONS**

*Engage with potential customers, partners, and future employees, creating lasting relationships in an energetic sports environment.*

## **POSITION YOUR BRAND AS A LEADER**

*Showcase your commitment to youth empowerment, fitness, and sports development, reinforcing your brand as a champion of growth and excellence.*





# ***EVENT REACH***

***1 MILLION+***

*SOCIAL MEDIA  
REACH*

***5000+** STUDENT ON CAMPUS*

***1000+** FOOTFALL EXPECTED*



# ***SPONSORSHIP PACKAGES***

<b>Title Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Stalls</b>
<b>₹6,00,000</b>	<b>₹3,50,000</b>	<b>₹2,00,000</b>	<b>₹1,00,000</b>	<b>₹25,000</b>
<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>05</b>





# TITLE SPONSOR

**Co-Branding Rights:** "Namma Sportika powered by [Sponsor]" on all official materials for top-tier recognition.

**Brand visibility:** Placement on banners, standees, and high-traffic zones, including a premium entrance display.

**Exclusive social media content:** Strong branding across all platforms, maximizing reach and engagement.

**VIP Guest Invitation:** Exclusive invitations for sponsor representatives as chief guests for premium networking.

**Canopy Space:** A prime spot to showcase your brand and engage with attendees.

**Merchandise :** Event volunteers wear T-shirts featuring the sponsor's logo.



# TITLE SPONSOR

**EMCEE Announcements:** Frequent shoutouts throughout the event.

**Email Mentions:** Featured in all email communications pre & post-event.

**In-Game Branding (Sports Areas):** Logo displayed in sports zones and play areas.

**Sponsor-Driven Contests:** Interactive contests with sponsor branding.

**Lucky Draw Contest:** Exclusive branding on lucky draw activities.

**Social Media:** Mention in the website and dedicated thread on instagram profile with shoutouts during online contests and giveaways.

**Magazine:** Full page dedicated to the brand to promote.

**Targeted Analytics:** Detailed insights on audience demographics and engagement.



# PLATINUM SPONSOR

**Brand visibility:** Featured on banners, standees, and prime spots, ensuring high exposure, especially at the entrance.

**Exclusive social media content:** Strong branding across all platforms, maximizing reach and engagement.

**Canopy Space:** A prime spot to showcase your brand and engage with attendees.

**EMCEE Announcements:** Special mentions during key moments, reinforcing brand recognition.

**Sponsor-Driven Contests:** Engage attendees through interactive contests featuring your branding.

**Lucky Draw Contest:** Position your brand as a highlight in lucky draw activities.

**Targeted Analytics:** Gain insights into audience demographics to refine marketing.

**Social Media:** Specially dedicated posts and reels and shoutout during online campaigns.

**Magazine:** Half page dedicated to promote the brand/product.



# GOLD SPONSOR

**Brand visibility:** Logo inclusion on major Banners, poster, flags and displayed on LED screens on dedicated arenas.

**Social Media:** Brand exposure on social media platforms through reels and posts.

**Canopy Space:** Customizable booth for product showcasing and brand engagement.

**EMCEE Announcements:** Shoutouts and special notes during games by the EMCEE.

**Targeted Analytics:** Post-event insights and data analysis sent through email.

**Magazine:** Mention in the sponsors list.





# SILVER SPONSOR

**Brand visibility:** Logo mention on promotional materials such as posters , banners , standees.

**Canopy Space:** Customizable booth setup for product display and brand marketing.

**Social media:** Dedicated posts for promotional purpose and on event based posts.

**Targeted Analytics:** Detailed Post event summary through Email.

**Magazine:** Mention in the sponsors list.



# STALLS

**Social Media :** Feature on digital platforms.

**Canopy Space:** A dedicated stall space for direct audience interaction and brand sales/marketing.

**Magazine:** Mention in the sponsor list.





# *SPONSORSHIP BENEFITS*

Benefits	Title	Platinum	Gold	Silver	Stalls
<i>Co-Branding Rights</i> <i>"Namma Sportika powered by [Sponsor]"</i>	✓				
<i>Brand visibility</i>	✓	✓			
<i>Exclusive Social Media Content</i>	✓	✓			
<i>VIP Guest Invitation</i>	✓				
<i>Canopy Space</i>	✓	✓	✓	✓	✓
<i>Merchandise</i>	✓				
<i>EMCEE Announcements</i>	✓	✓	✓		

*#nammasportika*



# SPONSORSHIP BENEFITS

Benefits	Title	Platinum	Gold	Silver	Stalls
Lucky Draw Contest	✓				
Targeted Analytics	✓	✓	✓		
Magazine	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Email Campaigns	✓				
In-Game Branding (Sports Areas)	✓				
Sponsor-Driven Contests	✓	✓			



# *OUR PREVIOUS SPONSORS*





# ***CONTACT DETAILS***

## **Student Coordinators**

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Visit website : [namma-sportika.gitam.edu](http://namma-sportika.gitam.edu)





# ***BE A PART OF SHAPING HISTORY***

*more than sport*



 [sportika.gitam](https://www.instagram.com/sportika.gitam)

 [gitam\\_sports](https://www.instagram.com/gitam_sports)