



भारतीय खो खो संघ

KHO KHO FEDERATION OF INDIA

Affiliated to : International Kho Kho Federation, Asian Kho Kho Federation & Indian Olympic Association
Recognised by Ministry of Youth Affairs & Sports

PRESIDENT
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GENERAL SECRETARY
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Sub: Sponsorship Opportunity: Kho Kho World Cup 2025 – A Global Sporting Spectacle

The Kho Kho Federation of India (KKFI) is pleased to invite proposals for the Expression of Interest (EOI) in securing sponsorships for the 1st Kho Kho World Cup India 2025, scheduled to be held from 13th to 19th January 2025. This prestigious event will feature 20 men's teams and 20 women's teams from 24 countries across 6 continents. We believe that a partnership with your brand would offer significant mutual benefits, aligning with your company's values and objectives.

Kho Kho, one of India's oldest and most cherished traditional sports, represents agility, speed, and teamwork. Originating in Maharashtra, it has a rich history that spans centuries, showcasing the spirit of athleticism and strategic thinking. This fast-paced chase-and-tag sport is played by two teams of 15 players each, offering an exciting and dynamic experience for both players and spectators. The upcoming event will be broadcast live on the Star Sports Network, Doordarshan Sports, and major OTT platforms, with extensive social media coverage, ensuring global visibility and engaging millions of viewers.

Currently, Kho Kho is one of the few sports that aligns with the Olympic Charter's principles, particularly in promoting the sport. It is present in over 680 districts across India and has expanded to more than 55 countries across six continents. The Federation aims to extend its reach to over 90 countries by the end of 2025. As part of its efforts to engage the youth, the KKFI has partnered with the Society of Digital Entrepreneurs to launch a nationwide registration drive targeting school students. The goal is to connect over 50 million students within the next six months.

The Kho Kho World Cup 2025 offers a unique opportunity for brands to engage with diverse audiences both in India and internationally. With its deep cultural roots and growing popularity, particularly among the youth, the tournament's extensive



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media and on-ground outreach is poised to attract significant attention, providing a valuable platform for brand visibility.

We look forward to the possibility of working together and achieving our mutual goals through this exciting opportunity. In view of the foregoing, if you are interested in exploring these partnership opportunities further, please reach out to us at sponsorships@kkwc2025.com.

We look forward to discussing how we can collaborate and bring your brand to the global stage during this exciting event.

Thank you for considering this opportunity. We are eager to hear from you soon.

Warm regards,

(Sudhanshu Mittal)

President

Kho Kho Federation of India

