



## Our Vision

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

**SPORTIZ**



40+ Distance Running events

20+ Corporate Running events

20+ Cycling events

# SPORTIZ



 Jai Balaji Group



 Jai Balaji Group



## KOLKATA ULTRA 60K



## SPORTIZ TALKS





Please click to view our AV presentation





Today, the Universe of **Health conscious individual (HCIs)** in India is 100 million and is projected to grow to 130 million by the end of 2023

## Fitness Comes First

Hindustan Unilever has reduced the calories in Ice-creams.



HUL sells Magnum and Cornetto Ice-creams in India in both mini portions as well as regular sizes now

Italian chocolate maker Ferrero is now selling its trademark premium gold round-shaped brand Ferrero Rocher in packs of three

PepsiCo will roll out its colas in 150 ml cans - the smallest in the domestic market

Rival Coca-Cola will introduce 180 ml cans across its beverages next month in addition to its 300 ml cans.



**₹300cr**  
Size of the diet beverage category

**₹14,000cr-plus**  
Regular category 



# What makes RUNNING EVENTS special ?



The only platform which brings together health conscious individuals from all backgrounds, beliefs and cultures

Thousands line up together at the start line to celebrate life and wellness

An opportunity to flaunt on social media



# Running is the fastest growing sports in India





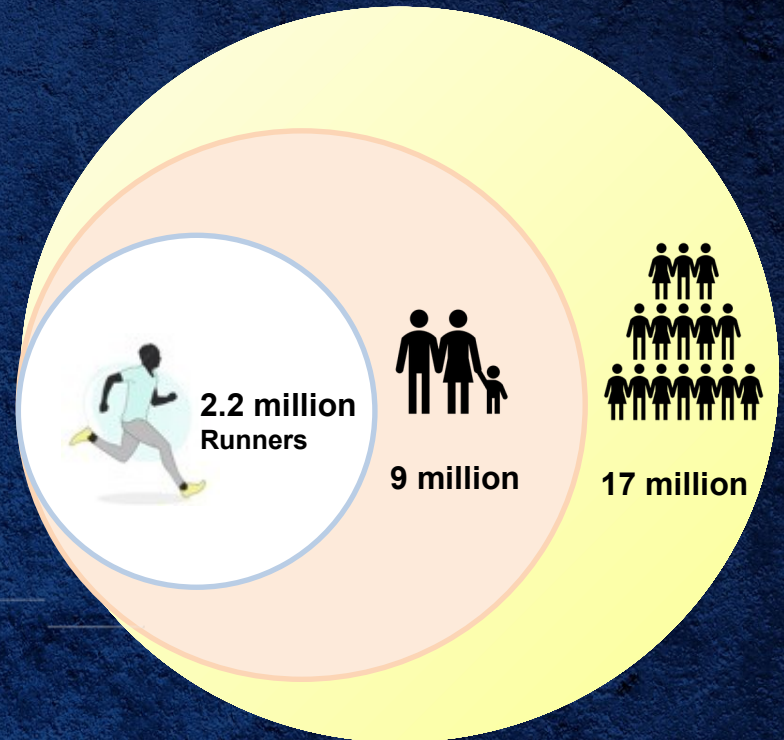
# Who is a Runner ?



**HAS A LARGE CIRCLE OF DIRECT INFLUENCE** (Social media is separate)





2.2 million runners X  
14 ( Direct reach = family +  
friends + acquaintance)

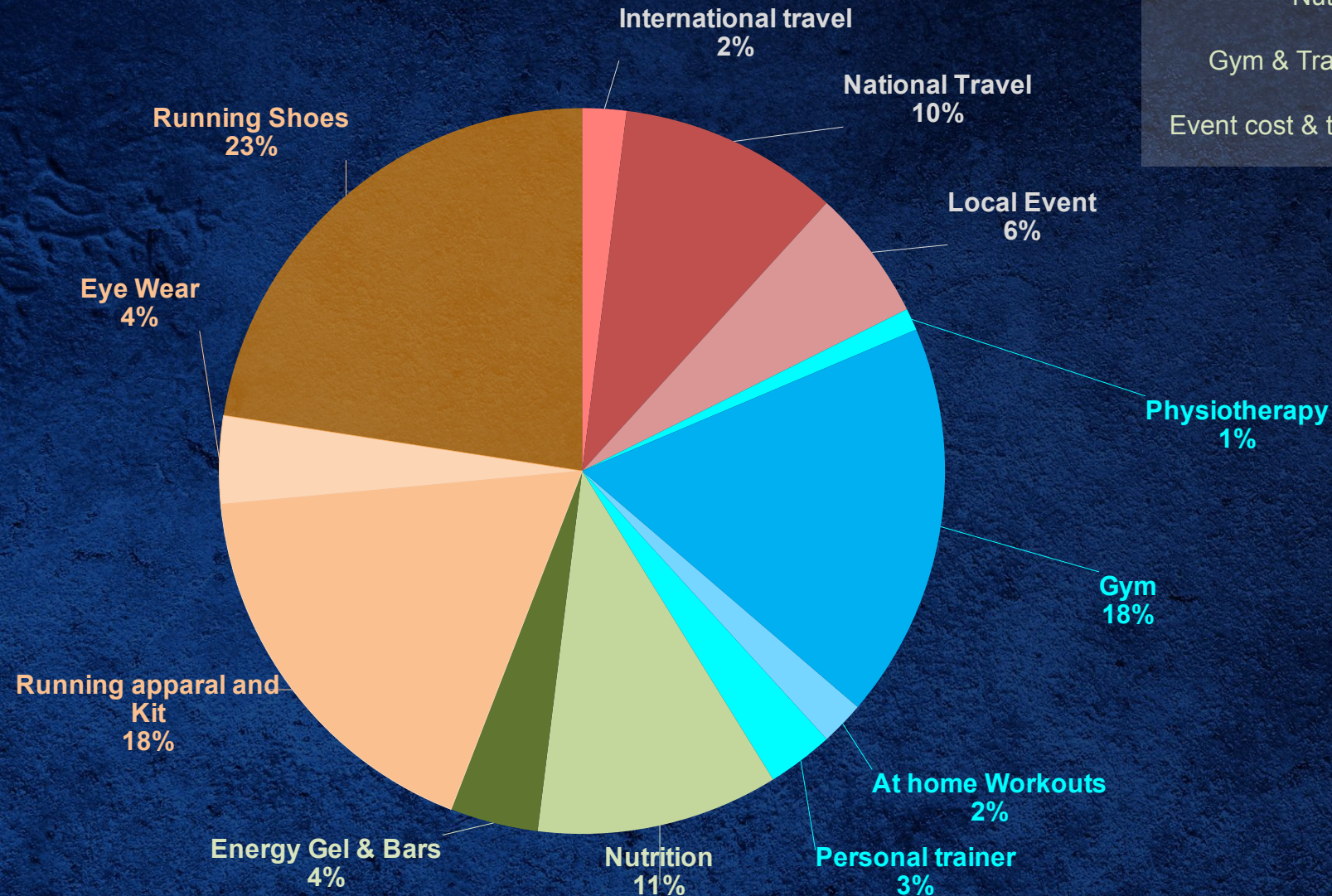
**= 30 million** (approx)





# India's running spend is worth USD 400 million annually (as of 2019) which is more than INR 3000 crore

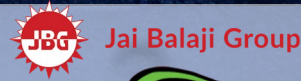
Apparel & Shoes	44%	
Nutrition	15%	
Gym & Training	23%	
Event cost & travel	18%	







APRIL



NOVEMBER



DECEMBER

**12392 Participants**

**WELLNESS**

**COMMUNITY**

**INSPIRED  
EXPERIENCE**

ARE THE FOUNDATION  
OF ALL OUR EVENTS

Biggest running event in Darjeeling

Most Popular community driven in Kolkata

The only and biggest running event in Durgapur

All are 10 km road races

Aims & World Athletic Certified events



# 360 BRANDING CAMPAIGN

DIGITAL MARKETING

ENGAGING  
BRANDING AMBASSADOR

COMMUNITY  
NETWORKING

ACTIVATIONS –  
MALL, PUBLIC PLACES

PRINT  
NEWSPAPER ADVTS

PARTICIPANT-  
KIT BRANDING

COLD CALLS

ROUTE BRANDING

BLOGS –  
ONLINE PUBLICATION

EVENT DAY –  
VENUE BRANDING

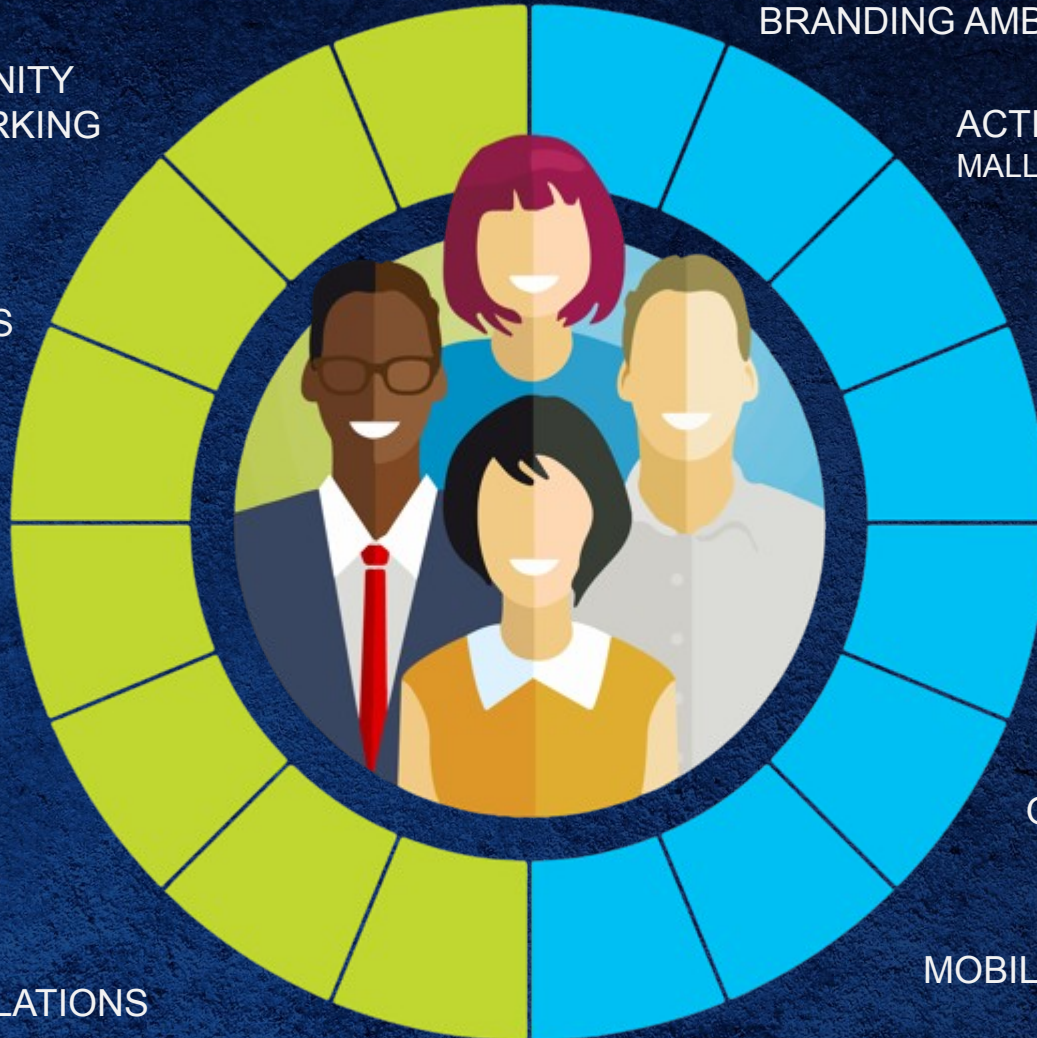
PUBLIC RELATIONS

OUTDOOR BRANDING

MOBILE VANS

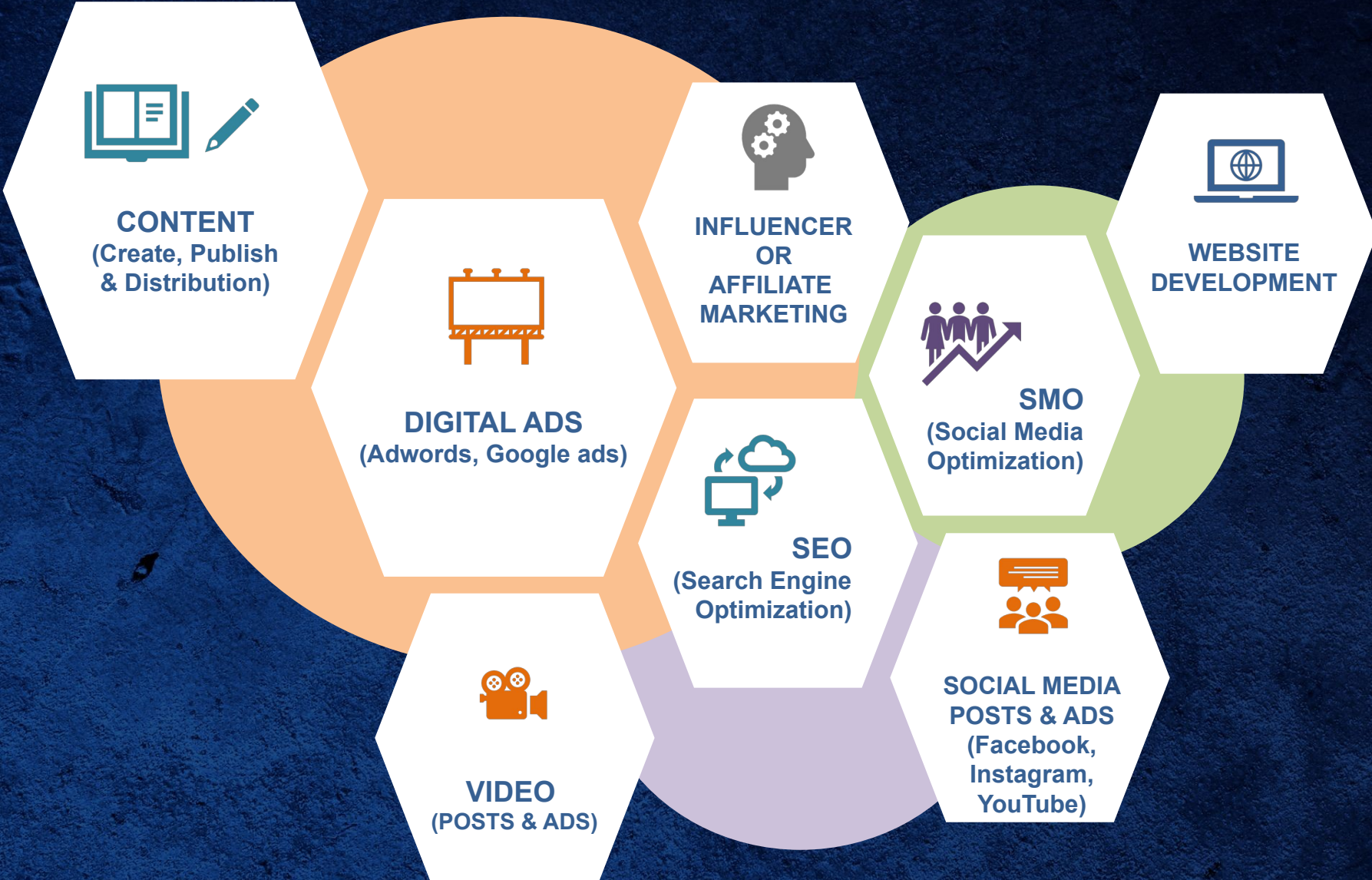
BULK – SMS / WHATSAPP

DIRECT EMAILERS





# DIGITAL MARKETING



**CONTENT**  
(Create, Publish & Distribution)



**DIGITAL ADS**  
(Adwords, Google ads)



**VIDEO**  
(POSTS & ADS)



**INFLUENCER OR AFFILIATE MARKETING**



**SEO**  
(Search Engine Optimization)



**SOCIAL MEDIA POSTS & ADS**  
(Facebook, Instagram, YouTube)



**SMO**  
(Social Media Optimization)



**WEBSITE DEVELOPMENT**



# EVENT DAY BRANDING







THE UNSTOPPABLE

**MIRA  
RAI**

OFFICIAL EVENT  
AMBASSADOR

OF **JBG GORKHA 10K**

SUNDAY, 9<sup>TH</sup> APRIL, 2023, DARJEELING

**SPORTIZ**



 Born in a farmer's family in Nepal - turned Maoist - **became the Ultra-trail running prodigy in 2014**

 **Winner of 80-kilometre Mont Blanc Ultra** in Chamonix

 **Second placed woman in the Skyrunners World Series**

 **Winner of 120 km Ben Nevis Ultra** in Scotland

 **Nat-Geo Adventurer of the Year 2017**

 **Asian Game Changer Award 2018**



# 3 months of promotion for each event

- Promo Run
- Banner, standees, posters are up
- Promo videos
- Event ambassadors appeal videos and pictures

Month 01

Month 02

Month 03

EVENT DAY

- Promo videos
- Event announcement
- Social media build up
- Throwback videos & pictures
- Announcement of event ambassador

## Registrations Period

### Advertisement & promotions via

- Newspapers
- Radio
- Outdoor
- Digital & direct marketing
- Mobile Van
- Leaflets, emailers, sms blasts etc

- Event expo – 2 days
- Main event
- Venue Branding & social media posts for all 3 days
- Post event media coverages



**JBG** Jai Balaji Group

**KOLKATA Trail Run**  
EMPOWERING EXAL VIDYALAYAS

**7.01.2018**

**REGISTER EDUCATE** **FRIENDS OF TRIBAL SOCIETY**

One registration will help educate One tribal child

**REGISTER TODAY**

Limited entries in each race categories

- Half Marathon 21 kms
- 10 kms
- 5 kms

Venue - Godrej Waterside IT Park, Salt Lake, Sec V, Kolkata

Race day - Sunday, 7th January 2018  
\*Last date of registration is 25<sup>th</sup> Dec, 2017

Scan this to register

Timing Chip, T-shirt & Finishers Medals For All

Register - [www.kolkatatrailrun.in](http://www.kolkatatrailrun.in) M- 9874189149

Title Partner: 
 Charity Partner: 
 Co-sponsored by: 
 Co-sponsored by: 
 Co-sponsored by: 
 Co-sponsored by:

Venue Partner: 
 Sponsored by: 
 Sponsored by: 
 Outdoor Media: 
 Division Partner: 
 Division Partner: 
 Title Partner: 
 Title Partner:

Club Partner: 
 Medals by: 
 Food Partner: 
 Back Partner: 
 Head Media Partner: 
 Head Partner: 
 Rewards Partner: 
 Event Organized by:

EVENT POSTERS & STANDEES AT OVER **150 LOCATIONS** IN THE CITY for 3 months

**JBG** Jai Balaji Group

**KOLKATA Trail Run**  
EMPOWERING EXAL VIDYALAYAS

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 Title Partner: 
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Club Partner: 
 Medals by: 
 Food Partner: 
 Back Partner: 
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 Head Partner: 
 Rewards Partner: 
 Event Organized by:

Shot on OnePlus  
by Niloupa Maheshwari



# OUTDOOR HOARDINGS IN PROMINENT LOCATIONS ACROSS THE CITY (7 TO 8 LOCATIONS)



DESHAPRIYA PARK CROSSING



OPPOSITE DAKHINAPPAN MARKET



NEW MARKET





MAA FLYOVER



CITY CENTRE 1 (SALT LAKE)



CENTRAL PARK (SALT LAKE)



NICCO PARK



# MOBILE VAN FOR 20 DAYS





PRINT DISPLAY ADVTS IN T2 (THE TELEGRAPH)

## JBG KOLKATA TRAIL RUN 2018

RACE CATEGORY	REPORTING TIME	RACE START TIME	ROLLING FEE
21 KMS	5.00 AM	6.00 AM	Rs 400
10 KMS	5.30 AM	6.30 AM	Rs 200
5 KMS	6.00 AM	7.00 AM	Rs 100

**WE ARE OVERWHELMED BY THE RESPONSE OF KOLKATA**

**REGISTER 1 EDUCATE 1**

For details visit: [www.kolkatatrailrun.in](http://www.kolkatatrailrun.in)

**Special performance on event day**

**PICAGO**

**...Enjoying**  
The winter is style with stockings and faux fur jackets and feeling happy that unlike previous years, this time winter is still going strong. *By Vivek Pablikhoo*

**...Missing childhood**  
Looking at this cookey set a 18 boy gifted his little daughter. It takes us back to our childhood days when our sets weren't half as fancy! *By Anand Das*

**...Obsessed**  
With doing the Backpack Kids Dance every time this 12 girl gets a chance. The objective now is to go faster. *By Anand Das*

**...Fangirling**  
Over Sushma Bhatnagar after watching her pull off yet another stellar act in the post-apocalyptic thriller Zindagi Ki Khoj. *By Anand Das*

**...Wondering**  
How this 12 girl ended up wearing a cap of hot chocolate instead of her favourite t-shirt, on an evening out with friends. Periods call for over-thinging the cute and comforting. *By Anand Das*

**...Watching on loop**  
The sides of the gorgeous Jhanshi singer, Seer Jai At The Monks that has the singer songwriter leaning through streets on a bicycle. The melody is hypnotic and a sense of yearning runs through the song, which blends with these two crushing lines — 'See you at the movies. The movies in my head.' *By Anand Das*

**...Getting pampered**  
With a spa day in the middle of the week. Mid-week. *By Anand Das*

**...Twinning**  
With a colleague after ordering the same kind of spectacles by sheer coincidence. *By Anand Das*

**...Keeping warm**  
And enjoying winter till it leads by lighting this fire on the terrace of a 12 girl's terrace. *By Anand Das*

## JBG KOLKATA TRAIL RUN 2019

**13.01.2019**

RACE CATEGORY	REPORTING TIME	RACE START TIME	ROLLING FEE
21 KMS	5.00 AM	6.00 AM	Rs 400
10 KMS	5.30 AM	6.30 AM	Rs 200
5 KMS	6.00 AM	7.00 AM	Rs 100

**Today is Last Day of BIB Collection**  
Venue: Godrej Waterside IT Park  
Time: 11 am - 7 pm

600 TO 700 CC of display space divided in quarter, half and full pages)

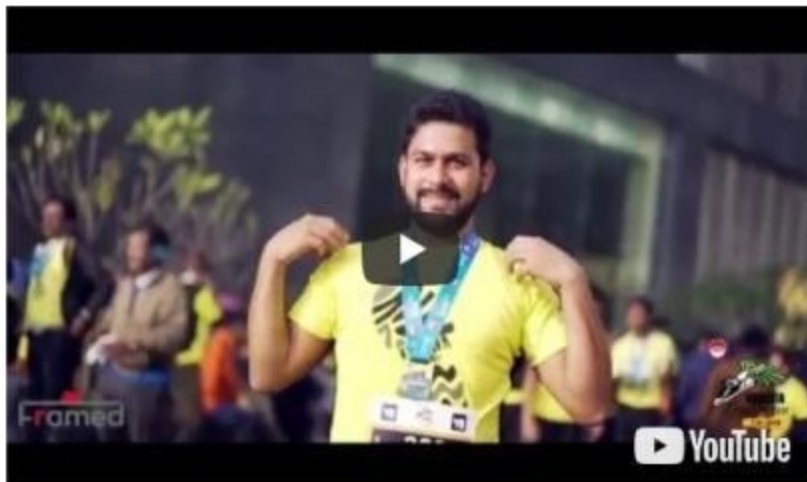


# DEDICATED EVENT WEBSITE

with all partner & sponsor details



THANK YOU KOLKATA, FOR MAKING OUR EVENT SUCCESSFUL





# SOCIAL MEDIA



More than 100 videos and pictures will posted by influencers  
1 to 3 dedicated posts for every event partner (as per association)  
Over 120 social media post- 1 every day in last 3 months  
FB/ Insta Campaign in 2021 reached - 43,98,616 people in 3 months



# EMAILERS / SMS/ WATSAPP & BROCHURES



3 lakh sms 1,45,000 WhatsApp

2000 brochures distributed in corporates

2 lakh emailers to running community and partner database



# 3 DAYS OF EVENT BRANDING

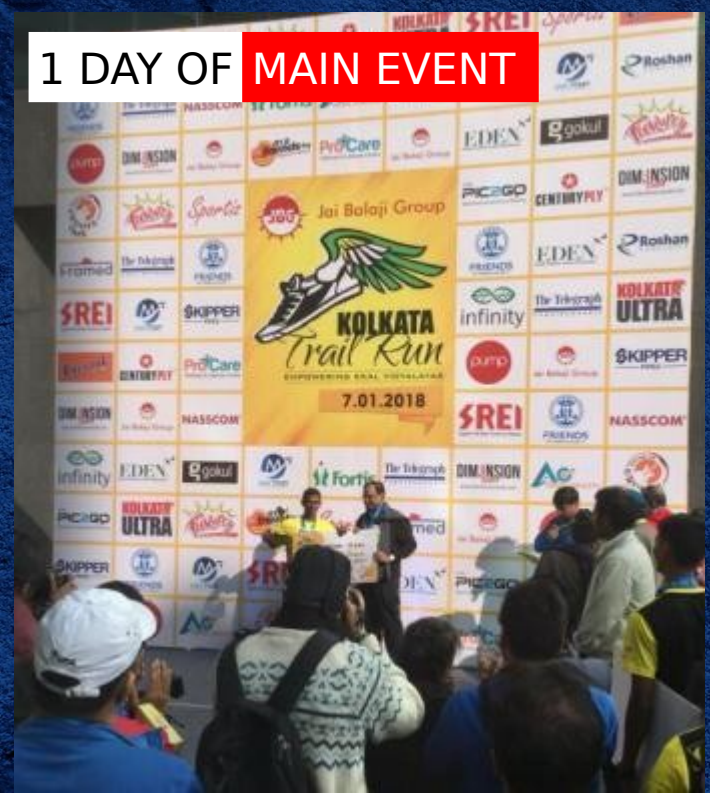
HOLDING AREA & ROUTE

2 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

 **29 K** photos taken

 **98,431** Facebook Likes

 **2124** Participants posted photos to Facebook

 **3,891** Facebook Comments

 **28,10,891** Facebook Impressions



**2021**



Within 48hrs of the event



# In the PRESS



## 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



"Awesome". That's the first word that came to Thopmas Geckler's (left) mind when asked to describe the scenes he ran through. He was in a group of three French nationals — the other two being Milan Delaportier (second from left) and Louise Pham Tran. Accompanying them was their friend Pritam Singh, a sport trainer from Calcutta. "We have been hearing a lot about the course and it lived up to the billing every bit," said Geckler, who is in Calcutta on social work, like Milan and Louise.

### Debutants



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

THE TELEGRAPH



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

In the PRESS

City set for trail run

ANITA REPORTER

Jan. 14: Come Sunday, Calcuttans will run a marathon world class trail run through the city's concrete and bitumen to village roads and fields. In its second edition, the Jal Balaji Group presents Kolkata Trail Run 2017, in association with The Telegraph, will be staged off at the Gaudy Waterside IT Park in Salt Lake's Sector V at dawn this Sunday.



What: Kolkata Trail Run 2017 When: Jan 8, Sun

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

CATEGORY	MINIMUM AGE
25K	18
10K	14
5K	12

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

Dodging ducks off the beaten trail



Runners participating in the fourth edition of the Jal Balaji Group Kolkata Trail Run, partnered by The Telegraph, make their way through a road flanked by the East Calcutta Wetlands on Sunday morning. Photo by Bibhansu Das

**RETRIBUTION**  
Salt Lake's Concrete roads took 1,700 runners home on Sunday morning through an expanse of orchards, rural houses and the occasional trail of jungle peeped by cows, ducks and turkeys.

The response to the fourth edition of the Jal Balaji Group Kolkata Trail Run, partnered by The Telegraph, was in the numbers. According to the organisers, they were faced to close the participation entry by 500 to accommodate everyone who wanted to be a part of this year's race.

There was an assembly of enthusiastic faces outside the Gaudy Waterside building in Sector V at least an hour before the first category of the trail run, the 5K, was flagged off. At one, with the sun still not out, one of the participants took off for the longer trail after dodging a dog straggling to the beats of a chorus of bird warblers.

The two other categories of the race were the 10K, the distance that saw the maximum participation, and the 25K run that attracted middle-aged and younger to join in.

Thamara Das, a nutritionist and part of a group called 'Runners of Tomorrow', said the trail run was one of the best ways to get fit and healthy. "I participated in the first edition of the race and there were only 100 people but this time we had 1,700 runners. It was a great experience and we had a lot of fun. I have been part of every edition of the race since then and it's always been a great experience."

The trail goes through parks, fields and rural roads, connecting the city to the countryside. The organisers said that the trail run is a great way to get fit and healthy. "I participated in the first edition of the race and there were only 100 people but this time we had 1,700 runners. It was a great experience and we had a lot of fun. I have been part of every edition of the race since then and it's always been a great experience."

and the only thing you have to do is to run. You don't need to push the clock. This is a fun race to run. It's a great way to get fit and healthy. I participated in the first edition of the race and there were only 100 people but this time we had 1,700 runners. It was a great experience and we had a lot of fun. I have been part of every edition of the race since then and it's always been a great experience."

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GOOD MORNING

**EVENTS**  
● KKK presents Critical Prisoner League, in association with ELCCAP, 10am onwards.  
● Mahasaraksh presents Mohorita, Mohorita Marcha, 4.30pm.  
● The Rajarajendra Prasad, a talk by Prasad Vaidyanathan, Vaidyanathan Hall, The Rajarajendra Prasad Institute of Culture, Chitpath, 8.30pm.  
● Evening Draw: Second Prize by Late Prasad Shree, Ashim APG Gallery, 12am to 1pm, (Feb-January 2017)

WEATHER

**YESTERDAY**  
Maximum: 26.8°C (+1)  
Minimum: 13.1°C (-1)  
RAINFALL: 0mm  
**HUMIDITY:** Max 94%, Min 29%  
**THE FORECAST**  
Maximum: 27°C  
Minimum: 14°C  
**EXPECTED:** Mainly clear sky  
SUNSET: 5.13pm  
SUNRISE: 6.18am

IN BRIEF

**JU student found dead**  
New Park: More than 100 of the students spent their Sunday morning studying as an act of devotion and remembrance for a student.

Call of charity

**BRINDABAN**  
New Park: More than 100 of the students spent their Sunday morning studying as an act of devotion and remembrance for a student.

A RUN AMID BEAUTY

The scenic route of the Jal 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. Photo by Bibhansu Das

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 Taha 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  
**Shyam Sunder Mahato**, 27, farmer from Jharkhand (winner in 21K)

THE TELEGRAPH



# EVENT

## PUBLIC REACH of each event

### DATA SUMMARY

AUDIENCE REACH  
IN 2020 & 2021 EDITIONS



**4 Lac** SMS & Whatsapp



**10 Lac** Visibility of moving  
Mobile Van for 10 days



**25 Lac** Readership of Advt &  
coverage in Telegraph



**8 Lac** Listener reach  
via 91.9 FM



**15 Lac** Visibility of Outdoor Hoarding  
for 10 days



**38 Lac** Impressions & engagement  
on social media



**6 Lac** Direct Marketing



**17 Lac** Impressions of  
Event photographs  
on Facebook



**1 Lac** Health community

**Audience Reach**  
1.3 CRORE  
x 3 event

**ABOUT**  
**3.9**  
**CR**



# BRANDING OPPORTUNITY

## CATEGORY WISE

Branding deliverables	Powered by	Event Partner	
Name of the event	Only title sponsor owns the event name		
Logo position in display ad	The powered by sponsoring brand shares the event logo with the title partner and the logo will be carried in all event communications	YES	
7 to 8 display hoardings in the city		YES	
600 to 700 cc display ad space (either in Telegraph or Times of India)		Yes	
Website		Yes	
Finishers certificate		Yes	
Logo presence in- Email marketing to more than 1 lakh target group		Yes	
Logo presence in Event standee and posters in more 40 locations in the city		Yes	
Logo in Expo day branding		Yes	
Stall at Expo (2 days)		Yes	No
Participant t-shirt & finishers medal		Yes	No
Venue branding -		Yes	
Exclusive Racer A boards with brand logo	10	5	
Logo in venue branding	Yes	Yes	
Exclusive Flex banners along the route with brand logo	10	5	
MC announcement of the brand name as sponsor ( at various intervals)	Yes	Yes	
Brand representative to do prize distribution for few select category winners	Yes	yes	
Logo presence in FB event cover page	Yes	Yes	
FB post - Introduction as partner	Yes	Yes	
FB post - Promo post (can be product / service message as per partner choice)	10	5	
Email blast (Partner introduction)	All emails of the event will carry the logo	2	



# Sponsorship Investment for all 3 events combined

**EVENT PARTNER**  
**INR 10 Lakh**

**POWERED BY**  
(CO-SHARING THE LOGO)  
**INR 50 Lakh**

Association validity - 1 year (2023)  
Commitment – 3 years

For all three events -

8<sup>th</sup> edition - **JBG Kolkata World 10K** (26<sup>th</sup> November' 2023)

2<sup>nd</sup> edition - **JBG Gorkha 10K** (9<sup>th</sup> April '2023)

2<sup>nd</sup> edition - **JBG Durgapur 10K** (10<sup>th</sup> December' 2023)