

For a better well-being, experience the joy of sports with SPORTIZ

www.sportiz.in

SPORTIZ provides a full range of event and race planning, production, management and consulting services. The firm has had the opportunity to ideate and manage many sports events including

Marathons,

Cyclothons

Athletic events,

Cycling events and

corporate sports events

Training & fitness pograms

Kiddathon

Our Vision

Driven by our passion for sports and committment to create exceptional sporting experience with utmost creativity and value for all our stakeholders

SPORTIZ



”

FLAGSHIP EVENT

SPORTIZ



Jai Balaji Group



2016 to 2021

“ JBG Kolkata Trail Run has moved on from just being a sporting event to a catalyst of social change and a new lifestyle. Over the last 6 years, we have been happy to lend our support to this movement and the team of Sportiz with its dedication and professional approach has made it the most popular marathon in the city



– Gaurav Jajodia, Director, Jai Balaji Group

6 glorious years of JBG Kolkata Trail Run

JBG KOLKATA TRAIL RUN

**MOST LOVED AND
AWAITED RUNNING
EVENT OF THE CITY**

Organised by:

Sportiz

www.sportiz.in



LETS SHOW
YOU WHY
WE ARE
DIFFERENT

			<p>KOLKATA Trail Run EMPOWERING EKAL VIDYALAYAS 7.01.2018</p>								

Supported by:



MANAGED & ORGANIZED BY RUNNERS
which gives us an edge



CREATING UNIQUE THEMES AND IDENTIFYING
BEST POSSIBLE ROUTE FOR EACH RUN



Framed



THIS IS A ROUTE FOR KOLKATA TRAIL RUN IN KOLKATA

CREATING BEST QUALITY KIT FOR THE PARTICIPANTS



THIS IS A SPECIAL DESIGN CURATED FOR
KOLKATA TRAIL RUN



BEST
DESIGNED
FINISHERS
MEDAL



BEST
DESIGNED
FINISHERS
MEDAL



IDEATING MEMORABLE EXPERIENCES



5 KMS

JBG KOLKATA TRAIL RUN 2018

10 KMS

JBG KOLKATA TRAIL RUN 2018

21 KMS

JBG KOLKATA TRAIL RUN 2018

HOW OUR PARTNERS BENEFIT BY ASSOCIATING WITH THE EVENT ?

SREI
infinity

KOLKATA
EDEN

JBG
Jai Balaji Group

FRIENDS
OF FRIENDS SOCIETY

JBG
Jai Group
FRIENDS
OF FRIENDS SOCIETY

Framed | Ronak Gadhia

KIDDATHON

NEW CONCEPTS

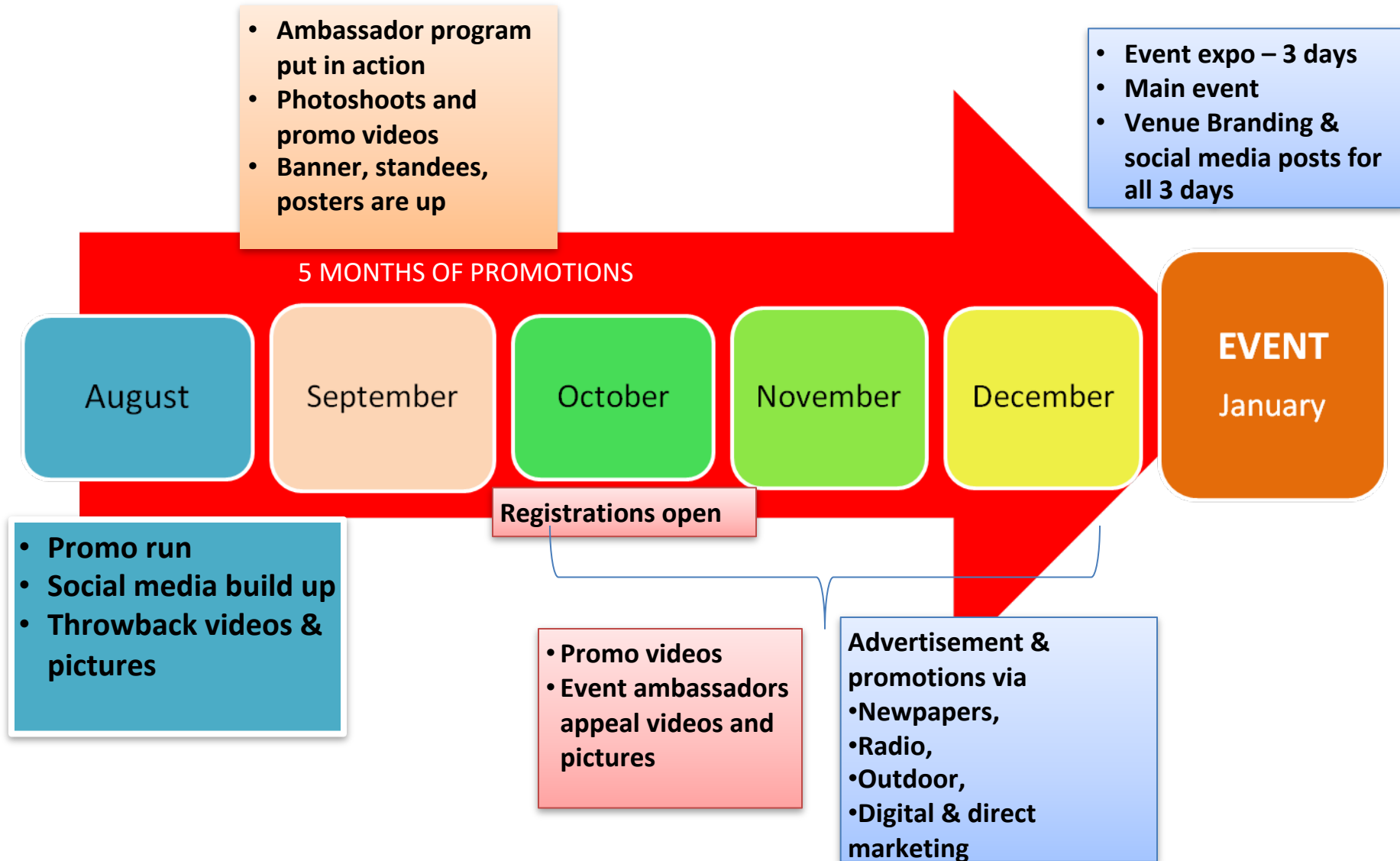


TO INCREASE PARTICIPATION OF PARENTS WITH YOUNG CHILDREN - WE INTRODUCED KIDDATHON (Free category) and also created a play zone at venue where parents could leave their children in our care while they went running .



PLAYZONE AT VENUE

5 MONTHS OF PROMOTION IN OFFLINE AND ONLINE SPACE LEADING UP TO THE EVENT



TRAINING RUNS OR PRE-RUNS TO PROMOTE EVENT



PROMOTIONAL RUNS

CREATED THE HYPE AT THE BEGINING OF THE SEASON



AMBASSADOR PROGRAM

YOUR FAVORITE RUN IS BACK

this time

BIGGER and BETTER

EXPERIENCE THE TRAILS OF EAST KOLKATA WETLANDS



WE ROPE IN THE MOST POPULAR RUNNERS IN CITY AS EVENT AMBASSADORS BASIS THEIR SOCIAL INFLUENTIAL INDEX TO HELP US POPULARIZE OUR EVENT IN THEIR NETWORK

PREMA RAJARAM
EVENT AMBASSADOR



Event Promoted by

SPORTIZ

Sponsored By - Volunteer Partner



EVENT POSTERS & STANDEES AT OVER
POPULAR LOCATIONS IN THE CITY
for 2-3 months



Shot on OnePlus
by Nilima Harshward

OUTDOOR HOARDINGS IN PROMINENT LOCATIONS ACROSS THE CITY



DESHAPRIYA PARK CROSSING



BECK BAGAN



OPPOSITE DAKHINAPPAN MARKET



NEW MARKET



MAA FLYOVER



CITY CENTRE 1 (SALT LAKE)



CENTRAL PARK (SALT LAKE)



NICCO PARK

MOBILE VAN

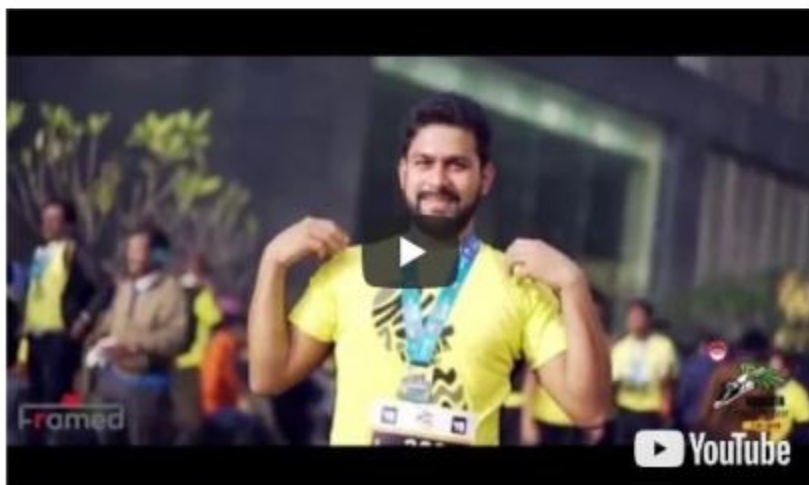


DEDICATED EVENT WEBSITE

with all partner & sponsor details



THANK YOU KOLKATA, FOR MAKING OUR EVENT SUCCESSFUL



SOCIAL MEDIA



346 ppl changed their profile pictures in 2018
33 appeal videos and pictures of event ambassadors
1 to 3 posts for every event partner (as per association)
Over 120 social media post- 1 every day in last 3 months
FB Campaign in 2018 reached - 8,98,616 people in 3 months

EMAILERS / SMS/ WATSAPP & BROCHURES



Bulk sms

WhatsApp groups

Pamphlets brochures distributed in corporates and newspaper inserts

Bulk emailers to running community and partner database

4 DAYS OF EVENT BRANDING

HOLDING AREA & ROUTE

3 DAYS OF

EVENT EXPO



SPONSOR LOGOS IN-
(NOTED FEW)

1 DAY OF

MAIN EVENT



Participant kit

Running tee

Medal

Checked backdrop

Runners boards

Venue banners

MC announcements

Start/ Finish Gate

Etc...

PHOTO - TAGGING TECHNOLOGY

Direct posting on participant Facebook timeline

India

PIC2GO

Sponsored Experience Sharing


EVENT SHOWCASE

KTR 2018 has taken the onus to raise fund for Friends of Tribal society which is working towards empowering of crores of Tribals and rural brethren of Bharat by making them socially strong, educationally aware, economically vibrant and self reliant so that with their involvement India reaches the pinnacle of glory.

DATA SUMMARY

 **19 K** photos taken

 **98,431** Facebook Likes

 **980** Participants posted photos to Facebook

 **3,891** Facebook Comments

 **1,710,351** Facebook Impressions





WETLANDS WOW RUNNERS

The scenic route of the Trail Run 2018 drew Calcuttans as well as people from outside the city and abroad. Metro caught up with some interesting characters



Grandfather and granddaughter
Harshita Mundhra, a pastry chef by profession, ran to hug her grandfather Shri Ram Mundhra as he approached the finishing line. The two had started the 5K together but later the grandfather asked her to speed up. "I am still into yoga. Give me any asana and I can do it. That's why I was able to finish the 5K," said 80-year-old Mundhra, a businessman. This was his first race and Harshita's second. "I am a chef. If I don't run, I will get fat," she quipped.



French connection
For Najmuddin Khan and (right) Nalin Jha, students of Class IX at La Martiniere, the 5K Run they had enrolled for was a serious business. "We run all the races in school. This is our first road race and we are very excited," said Najmuddin.



A family run
Erica Charles (centre), a student of Class III at St Teresa's Secondary School, wakes up at 8.30am on Sundays. This Sunday she was up at 3.30am and had no regrets for that. She ran the 5K with her mother Jasleen Charles (left) and aunt Grace Charles.



Bangalore boy
The beauty of the wetlands and the people he comes across during the run brings Varun Jalan to the city from Bangalore. "I have been running in road races for eight years and this is the most beautiful course in the county. I try not to miss this one," he said.

Reporting by Rith Basu; pictures by Anup Bhattacharya

In the PRESS

8 ARRESTED WITH FAKE NOTES AND ARMS

TIGERS SIGHTED IN NEW POCKETS OF SUNDERBANS P10 • FOCUS ON HERITAGE HURDLES P12

The Telegraph NO ONE KNOWS OUR CITY BETTER

METRO

CALCUTTA MONDAY 14 JANUARY 2017



THE TELEGRAPH

City set for trail run

ASIAF REPORTER

Jan. 6: Come Sunday, Calcuttans will run a race that would take them away from the city's concrete and bitumen to village roads and fields. In its second edition, the Jai Balaji Group presents Kolkata Trail Run 2017, in association with The Telegraph, will be flagged off at the Godrej Waterside IT Park in Salt Lake's Sector V at 6am this Sunday.



What: Kolkata Trail Run 2017 **When:** Jan 8, 6am

Starting and finishing point: Godrej Waterside IT Park, Sector V, Salt Lake

CATEGORY	MINIMUM AGE
21K	18
10K	14
5K	12

One of the routes of the Jai Balaji Group presents Kolkata Trail Run 2017, in association with The Telegraph

ASSAM UNIVERSITY: SILCHAR

CONVOCATION NOTIFICATION

15th Convocation of Assam University is going to be held on **15th March 2017** in Assam University Silchar Campus. The degrees that will be conferred in the 15th Convocation are as follows:

- MPhil and PhD degrees awarded after 10.11.2014 and on or before 24.01.2017
- Post Graduate, Under Graduate, Integrated, Diploma, B Ed, LLB and Three Year Degree Courses (BA, BSc, BCom, BBA, BCA) completed in any of the five exams:
 - Oct Semester Examination 2014
 - Even Semester Examination 2015
 - Oct Semester Examination 2015
 - Even Semester Examination 2016
 - Annual Examination 2014 & 2015
- MBA Course completed (including Rotatory Internship Programme) in 2014 & 2015.

Candidates who are eligible and willing to attend the convocation should apply online for registration in the prescribed online form available at www.aucconvocation.in. Last date of admission of application forms along with all supporting documents is **24th January 2017, 5:30 PM**. For further details visit university website www.aun.ac.in.

Sd/- Registrar

Dodging ducks off the beaten trail

REITH BASU

Salt Lake Country roads took 1,700 runners home on Sunday morning through an expanse of wetlands, rural homes and the occasional tree. The route passed by cows, chickens and bicycles.

The response to the fourth edition of the Jai Balaji Group Kolkata Trail Run, patronised by The Telegraph, was in the numbers. According to the organisers, they were forced to raise the participation ceiling by 500 to accommodate everyone who wanted to be a part of this unique road race.

There was an assembly of enthusiastic faces outside the Godrej Waterside building in Sector V at least an hour before the first category of the trail run, the 21K, was flagged off. At 6am, with the sun still not out, 300 of the participants took off for the longest trail after shabbing a leg and stretching to the beats of a cheery or spirited warm-up session.

The two other categories of the race were the 10K, the distance that saw the maximum participation, and the 5K run that allowed families and beginners to join in.

Somnath Jha, a mechanical engineer and part of a group called the Jai Balaji Runners, said the trail run was one road in Calcutta's swelling real estate market that the wouldn't miss. "I participated in the first edition of the race and there were only 500 people. But there was a word-of-mouth buzz about the trail so much that we became regulars. I have been part of every



Runners participating in the fourth edition of the Jai Balaji Group Kolkata Trail Run, patronised by The Telegraph, make their way through a road flanked by the East Calcutta Wetlands on Sunday morning. Photos by Bidyotsav Datta

edition of the occasion. I have noticed the other big road races in Calcutta but always took the shorter distance. "The trail goes through polluted areas and narrow, concrete pathways cutting through the wetlands. The laid-back pace of a morning in the village is part of the experience. As the runners make their way past warm washing streams, sleeping children

and starling chickens, the scenery strikes. Sunder Abul Akbar said he was "amazed" by the reactions of the men in the water as he ran past a short pond. "These usually Calcutta runners running they could have but chosen the big old-gold-dusted scenery. "Other you past a space

and the only thing you focus on is time in the trail run, you don't want to push the clock. This one is just meant to be enjoyed," said Shobin Kattam, a resident of Sunderban Avenue. Ganesh Jindola, director of the Jai Balaji Group, said the

events register, especially people who had turned up at the pre-race expo with all the required documents. "I have lately started participating in road races. There has been a lot of interest in the trail run," he said.

The city chapter of the trail run is a social organisation. "I have lately started participating in road races. There has been a lot of interest in the trail run," he said.

Shyamansunder Mahato, a 27-year-old farmer from Jharkhand who represented that state in his long and hard competition. "I have lately started participating in road races. There has been a lot of interest in the trail run," he said.

GOOD MORNING

EVENTS

● KKR presents Cricket Premier League, in association with BCCI, from onwards.

● Mughals presents Mohali 2017, Mohali Motors, Manicha, 6 days.

● The Sri Ramachandran Parvati, a talk by Swami Vidyanandana, Vivekananda Hall, The Ramachandran Mission Institute of Culture, Golpark, 6 days.

● Morning Dew Recent Paintings by Late Prasad Shome, Ashok Art Gallery, 13/10 to 17/10, (Till January 30)

WEATHER

YESTERDAY

Maximum: 26.5°C (+1)
Minimum: 13.1°C (-1)
RAINFALL: Nil
HUMIDITY: Max 94%, Min 29%

THE FORECAST

Maximum: 27°C
Minimum: 14°C
EXPECTED: Mainly clear sky

SUNSET: 5:12pm
SUNRISE: 6:18am

IN BRIEF

JU student found dead

● INDIA: A 30-year-old

Call of charity

REITH BASU

New Park: More than 2,000 of the new have spent their Sunday morning doing charity as advocates of fitness and one-sided for a cause.

The 10K TCB Fitness Corporate Challenge, in association with The Telegraph, was held at the Tata Medical Center in New Town.

for it. When my colleagues decided to join them in this event, I decided to run my first 10K. The adventure ends of a new challenge was such that I had no problem waking up at 4am on Sunday morning, the TCB employees said. According to Sandip Senapati, events like these spark an interest in people to stay fit, although their benefits be just



A RUN AMID BEAUTY

The scenic route of the Jai Balaji Group Kolkata Trail Run in association with The Telegraph drew Calcuttans as well as people from outside the city. Metro caught up with some participants



A participant in the trail run passes through a village on Sunday. Photos by Bidyotsav Datta



Our entire family is running today and in three different race categories. I am running 10K, my husband Atul is running 21K, and our daughter Tanisha is running 5K. **Shweta Gupta**, apparel designer, from New Town



I am an adventure sports instructor with Tata Steel in Jamshedpur and am here to check my endurance level. I had no idea the route would be so beautiful. **L. Annapurna**, 52, (10K)

Usually, I take part in road races with my colleagues but none of them could make it to this one. But I still wanted to run as I had seen the beauty of the course last year. **Sudipta Roy**, 24, bank employee, from Golf Green resident (5K)



I have represented Jharkhand in karate and kick-boxing but there is no money even if you win. So, I have started participating in road runs now and come to Calcutta often. I have come second or third before in races but this is first time I have come first and I am very glad. **Shyamansunder Mahato**, 27, farmer from Jharkhand (winner in 21K)

In the PRESS

SPORTIZ

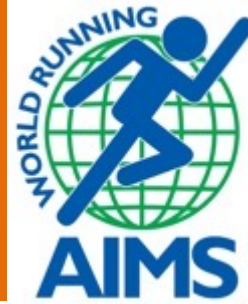


OTHER EVENTS OF SPORTIZ



GOING NATIONAL

JBG Calendar year 2022- 2023



WORLD
MARATHON
CERTIFIED
EVENTS

Kolkata

Pune

Darjeeling

Guwahati

Durgapur

9th JANUARY

DATE TO BE DECIDED

30th JANUARY

13th FEBRUARY

20th FEBRUARY





More than 2500 runners painted Chowrasta red in the first ever edition of AIMS certified 10k run on 24th April 2022





POWERED BY

IN COLLABORATION WITH



As Race consultants to driver registrations through community engagement and race day route management, Sportiz planned and executed 2 editions of SBI Green marathon in 4 cities in 2018 and 2019 –

- Kolkata
- Guwahati
- Bhubaneshwar
- Lucknow



21K TIMED RUN	10K TIMED RUN	5K	2K FAMILY RUN
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About 15,000 participants in each city

ALLEYCAT

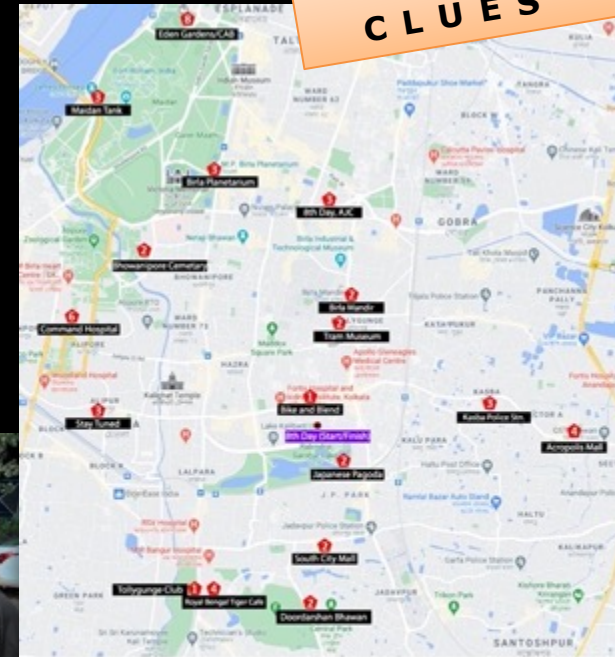
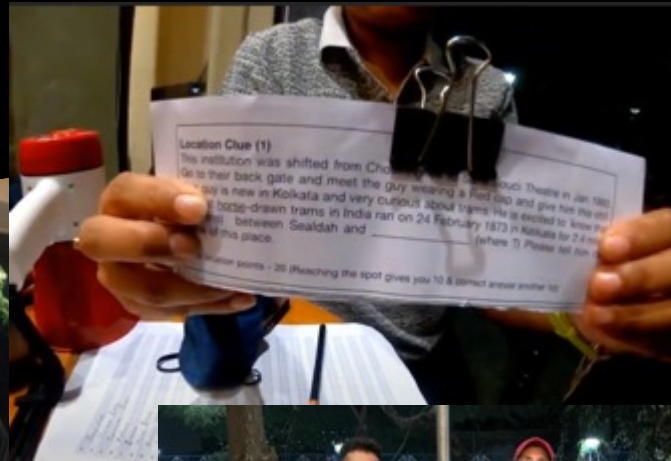
BIKE SCAVENGER HUNT

#alleycatkolkata



- » 1st edition - 2nd October 2020
- » 2nd edition - 28th February 2021
- » Participation – Around 150 plus riders in both the events

MAPS
&
CLUES



- Rules -
1. This map has 18 locations including the start & finish here at the 8th Day Cafe
 2. Each location has points allocated between 1 and 8
 3. Your target is to reach as many locations on your bicycle and collect maximum points
 4. The locations you cover and the route you choose is your decision
 5. Take a selfie / photo at each location keeping both yourself and the location in the picture
 6. The location in your selfie should be directly behind you and the picture must be clear
 7. You have exactly one hour (60 mins) from Flag off to reach back here
 8. After 60 min, you'll be given an additional 15 minutes to come back but 1 point is deducted for every 5 mins of delay
 9. After 75mins, you are considered a non finisher
 10. You are required to show all the location selfies/ pictures to the marshal at the finish
 11. The marshal will add up all the location points and mark the total. The decision of the marshals will be final.
 12. The participant with the maximum points wins the ALLEYCAT 2.0
 13. In case of a draw the earlier finishing time will be considered the winner

The Calcutta Swimming Club 1887

IN ASSOCIATION WITH



presents



CO SPONSOR SWAROVSKI

EVENT CONCEPTION
SPORTIZ

ALL COVID-19 RELATED PROTOCOLS TO BE FOLLOWED
* CLUB RULES APPLY * FOR MEMBERS & THEIR GUESTS ONLY



LEVEL

A cycle

**TREASURE
HUNT**



27th March, Sunday

**1ST PRIZE
MOTOVOLT ECYCLE**

ALL COVID-19 RELATED PROTOCOLS TO BE FOLLOWED
* CLUB RULES APPLY * FOR MEMBERS & THEIR GUESTS ONLY

As race consultants, we have conceptualized and planned Treasure hunt cycling events for CSC club (Kolkata)

VIRTUAL CYCLING CHALLENGE




Jai Balaji Group
**SPORTIZ
CYCLING
MANIA 2020**

TITLE PARTNER

CYCLE PARTNER

CYCLING GROUP PARTNERS



REGISTRATION PARTNER

TIMING PARTNER

ORGANIZED BY



FOX 100 KMS	PANTHER 200 KMS	BULL 300 KMS	BEAST 400 KMS
11th October 2020	18th October 2020	8th November 2020	20th December 2020
31st October 2020	22nd November 2020	27th December 2020	
28th November 2020	13th December 2020		
19th December 2020			

JBG SUPER ENDURA SERIES



**ACHIEVERS BROOCH FOR EVERY CATEGORY FINISHER
& A SPECIAL FALCON 1000 BROOCH FOR THE SUPER ENDURA
WHO COMPLETES ALL 4 DISTANCES - 100,200,300 & 400 kms**



INVITING PARTICIPATION FROM ALL OVER INDIA - DETAILS IN EVENT DESCRIPTION



BBC

BENGAL BICYCLE CHAMPIONSHIP

Community driven activity with the intent to develop the racing community of the city

SEASON 01

- October 2021 to March 2022
- 1st Sunday of every month
- 40 kms Individual Time Trial
- Male & Female
- Elite & Masters category
- Zero registration fees
- No medals
- No goodies

End of the season -

- Bengal Bicycle Champion will be declared (Male & Female)

READY TO >> RACE 2

CATEGORIES -

Elites (15 to 35 years)

Masters (above 35 years)



GC Calcutta Cycle
Co. Pvt. Ltd.

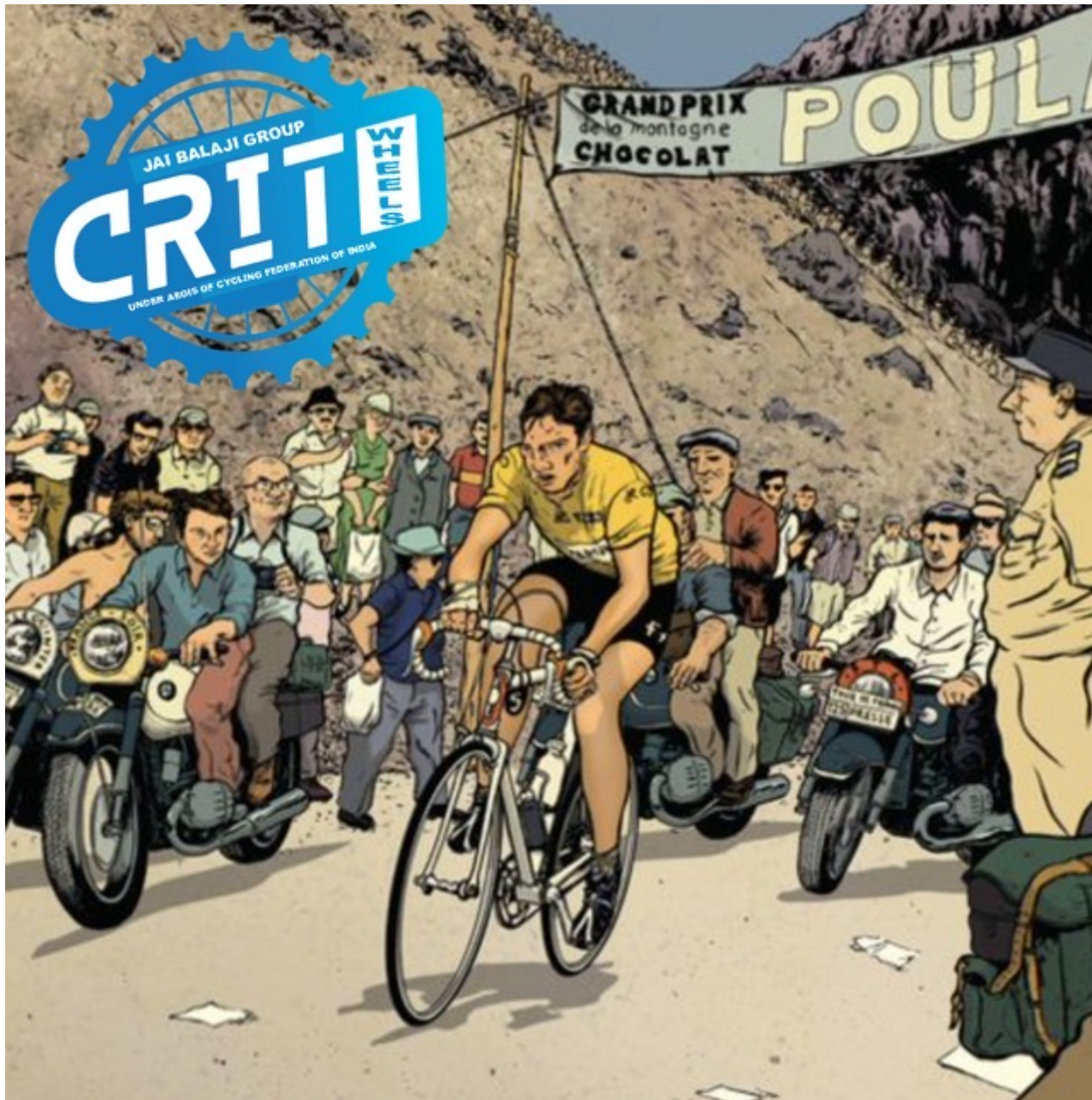
digimonk
SPORTS

SPORTIZ

ITT 40K
INDIVIDUAL TIME TRIAL

**NOVEMBER
14TH
2021**

NATIONAL HIGHWAY 2



CRIT Wheels

CrtiWheels will be a criterium cycle race. The format will be a race of a specified number of laps on a closed course over public roads closed to normal traffic.

Usually the distance of the race will be in the range of 15kms to 60kms depending on the route available.

Kolkata circuit –

Distance - 5 kms route

Multiple laps

Total distance of 20 – 25kms

Route – street no 787 & 706
(Rajarhat, beside Eco Park gate
no. 5)



Camp Starts
from 31st Oct'21
to 30th Jan'22

REGISTER YOUR KIDS TODAY

EVERY SATURDAY & SUNDAY - 7:00 AM to 8:00 AM

For 8 - 14 Yrs

ORGANIZED BY :-

SPORTIZ

Venue
Elliot Park
(Maidan)

Charges
Monthly ₹ 1500
For 3 Month ₹ 4000

BOOTCAMP | OBSTACLE RACES | SELF DEFENCE | AEROBICS | EXCITING OUTDOOR GAMES



We are coming up with first of its kind an outdoor fitness camp for the Kolkata children in the age group **6 to 12** years old.

The camp will have outdoor games, boot camp, interactive camp, obstacle races, obstacle races, self defence classes, aerobics and many more exciting activities.

LSM 5K



CONCEPT	<ul style="list-style-type: none">• Another community building event• Provide a platform for regular and new runners to come together and train every month• A group run event organised every last Sunday of the month
OBJECTIVE	<ul style="list-style-type: none">• To get more non runners / 1st time runners in the circuit and give them a direction to sustainable running schedule which is backed with proper training and lifestyle changes
VISION 2021-22	To have at least 600 ppl registered in LSM 5k
PROMOTION	Only through digital media platforms - FM / INSTA / YOUTUBE pages of Sportiz, local running clubs and associate brand partners
FRAMEWORK	<p>LSM5K - not a race / a challenge for new lifestyle 12 month - all year round activity 12 month - 6 locations (2 times in each location) Targeting 1st time runner - though others are also welcome Pacers from local running club will be engaged to help the ammitters first time participants to complete the distance</p> <p>Run format - 6.00 am - Assembly time 6.10 - 6.20 am - Warm ups 6.20 - 7.00 am - LSM 5K RUN 7.05 - 7.20 AM - Cool down, drills and stretching 7.30am - Group photo & Disperse</p>

SPORTIZ



UPCOMING EVENTS



SPORTIZ

29th - 31st JAN, 2021

820 KMS

ULTRA CYCLING

RACE

KOLKATA TO

VARANASI

SOLO & TEAM

1st Edition



Details Coming Soon



K2K
KALI TO KASHI

MIDNIGHT FEARLESS RUN



All **WOMAN** run

Night marathon (*Flag off at stroke of midnight*)

Symbolises gender equality, empowerment, being fearless and becoming role models for other women



INDIAN ARM WRESTLING LEAGUE



USPs-

First of its kind event in Kolkata

An indoor game – doesn't require preparation like a marathon

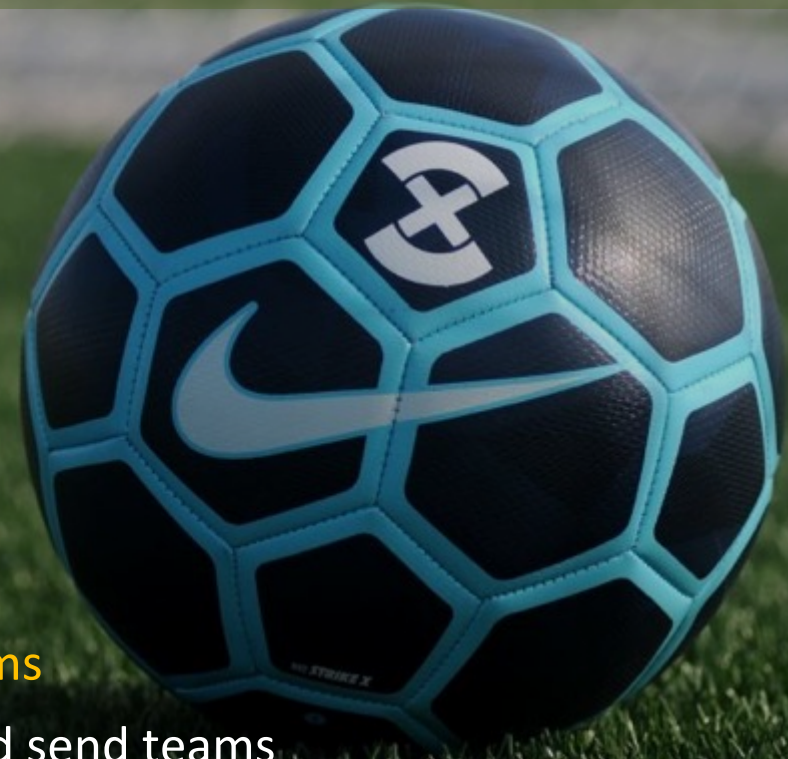
Event for all – Male & Female - light to heavy weight (M & F)

Everyone is a winner (beer, music, goodies, fun)

AGE	50	AGE	35
WEIGHT	291 LBS	WEIGHT	256 LBS
HEIGHT	6,4 FT	HEIGHT	6,4 FT
BICEPS	21 IN	BICEPS	19,2 IN
FOREARM	19 IN	FOREARM	17,7 IN

VENDETTA IN VELOCITA'
ARMFIGHT #44
TIM BRESNAN VS VOEVODA ALEXEY

CORPORATE FOOTBALL TOURNAMENT



- » One / two day football tournament
- » **Only CORPORATE category**
- » Two groups – A & B
- » **5 teams in each group – so total 10 teams**
- » Corporate category - offices register and send teams
- » **Team size- It will be 5 a side and three extras**
- » Match duration – 20 mins (10mins each half) + 2 min break



TRAIL RUN 20
KOLKATA TRAIL RUN 2
JBG KOLKATA TRAIL RUN
JBG KOLKATA TRAIL RUN 2
G KOLKATA TRAIL RUN

Framed | Ronak Gadhia

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