



**AII INDIA
INTER-UNIVERSITY
BASKETBALL
CHAMPIONSHIP**

VENUE : SRM UNIVERSITY, KATTANKULLATHUR

DATES : 28-31 OCTOBER

Sponsorship Proposal

How it All Began

Historic Signing

Mr. Whelan and Prof. D.S. Chauhan sign an exclusive and historic agreement to revolutionize Indian University College Basketball

About AIU

The idea of bringing together all the India universities on a common platform emerged from the delibera-

tions of a Conference of the Vice Chancellors of Universities in 1924. The membership includes traditional universities, open universities, professional universities, Institutes of National Importance and deemed-to-be universities. In addition, there is a provision of granting of Associate Membership to universities of neighbouring countries.



"This Tournament will finally receive the long-overdue media attention it deserves"



Association of Indian Universities



भारतीय विश्वविद्यालय संघ

Prof. D.S. Chauhan

Secretary General AIU. Graduated from the well recognized IIT (India's Institute of Technology) and was recruited and worked for NASA in the US from 1988 till 1994.

Dr. Gardeep Singh

Head & Secretary Sports Board, AIU, New Delhi Since 1994. Attended Springfield College in Springfield, Massachusetts, (which was the YMCA training school), where James Naismith invented the Indoor sport of Basketball



HISTORIC SIGNING

ESI
ELITE SPORTS INDIA

In 2015, Elite Sports India secured sole rights to televise, commercialise and Broadcast University Sports at zonal as well as National level.

ESI's main objective through it's EUSAI division is to professionalise University Sports by replicating the NCAA Model like USA in India.



- **Elite Sports India, under it's subsidiary company : Elite Universal Sports Alliance of India Pvt. Ltd. , along with it's multiple partner Universities is conducting Inter University Zonal as well as Inter Zonal Sports tournaments through out India.**
- **Elite Sports India is filming and broadcasting all these games live in order to provide exposure to our rising sports stars of the nation.**
- **Elite Sports India has provided University players a much needed platform in the past by filming and live streaming upto 300 hours of University Sports events reaching over a total of 5 Million Views.**



- **Elite Sports India found the first ever professional Basketball League in India which completed 4 seasons on Ten Sports.**
- **Our team has found and filmed the UBAU Inter Zonal University Basketball Championship for past 3 years.**
- **The UBAU Championship was telecast live on Ten Sports through out Asia.**
- **The UBAU Championship also was telecast on TV Asia in America.**





THERE IS A BOOMING DEMAND FOR SPORTS IN INDIA.

CRICKET IS NO MORE THE RELIGION OF INDIAN SPORTS.

**THE SUCCESS OF NEW SPORTING LEAGUES PROVES THAT
THERE IS A BIG OPPORTUNITY GAP IN THE SPORTS
ENTERTAINMENT INDUSTRY OF INDIA.**

Elite Sports India filmed and live streamed 9 University sports last year at 13 different Universities.



- **BASKETBALL** - KIIT University
- **VOLLEYBALL** - SRM University, Rani Durgavati University
- **KABADDI** - MDU Rohtak
- **BADMINTON** - KL University, MDU Rohtak, KIIT University
- **TENNIS** - SVU Tirupathi
- **TABLE TENNIS** - SRM University, Dibrugarh University
- **AMERICAN FOOTBALL** - MDU Rohtak
- **E SPORTS** - MDU Rohtak
- **ARCHERY** - KIIT University



EUSAI has also secured rights from each of the individual host Universities to air, broadcast and film their University Sports Events.



(LOVELY PROFESSIONAL UNIVERSITY TIGERS E-SPORTS EVENT)

ESI has created logos for each University to develop a Sporting fan base for each University and to start Merchandising of the University Teams as Elite Sports Teams.

JUST LIKE THE NCAA IN AMERICA.

Our Member Universities Include :-

- 1.Punjabi University
- 2.Chitkara University
- 3.Osmania University
- 4.Alliance University
- 5.RTM Nagpur University
- 6.ITM
- 7.Shri Venkateswara University
- 8.JECRC University
- 9.Poornima University
- 10.DAV University
- 11.Chandigarh University
- 12.Mohan Lal Sukhadia University
- 13.OPJS University
- 14.Jadavpur University
- 15.RIMT University
- 16.Manipur University
- 17.Rai Nagar Rajasthan Vidyapeeth
- 18.TMV University
- 19.Sharda University
- 20.K L University
- 21.University of Calcutta
- 22.Maharshi Dayanand University
- 23.Lovely Professional University
- 24.KIIT University
- 25.SRTMU
- 26.CT University
- 27.Kakatiya University
- 28.GNA University
- 29.Sathyabama University
- 30.SRM University
- 31.MIT University
- 32.Dibrugarh University
- 33.MGV Kashi
- 34.Acharya Nagarjuna University
- 35.PD Krishi Vidyapeeth
- 36.Solapur University
- 37.Dr.Babasaheb Ambedkar University

ESI

ELITE SPORTS INDIA

LOGOS CREATED AND OWNED BY ESI:-





ESI
ELITE SPORTS INDIA



EUSAI



**ESI has previously filmed over 400 Hours
of Live Content on Social media.**

**ESI's content reached and was viewed by more
than 10 million viewers.**

**ESI has a total follower-base of 4,00,000 people
on facebook.**



IN THE ACADEMIC YEAR OF 2018-2019, ESI WILL BE ORGANISING, FILMING,TELEVISING AND LIVE STREAMING THE FOLLOWING GAMES :

**1.MEN'S KABADDI - 4 ZONES
(NORTH,WEST,EAST,SOUTH) AND
INTERZONAL**

**APPROX.PARTICIPATION : 350
UNIVERSITIES**

**2.MEN'S BASKETBALL - 4 ZONES
(NORTH,WEST,EAST,SOUTH) AND
INTERZONAL**

**APPROX.PARTICIPATION : 275
UNIVERSITIES**

**3.MEN'S VOLLEYBALL - 4 ZONES
(NORTH,WEST,EAST,SOUTH) AND
INTERZONAL**

**APPROX.PARTICIPATION : 220
UNIVERSITIES**

**4.BADMINTON
INTERZONAL(MEN)
(TOP 16 UNIVERSITIES OF
INDIA)**

**5.E-SPORTS INTERZONAL
(MEN AND WOMEN)**

**6.FOOTBALL INTERZONAL
(MEN & WOMEN)
(TOP 16 UNIVERSITIES OF
INDIA)**

**7. AMERICAN FOOTBALL
(MEN AND WOMEN)**

**8.ALL INDIA WRESTLING
(WOMEN)**



Sponsorship Slabs :-

Title Sponsor - Rs.10,00,000/-

Special 15 seconds promo before the final game's live stream.

Cross Promotion in a total of 3 inter zonal events and 4 zonal events of other sports.

25 Boards and Banners (3ft x6ft) across the event venue and court sidelines,

Overall 3 x 15 seconds ad slots on social media at match intervals during the live stream of each match.

Opportunity to interact with audience and set booth/stalls of maximum 65 sq. Ft. at the venue.

Title Sponsor's logo will be placed along with the event logo

Company logo across Event Referees and Volunteer T-shirts (on chest). Mentions in commentary / advertisements during the events.

Title Sponsor mentioned in Press releases and print media.

Sponsor's advertisement on website and Social Media



Platinum Sponsor - Rs.5,00,000/-

- 10 Boards and Banners of 2.5ft x5ft across the event venue and court sidelines
- Opportunity to interact with audience and set booth/stalls of maximum 40 Sq. Ft. at the venue.
- Cross Promotion on 4 zonal events of other sports.
- Minimum of 20 commercials on live stream.
- overall 3 x 10 second ad slots on social media during live stream - Mentions in commentary / advertisement during the events
- Website link on website and Social Media

Gold Sponsor - Rs.2,00,000/-

- 5 Boards and Banners of 2.5ft x 5ft across the event venue
- Cross Promotion on 2 Zonal Events of other sports.
- Minimum of 10 commercials on live stream.
- Company Logo and name/mention on giveaway t-shirts
- Mentions in commentary /advertisement during the events



Bank A/C Details :- ESI Sports India Pvt. Ltd.

Bank Name - ICICI Bank

Branch - Kondhwa

**Bank Address - Krishnakeval Complex,
Main Kondhwa Road, Pune - 411048**

Account type - Current Account

Account Number - 007405501698

IFSC - ICIC0000074

Previous Sponsors

