



JSG PUNE SPARSH®

Presents



SPARSH PREMIER LEAGUE

SEASON# 02 (15th & 16th November)

SPONSORSHIP PROPOSAL



BHAVIK R SHAH

SECRETARY

9158858777

DHIRAJ S SHAH

PRESIDENT

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MUKESH G JAIN

PRO- SPORTS

9420277778



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SEASON # 02 - (BOX CRICKET)



MAKE A DIFFERENCE..

& have fun doing it...

IT'S A WIN-WIN : Sponsoring Event SPARSH PREMIER LEAGUE -Season-2 provides you the unique opportunity to connect with the Jain community, to build brand awareness and show your company's support , event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to “wow” clients

WE'LL FIND THE RIGHT FIT : Looking for the opportunity to become a part of one of the biggest events of the year 2025 in JSG Pune ? To put your company name in front of hundreds of sophisticated party goers.

Want to show your employees and investors your dedication to our community? Consider a sponsorship at SPARSH PREMIER LEAGUE (A cricket league for Jain Social Group Pune Sparsh)If you want to be part of few fun, funky, festive evenings, an SPL sponsorship is right for you. Get your name in front of local young professionals, reward your employees and show your clients how cool you really are.



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About the Event

The Sparsh Premier League is JSG Pune Sparsh's signature Box Cricket Tournament, uniting the members and sports lovers across the group.

Season 2 promises bigger excitement intense matches, lively entertainment, and a platform for brands to shine.

Category
Title Sponsor
Jersey Sponsor
Food Sponsor
Auction Sponsor
Trophy Sponsor
Toss-ka-Boss
Kit Bag Sponsor
YouTube Streaming Sponsor (2 days)
4s & 6s Sponsor
Cap Sponsor
Team Sponsor (Men / Women / Kids)
Club Sponsor (Men + Women + Kids)



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TITLE SPONSOR

Exclusive, Top-Tier Partnership

Overview

Become the face of Sparsh Premier League – Season 2 as the **Title Sponsor**. Your brand will be showcased across every touchpoint, before, during, and after the tournament, ensuring maximum visibility and audience engagement.

Key Inclusions

1. Naming Rights

Your brand name integrated into the official tournament title:

“Your Brand presents Sparsh Premier League – Season 2.”

Mention in all invitations and official communications.

2. Premium Visibility

On-Field Branding: Prime logo placement on team jerseys, the event backdrop, the main stage, and all box-cricket arena boards.

Digital & Live Coverage: Sponsor logo featured on all digital creatives and every social-media post.

Live Streaming on YouTube: Prominent branding on the live-stream & highlight in reels.

3. On-Ground Presence

Opportunity to deliver the **welcome speech** and **officially inaugurate the Sparsh Premier League – Season 2 tournament**.

Prize distribution with your auspicious hands during tournament

Dedicated area for your **product stall** to engage visitors and showcase your offerings.

Logo placement on **Trophies, Kitbag ,match balls** and **stumps** for continuous in-play visibility.

Exclusive banners around the ground, including key spectator zones and entry points.

4. Special Felicitation

A formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony, acknowledging your valued partnership.

5. Auction Branding: Pre-tournament branding during auction.



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JERSEY SPONSOR

As the Jersey Sponsor, your brand travels wherever the action is—on the players themselves.

Key Inclusions

1. Premium Jersey Placement

Front Logo: Prominent placement of your logo on all team jerseys, ensuring maximum on-field visibility during every match session

2. Exclusive Jersey Unveiling at the Player Auction

Your brand name announced as the **official Jersey Sponsor** when teams are introduced. Players and team owners showcase the jerseys live, with your logo taking center stage on the auction stage backdrop and streaming platforms.

3. Sponsor Acknowledgment

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

FOOD SPONSOR

Turn every meal and refreshment break into a branding opportunity by integrating your presence throughout the tournament's food zones.

1. Prominent Counter & Dining-Area Branding

Your **logo** will be displayed at all food counters, beverage stations, and common dining areas.

Branded standees highlighting your products or key messages at strategic points entryway, serving stations, and seating areas.

2. Social Media Amplification

Dedicated mentions in **social posts** that feature the event's dining experiences (e.g., "Powered by [Your Brand] Refreshments").

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AUCTION SPONSOR

Branding here places your name in the spotlight before the first ball is even bowled..

Key Inclusions

1. Inauguration of event

Inauguration graced by your auspicious presence

2. Stage & Backdrop Presence

Prominent logo placement on the auction stage backdrop and side panels for maximum camera exposure.

2. Arena Signage

Logo on the bidding paddles & digital auction screens

3. Sponsor Mic Mentions

Repeated acknowledgments by the emcee/auctioneer ("This bid is brought to you by [Brand Name]") during key moments

4. Sponsor Acknowledgment

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

TROPHY SPONSOR

By placing your brand on every trophy and medal, your name remains a part of each winner's proudest moment, displayed in their home or office for years to come

1. Permanent Logo Engraving / Printing

All Trophies & Medals: Your logo elegantly **engraved or embossed** on every winner's trophy and participant medal.

2. Presentation Opportunities

Award Ceremony Presence: Sponsor representative invited to the stage to **present trophies and medals** to winners, runners-up, and special category awardees (e.g., "Best Player," "Man of the Match").

3. On-Stage Recognition: Emcee announcement highlighting your contribution and thanking you as the official Trophy & Medals Partner.

4. Sponsor Acknowledgment

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TOSS KA BOSS

Owning the Spotlight at Every Match Start

Key Inclusions

1. Prominent display of your logo on the **toss backdrop and coin-flip area**, ensuring it's captured in all pre-match photos and live-stream footage
2. **Representative invited to flip the coin in key matches**
3. **Regular shout-outs during match commentary**
4. **Sponsor Acknowledgment**

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

KIT BAG SPONSOR

Your Brand Travels with Every Player

1. Player Kit Bags: Your logo **printed or embroidered** on every official player kit bag, ensuring it is clearly visible during travel, warm-ups, and in the dugout.

2. Social Mentions: Inclusion in social-media posts showcasing your brand

3. Sponsor Acknowledgment

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

YOUTUBE SPONSOR

High-Impact Digital Visibility Across Every Match

1. Prominent On-Screen Branding

Logo Integration: Your logo displayed on the **live-stream frame** (corner bug) throughout the entire broadcast.

Regular sponsor mentions in score tickers, player stats, and replay graphics.

Sponsor name included in key moment replays and post-match highlight reels.

2. Social Mentions: Inclusion in social-media posts showcasing your brand

3. Sponsor Acknowledgment

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4s & 6s Sponsor

Celebrate Every Big Hit With Your Brand

Key Inclusions

1. Every boundary or six is called out as “That’s a Your Brand Four!” or “Another mighty Your Brand Six!”
2. **Branded Cheer Cards:** Distribute **double-sided pamphlets or placards** with a giant “4” on one side and “6” on the other, **featuring your logo and tagline.**

3. Sponsor Acknowledgment

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

CAP SPONSOR

Your Brand Travels with Every Player

1. Player Kit Bags: Your logo **printed or embroidered** on every official player cap, ensuring it is clearly visible during travel, warm-ups, and in the dugout.

2. Social Mentions: Inclusion in social-media posts showcasing your brand

3. Sponsor Acknowledgment

Formal **token of appreciation** presented by the JSG Pune Sparsh Committee during the closing ceremony

TEAM / CLUB SPONSOR

(MENs, WOMENs, KIDs)

1. As a Team Sponsor, your brand becomes the driving force behind one of the Sparsh Premier League – Season 2 squads.

2. Logo on team jersey

3. Team named “**Your Brand Men’s/Women’s/Kids’ Team**” during announcements

4. Opening Ceremony Introduction: Your brand announced as the official sponsor of [Team Name] during the opening parade.

5. Match Commentary Mentions: Commentators highlight your sponsorship whenever your team takes the field or reaches key milestones.

6. Sponsor Acknowledgment

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Why Sponsor Sparsh Premier League – Season 2 (SPL-02)?

Partnering with **SPL-02** places your brand at the heart of a dynamic sporting celebration that unites the community and delivers measurable visibility.

High Visibility: Branding across the venue, social media, and live coverage

Direct Engagement: Reach an enthusiastic Jain community audience

Networking: Connect with business leaders and influencers

Positive Association: Energetic, family-friendly sporting event

Entertainment Factor: DJ & Dhol keep the energy high all evening

Let's Create Season 2 Together!

Be part of one of Pune's biggest community sporting events of 2025.
Build your brand, celebrate cricket, and strengthen community ties.

For sponsorship bookings and inquiries, please contact:

	Mukesh G Jain	PRO - Sports	9420277778
	Vinod Jain	Treasurer	9028847311
	Dhiraj S Shah	Founder President	8975797500

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FEW GLIMPS OF SEASON 01 - AUCTION



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FEW GLIMPS OF SEASON 01- Matches





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