



SWACHH BHARAT RUN



Organized by :



सत्यमेव जयते

GOVERNMENT OF ASSAM



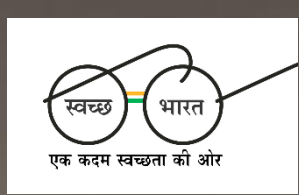


The Initiative



- Swachh Bharat Abhiyaan, launched on 2nd October 2014 at Rajghat, New Delhi, is a biggest National level Campaign by the Government of India to clean the streets, roads, public meeting places, river sides, schools, colleges, residential areas etc.
- Hon'ble Prime Minister, Sri Narendra Modi said it was our social responsibility as citizens of India to help fulfill Gandhiji's vision of "Clean India", by his 150th birth anniversary in 2019.





The Realities

- Inadequate sanitation cost India almost \$54 billion or 6.4% of the country's GDP .
- Rural sanitation was as low as 21% .
- Based on Indian statistics, the UN in 2010 estimated 626 million people practice open defecation which is 50% of rural India in compare to 4% & 7% in China and Bangladesh respectively.
- 88% of deaths from diarrhea occur because of unsafe water, inadequate sanitation and poor hygiene





Run For Clean India

- A Quarter Marathon commencing from Dec 2017 to 2019 commemorating 150th birth anniversary of “Father of the Nation”.
- An initiative taken up by TIPKAI, an NGO together with Leisure Sports Management to organize mass participation in 5 cities in 2017 to contribute to this noble mission.
- The purpose of this multicity Annual Run is not only to create awareness & consciousness but also to generate adequate fund for building one Public Toilet (Sulabh Sauchalaya) in each of the 5 cities and maintain these year long.



Key Features



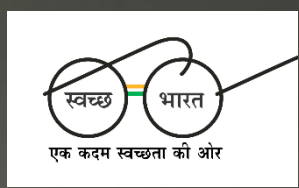
- **Participation : Open to all**
- **Venues :Guwahati 31st Dec '17, Silchar 7th Jan '18, Dibrugarh 14th Jan '18, Jorhar 21st Jan'18, Tezpur 28th Jan '18**
- **Distance : Quarter Marathon for all, 5K for Senior Citizens and specially abled**
- **Entries through dedicated Website.**
- **Free distribution of “Run for Clean India” branded T-Shirts and Caps.**



Promotion



- **Dedicated website.**
- **360 degree promotion.**
- **Awareness campaign through Social Media.**
- **Celebrities & Socialites to add value to the promotion.**
- **Syndicated column in leading dailies and magazines to add value.**
- **Extensive promotion through Radio Network.**
- **Sustained campaign through Canter, Malls, Outdoor Medium, Posters etc**

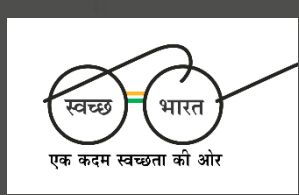


The Organizers

TIPKAI

- A NGO serving for over 3 years for the cause of development of the society on various sphere.
- Spreading health awareness throughout Assam to eradicate malnutrition and child immortality
- Encouraging and supporting child care and education
- Promoting environmental cause and aforestation.
- Educating youth on drug abuse and other narcotic activities.
- Committed to uplift youth and the society.

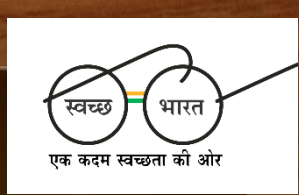




Leisure Sports Management

- The **OLDEST SPORTS MANAGEMENT COMPANY** in India having distinction of promoting multiple sports discipline since early 80s.
- Creator and promoter of Nehru Gold Cup Tournament, National League of Football (now I-League) and National Hockey League (PHL) in India.
- Marketed and conducted Medal Ceremonies of South Asian Games in Assam & Meghalaya.
- Promoted and marketed Afro Asian Games, World Billiard Championship, World Ranking Snooker, Indo-Pak Hockey Series, SAAF Swimming Championship, Grand Master Chess Championship and several other International Tournaments.
- Promoter of National Teams of Hockey, Shooting, Wrestling, Archery and Volleyball for several years.
- Promoter of Leading Sporting Icons like Abhinav Bindra, Gagan Narang, Sushil Kumar, Yogeshwar Dutt, Mary Kom, Vijender Singh, Vijay Kumar, R.V.S. Rathore, Deepika Kumari, Jayanta Talukdar, Geeta Phogat, Tarundeep Rai, Chekrovolu Swuro and many others for several years.
- Promoted and marketed various Regional leading events including Calcutta Football League.





Sponsorship Opportunities

Presenter

- Logo on Participants Uniform (front / back)
- Product Category Exclusivity
- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Kiosks
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Right to Merchandize
- Right to Promote
- Logo on certificates & Trophies

Cost : Rs. 35 lacs + taxes & branding





Powered By:

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Kiosks
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Right to Promote
- Logo on Certificates

Cost : Rs. 15 lacs + taxes & branding



Co-Sponsorship

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event
- Right to Promote
- Logo on Certificates

Cost : Rs. 10 lacs + taxes & branding



Associate-Sponsorship

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Logo on Certificates

Cost : Rs. 5 lacs + taxes & branding



Partners

- Logo on Perimeter Boards
- Logo on Hoardings
- Website association to the event.
- Logo on Certificates

Cost : Rs. 2.5 lacs + taxes & branding





एक कदम स्वच्छता की ओर

Let's run to make India Clean