

# PARTNERSHIP PROPOSAL



## **KHO KHO** **WORLD CUP** **INDIA 2025**

# 1<sup>ST</sup> KHO KHO WORLD CUP 2025

13<sup>th</sup> to 19<sup>th</sup> January 2025 | New Delhi, INDIA



## FOREWORD

India, a land renowned for its rich culture, wisdom, and spirituality, is now showcasing a new dimension to the world – a young, dynamic, and confident nation ready to take its place among the league of nations. The 1<sup>st</sup> Kho Kho World Cup 2025 is a rare opportunity for India to demonstrate its capabilities and power on the global stage. The Kho Kho Federation of India has embraced this opportunity with enthusiasm, recognizing the inaugural Kho Kho World Cup as a groundbreaking event that demands meticulous planning, timely resource allocation, and expert execution.

As a premier international sporting event, the Kho Kho World Cup brings together approximately 600 athletes and officials from 24 countries across 6 continents, competing in both Men & Women categories. The primary objective of hosting the Kho Kho World Cup is to promote India's sports culture, provide a platform for athletes to enhance their skills, and discover new talent, ultimately contributing to the global promotion and development of the indigenous game of Kho Kho.

To achieve the twin objectives of mass participation and promotion of excellence in Kho Kho, we seek partnerships with like-minded organizations that share our vision and values. By partnering with us, you will contribute to the success of this international event, promoting sports culture and development in India, and gain access to benefits such as brand visibility, employee engagement opportunities, exclusive events, and contribution to sports infrastructure development.

Together, we can create a memorable experience for athletes, officials, and spectators alike, leaving a lasting legacy for sports in India. We look forward to collaborating with like-minded organizations to make this vision a reality.

(Sudhanshu Mittal)

**President**  
**International Kho Kho Federation**

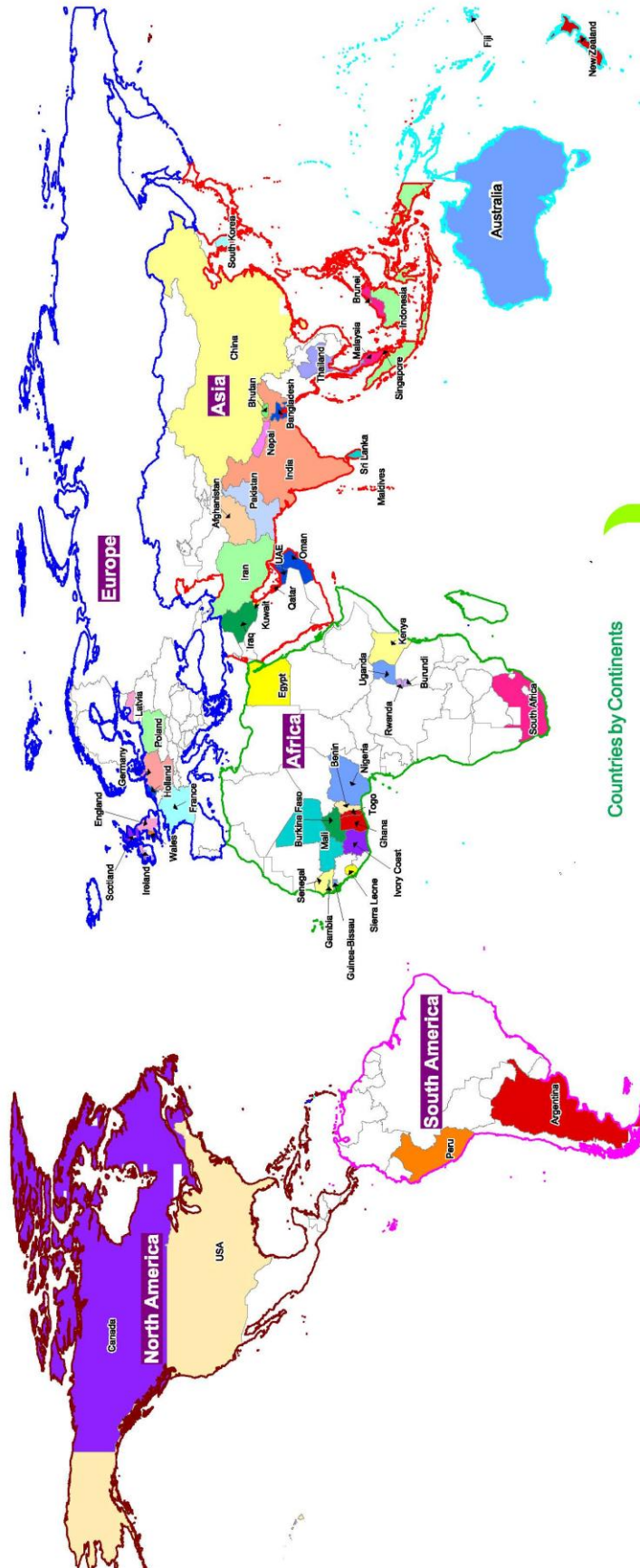
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**International Kho Kho Federation**

**Total Outreach Countries - 54**



**Countries by Continents**

- Africa - 17
- Asia - 21
- Europe - 9
- North America - 2
- Oceania - 3
- South America - 2

**Total Countries - 54**

## 1. INTRODUCTION

### 1.1. The International Kho Kho Federation

The International Kho Kho Federation (IKKF) is the prime authority responsible for the governance and administration of Kho Kho worldwide. As an international non-governmental organization, the IKKF collaborates with National Kho Kho Federations, which oversee the sport at the national level and are affiliated with the IKKF. National Federations seeking recognition from the IKKF must align their statutes, practices, and activities with those of the IKKF while maintaining their independence and autonomy.

#### **Mission and Role within the Olympic Movement**

- Establish and enforce the rules concerning the practice of Kho Kho in accordance with the Olympic spirit and ensure their application.
- Ensure the development of Kho Kho worldwide.
- Contribute to the achievement of the goals in the Olympic Charter, particularly by spreading Olympism and Olympic education.
- Assume responsibility for the control and direction of Kho Kho at International Kho Kho Events.
- Provide technical assistance in the practical implementation of Kho Kho Solidarity programs.
- Encourage and support measures related to the medical care and health of athletes.

#### **Objective:**

- Elevate Kho Kho to the status of an Olympic sport.

#### **Mission & Vision:**

- To safeguard and promote the traditional game of Kho Kho, a unique sport that develops mental and physical abilities without the need for equipment. By preserving its rich heritage, we aim to encourage healthy recreation and leisure activities, fostering a sense of community and belonging among players and enthusiasts worldwide. Our goal is to create a welcoming and inclusive environment for our diverse global "Khommunity", where values like teamwork, sportsmanship, and fair play are upheld. We strive to ensure the game remains accessible and enjoyable for people of all ages and backgrounds, while supporting its growth and development globally, maintaining its traditional essence and integrity.

**Goals:**

- Efficiently manage the administrative and business operations of the IKKF, ensuring long-term financial stability.
- Organize events that highlight Kho Kho, provide meaningful competition for players, and support development pathways for players, coaches, officials, and volunteers.
- Establish and enforce international rules for all variations of Kho Kho, prioritizing fair play, inclusivity, safety, and sustainability.
- Market Kho Kho effectively to maximize opportunities for its exposure and growth.

**Activities and Conformity:**

The IKKF oversees and monitors the daily development and promotion of Kho Kho globally. It is responsible for the growth of athletes through NSFs of Kho Kho at all levels, the proper administration of the sport, and the regular organization of competitions in adherence to fair play rules.

To develop and promote the Kho Kho movement, the IKKF may recognize a Kho Kho Federation globally, a non-governmental organization governing the sport of Kho Kho at the national level. This recognition extends to organizations recognized by the IKKF as the governing body of Kho Kho at the national level.

The statutes, practices, and activities of the IKKF conform to the Olympic Movement, including the adoption and implementation of the World Anti-Doping Code and the Olympic Movement Code on the Prevention of Manipulation of Competitions. Subject to the foregoing, the IKKF maintains its independence and autonomy in the global governance of Kho Kho.

**1.2. The Kho Kho Federation of India**

The Kho Kho Federation of India (KKFI) is the national governing body for Kho-Kho in India. Established in 1956, it is responsible for promoting and developing the game nationwide. KKFI organizes Annual National Championships, sets rules and regulations, and collaborates with state associations to nurture talent at the grassroots level. The federation also works to increase the sport's international presence by facilitating participation in global events and advocating for Kho Kho's inclusion in the Olympics. Through these efforts, KKFI aims to preserve the cultural heritage of Kho Kho while modernizing the sport to engage a wider and younger audience.

**Key Achievements:**

1. **Global Expansion:** Kho Kho has expanded from just four countries to 54 across Asia, Africa, Australia, and Europe, highlighting the sport's universal appeal and the dedication of its global followers.
2. **Asian Kho Kho Championships:** The Asian Championship has served as a major platform to promote Kho Kho, with participation from nations like Bangladesh, Nepal, Sri Lanka, and Korea. The most recent edition in Tamulpur, Assam, in March 2023, saw nine countries participate with native teams, highlighting a genuine interest in the sport across Asia.
3. **International Kho Kho Tournament:** Held in England in September 2018, this tournament brought together teams from India, Scotland, Wales, and England, marking Kho Kho's European debut. The Indian teams' success demonstrated the sport's potential in the global arena.
4. **International Coaching Camp:** In February–March 2020, KKFI organized a 'Level I' International Coaching Camp in New Delhi, training 65 coaches and players from 16 countries in the latest techniques, with the aim of standardizing coaching methodologies globally. This initiative showcases KKFI's commitment to developing the sport's technical standards.
5. **Ultimate Kho Kho Success:** The Ultimate Kho Kho League has seen remarkable viewership growth, with 64 million viewers in its inaugural season and 193 million in its second. This success signals the sport's bright future and its potential to captivate global audiences.

**1.3. Affiliated National Kho Kho Federations**

To discuss common issues and finalize their events calendars, the national governing bodies of Kho Kho affiliated to the IKKF, will gain access to the latest developments and best practices in Kho Kho at the International Level.

In **Europe**, the affiliated National Kho Kho Federations include England, Wales, Scotland, Latvia, Poland, Holland, and Ireland. **South America** is represented by Peru, while **North America** includes Canada. **Africa** has a diverse list of member countries: South Africa, Senegal, Ghana, Togo, Mali, Guinea, Guinea-Bissau, Gambia, Côte d'Ivoire, Burkina Faso, Benin, Sierra Leone, Kenya, Rwanda, Uganda, and Burundi.

In **Asia**, the member countries are India, Nepal, Bangladesh, Sri Lanka, South Korea, Bhutan, Pakistan, Iran, the UAE, and Afghanistan. **Oceania** includes Australia, Fiji, and New Zealand.

### Support for New National Member Federations includes:

- **Setting Up:** Basic Checklist, Development Plan, and Guidance.
- **Policy Support:** Constitution, Mission Statement, Anti-Doping, Safeguarding, Equality & Diversity, Complaints, and Privacy.
- **Finances:** Monthly Budget Template, Quarterly Budget Template.
- **Federation Roles:** Chairperson, Secretary, Treasurer, Head of Coaching, Safeguarding & Technology.
- **Code of Conduct:** Club Officials, Members, and Parents & Carers.

### 1.4. Ultimate Kho Kho League



The inaugural season of UKK was a resounding success, with a viewership of 64 million, including 41 million from India, making it the third-most viewed non-cricket league in the country. This impressive viewership is a clear indication of the growing interest in Kho Kho and the potential for the sport to become a major player in Indian sports.

The second season of Ultimate Kho Kho outshined the first, showcasing the traditional Indian sport with a modern, high-energy format that captivated fans nationwide. Featuring intense matches, strategic gameplay, and athletic prowess, the league gained significant viewership and media attention, resulting in the second season reaching an audience of 195 million individuals across all platforms globally.

The league's innovative presentation and entertainment value solidified Ultimate Kho Kho's position as a premier sporting event, contributing to the growth of Kho Kho in India.



## 2. Why Partner with Us?

Kho Kho has proven to be more than just a sport; it is a platform for empowerment, especially for individuals from underprivileged communities who often face enormous social and economic challenges. One shining example of this is Nasreen Shaikh, an Arjuna Awardee, who came from a humble background and used Kho Kho as a pathway to transform her life. Growing up in Delhi with limited resources, Nasreen's determination and talent in Kho Kho allowed her to break barriers and achieve what once seemed impossible.

Her journey from relative obscurity to becoming an internationally recognized athlete showcases the transformative power of sports in changing lives. Nasreen's success is a testament to the potential of underprivileged individuals, and her story continues to inspire countless others who see in her the hope of overcoming adversity through dedication and hard work. By supporting Kho Kho, Brands would be aligning with a sport that has a deep connection to community empowerment, social equality, and youth development—values that resonate with Brand's own mission.

Brand's commitment to fostering inclusion and empowerment through its CSR initiatives shares much in common with Kho Kho's role in uplifting athletes like Nasreen Shaikh. This partnership presents an incredible opportunity for Brands to not only promote its brand but also champion a cause that has the power to change lives at the grassroots level.

### 2.1. The KHO KHO World Cup: The World Goes KHO!

Kho Kho is more than just a sport in India; it is a deeply ingrained sentiment that resonates with the nation's people. In alignment with the visionary goals of our Hon'ble Prime Minister, Shri Narendra Modi, the International Kho Kho Federation (IKKF) and the Kho Kho Federation of India (KKFI) are proud to present the 1<sup>st</sup> KHO KHO World Cup (Women & Men) 2025.

The KHO KHO World Cup, scheduled to take place from the **13<sup>th</sup> of January till the 19<sup>th</sup> of January, 2025**, at the **Indira Gandhi Sports Complex in New Delhi**, will be broadcast live on the **Star Sports Network and OTT platforms**, along with **widespread social media amplification, providing extensive global visibility and engaging millions of viewers**.

The KHO KHO World Cup will feature over 600 female and male players from 40 teams, representing 24 countries across 6 continents, making it a truly international spectacle. Kho Kho has experienced remarkable growth in recent years, expanding from four countries in 2014 to 54 nations today, demonstrating its increasing popularity and global appeal. The success of the 4<sup>th</sup> Asian Kho Kho Championship in March 2023, which

saw a significant increase in participating countries, further highlights the game's rising prominence on the international stage.

With the aim of promoting national unity, inclusivity, and competitiveness, we expect a diverse audience from across India to attend the World Cup, making it a symbol of global unity and diversity. The international broadcast partner of the event will ensure maximum exposure and benefits for the entire sports fraternity, cementing Kho Kho's position as a beloved and respected sport worldwide.

## 2.2. Potential Collaborative Activities:

In addition to the exposure **through event broadcasting and marketing**, we envision several mutual activities to maximize the impact of this partnership:

- **Brands Kho Kho Clinics & Training Camps:** Organizing training camps in partnership with KKFI under Brand's banner where upcoming athletes can receive expert coaching. These camps could be held across different states, engaging communities, and spreading awareness about the sport.
- **Brands Spirit of Teamwork Award:** Sponsoring a special award category for teams that demonstrate extraordinary sportsmanship, leadership, and teamwork during the World Cup. This can be a flagship award under Brand's name, giving the brand prominent recognition.
- **Community Outreach Programs:** Joint initiatives focusing on empowering underprivileged youth through the promotion of Kho Kho. This can include scholarships, development programs, or tournaments that bear Brand's name and mission of fostering talent at the grassroots level.
- **Brands Fan Zones & Interactive Engagements:** Creating exclusive Brands fan zones at the event venue to provide an engaging experience for attendees, featuring interactive games, merchandise, and brand experiences all co-branded with your Brand Name.

These joint efforts will not only enhance the overall impact of the event but will also further underscore Brand's commitment to promoting both sports and community development.

The opportunity for a partnership with KKFI is delivered through six core sponsor benefits:

<b>Brand Benefit</b>	<b>Delivered by KKFI Through</b>
Enhanced corporate or brand positioning within relevant target market	<ul style="list-style-type: none"> <li>The KKWC brand and its status as a premium world class event opportunity and an important event in the development of India.</li> </ul>
Competitive advantage through exclusivity of opportunity	<ul style="list-style-type: none"> <li>KKFI sponsor value chain and definition of sponsor exclusivity.</li> <li>Sponsor protection provided by KKFI.</li> </ul>
Business growth and development opportunities through: <ul style="list-style-type: none"> <li>- Consumer marketing</li> <li>- Staff reward programs</li> <li>- Customer sales incentives</li> </ul>	<ul style="list-style-type: none"> <li>The KKWC Brand and Mascot</li> <li>Team India Brand</li> <li>Access to games tickets and hospitality</li> <li>Access to other privileged opportunities associated with KKFI</li> </ul>
Brand exposure generated through television broadcast and through community programmes and activities.	<ul style="list-style-type: none"> <li>Signage at KKFI Event venue</li> <li>KKFI sponsor recognition program</li> <li>Product placement during KKFI events</li> <li>Showcasing opportunities at KKFI event venue.</li> <li>Brands branding on Sponsorship Activation Opportunities</li> </ul>
Networking and Relationship building opportunities with government, business leaders and customers	<ul style="list-style-type: none"> <li>VIP hospitality provided by KKFI</li> <li>Privileged access to key government officials provided through introductions by KKFI</li> <li>Sponsor hospitality opportunity at games</li> </ul>

The delivery and value of these benefits to Brand may be extended through sponsorship rights delivered by organisations that are associated with but not controlled by KKFI. For example, marketing rights can be extended into other national territories with the agreement of the International Kho Kho Federation (IKKF). These additional sponsorship rights may be reviewed in detail separately.

### **2.3. Team India**

The Kho Kho World Cup, where the Indian team takes center stage, offers a unique sponsorship opportunity that drives community engagement, media attention, and

emotional connection nationwide. As the heartbeat of the games, Team India's journey will captivate the entire nation, fuelling interest, passion, and pride from coast to coast.

In a sporting landscape dominated by the Ultimate Kho Kho League's stars, the Kho Kho World Cup presents a groundbreaking opportunity to create a new, compelling Team India brand identity. This will not only contribute to the tournament's success but also leave a lasting legacy for our stakeholders, including:

- A new generation of Kho Kho fans and players inspired by Team India's performance
- A strengthened national team brand, increasing India's global reputation in the sport
- A unique platform for Brands to associate with Team India's success and values

In 2025, we are confident that Team India will shine bright, aiming for a gold medal finish. This achievement will:

- Ignite widespread pride and interest, making it an incredible opportunity for Brands to be part of a historic moment in Indian sports history
- Generate extensive media coverage, amplifying Brand's brand visibility and reach
- Create a lasting impact on the development of Kho Kho in India, increasing participation and viewership

By sponsoring the Kho Kho World Cup, Brands will be part of an unforgettable experience, aligning your brand with the values of teamwork, dedication, and national pride. Don't miss this chance to be a part of history in the making!

### **2.4. Instructions to Participant:**

The Expression of Interest shall be submitted in the prescribed form as per **Annexure 1**.

The Interested participants shall fill up the form given in Annexure 1 and send it to the [sponsorships@kkwc2025.com](mailto:sponsorships@kkwc2025.com) by **20<sup>th</sup> December 2024** till 6:00 PM along with contact information. The Team from IKKF will get in touch with the participants to discuss further.

### **2.5. Marketing Opportunities**

The conduct of 1<sup>st</sup> Kho Kho World Cup (Women & Men) 2025 provides the perfect platform for Brands to not only be an integral part of a sporting revolution in the country, but to showcase their products and services to a captive global audience.

Our offerings include a range of deliverables on Broadcast, OOH, Print and Digital Platforms that will help maximize your association with the Event. The use of activations

and sponsor merchandising will also boost your profile amongst the multitudes that will throng to the Event.

**1) Title Sponsor: Naming Rights of the World Cup**

a. Primary Sponsor of the World Cup (One Sponsor in this category)

**2) Powered By:**

a. Secondary Sponsor of the World Cup (Two Sponsor in this category)

**3) Co-Sponsor:**

a. Third tier of Sponsors (Three Sponsor in this category)

**4) Gold Sponsor:**

a. Fourth tier of Sponsors (Three Sponsors in this category)

## 2.6. IP Rights

IP Rights of 1<sup>st</sup> Kho Kho World Cup (Women & Men) 2025 will include the usage of OOH (Out of Home), ATL (Above the Line) & BTL (Below the Line) brand communication. Visual Branding on hoardings and other forms of communication will enhance your visibility through an association with this Event.

	<b>Title Sponsor</b>	<b>Powered By</b>	<b>Co-Sponsor</b>	<b>Gold Sponsor</b>
ATL Communication	✓	✓	✓	✓
OOH and Outdoor Communication	✓	✓	✓	✓
Product Category Exclusivity	✓	✓	✓	✓

## 2.7. Brand Exposure

The 1<sup>st</sup> Kho Kho World Cup (Women & Men) 2025 offers brand exposure on various fronts, such as granting of Events' Advertising Space across all branding materials. The brand logo shall also be on all event collateral and official event and marketing communication. The Official KKF's website, the official Organising Committee – Kho Kho World Cup Website and Official GMS Mobile App (iOS & Android) as well as related Official Social Media handles/platforms will also boost the brand's image and highlight the company's association with the event.

	<b>Title Sponsor</b>	<b>Powered By</b>	<b>Co-Sponsor</b>	<b>Gold Sponsor</b>
Use of Event Advertising Space at IG Stadium, New Delhi	30%	15%	15%	10%

ILU (Integrated Logo Unit)	✓	✓	✗	✗
ILU in all event collaterals and official event communication	✓	✓	✗	✗
Presence in all event backdrops	✓	✓	✓	✓
Brand logo on website with hyperlink	✓	✓	✓	✓
Brand exposure on the KKFI/KKWC Social Media Platforms	✓	✓	✓	✓

## 2.8. Media Exposure

The brand will also be seen on different media platforms, where spots on live coverage will be granted to the company as well as Media presence on the Broadcast Partner, the Host Broadcaster and Official Social Media handles.

		Title Sponsor	Powered By	Co-Sponsor	Gold Sponsor
i)	Spots on live coverage by TV partner (% of TV and OTT FCT)	30%	15%	15%	10%
ii)	Product Display (Within Tv Arch)	✓	✗	✗	✗
iii)	Integrated Logo Unit in all print ads	✓	✓	✗	✗
iv)	Integrated Logo Unit in all outdoor ads	✓	✓	✗	✗
v)	Integrated Logo Unit in all online advertising	✓	✓	✗	✗

## 2.9. On-Ground and Stadia Branding

At venue i.e. Indira Gandhi Sports Complex, New Delhi, the brand will benefit greatly from all on-ground branding. This would be specific allocation of all signage, such as venue perimeter boards, player dressing rooms, stadium stands, directional signage etc. as well as Giant screen messaging (where available) as well as regular mentions on the venue PA systems. The brand logo will also be present on all backdrops for interviews, presentations, etc.

		Title Sponsor	Powered By	Co-Sponsor	Gold Sponsor
i)	Sponsor logo on venue LED perimeter boards	30%	20%	15%	10%

ii)	Sponsor logo at sport specific zones	✓	✓	✓	✗
iii)	Sponsor logo on Player kits (Part of ILU)	✓	✓	✗	✗
iv)	Sponsor messaging and logo on Big Screen at the venue	✓	✓	✓	✓
v)	Sponsor mentions in the stadium PA system	✓	✓	✓	✗

## 2.10. Tickets and Other Assets

Many other deliverables are granted to your brand, such as rights to content, activations and other assets that could be leveraged to maximize brand exposure. These are:

		Title Sponsor	Powered By	Co-Sponsor	Gold Sponsor
i)	Premier Hospitality Passes (% of all Mark-up)	10%	5%	3%	1%
ii)	Games Tickets (% of all Mark-up)	10%	5%	3%	1%
iii)	Invites: Opening & Closing Ceremony (% of all Mark-up)	10%	5%	3%	1%
iv)	Rights to use athletes in promotions and activations	✓	✓	✗	✗
v)	Accreditation for Senior Management	✓	✓	✓	✓
vi)	Trophy Tour	✓	✗	✗	✗

		Title Sponsor	Powered By	Co-Sponsor	Gold Sponsor
i)	Rights to display products and brand visibility at the Team Hotel	✓	✓	✗	✗
ii)	Branding at Hospitality zone	✓	✓	✓	✗
iii)	Right to create own activation around the partnership	✓	✓	✓	✓
iv)	Right to usage of videos and pictures from the event for promotional purposes	✓	✓	✗	✓

v)	Right to develop co-promotions with other Event Partners	✓	✓	✓	✓
vi)	Right to showcase, sample and sell products at the venue	✓	✓	✓	✗
vii)	Right to create merchandise and use for promotional purposes (These items cannot be sold)	✓	✓	✓	✓
viii)	Rights to develop 3 <sup>rd</sup> party promotions	✓	✓	✓	✓
ix)	Rights to have a representative at the presentation ceremony	✓	✓	✓	✓
x)	Right to place sponsor product/collaterals in official player kit bags	✓	✓	✓	✓

## 2.11. Other Partnership Category:

### Partnership Categories

We invite expressions of interest from potential sponsors in the following categories:

1. **Beverage Partner** - Exclusive rights to supply beverages at all event venues and Game Secretariat.
2. **Hospitality Partner** - Exclusive rights to provide hospitality services for athletes, officials, and VIPs at World Cup Venues.
3. **Merchandise Partner** - Design and supply Merchandise such as Caps, Mugs, Coasters, Handcrafted jewelry, artisanal crafts, Keychains, action figures, Lapel Pins etc. for host state athletes, support staff, and volunteers.
4. **Radio Partner** - Exclusive rights to advertise the Kho-Kho World Cup on radio.
5. **IT Support Partner** - Provide TSR, IT support and Internet service at all venues for the Kho-Kho World Cup
6. **Nutrition & Wellness Partner** - Provide nutrition and wellness products for athletes.
7. **Green Games Partner** - To host an eco-Friendly event, we are looking for a partner to provide alternative for green games. Such as Provide eco-friendly transportation options for athletes, officials, and spectators, souvenirs from e waste, Waste Management (comprehensive waste reduction and recycling program)



**8. Associate Sponsors** – Provide support for organizing and managing Host City Activations events during the Kho-Kho World Cup platforms.

**9. Banking Partner** – Offer financial sponsorship to support various aspects of the Kho-Kho World Cup.

## 2.12. Partner Entitlements:

### Branding and Visibility:

- Logo placement on athlete jerseys/apparel, official merchandise, and event venues.
- Space for branding on LED perimeter boards and other prominent locations.
- Visibility across social media handles, print media, and host city activations.

### Exclusive Rights:

- Dedicated space for the sale of partner merchandise.
- Exclusive rights to supply products/services in respective categories.

### Promotional Opportunities:

- Mention in all promotional and marketing events.
- Branding opportunities during live broadcasts and replays.

Details	Asset Name	Total No of Slots
<b>Central Partnership</b>	Naming rights and ILU	
	LED Perimeter Boards	280 Slots, 6 seconds each.
	Logo Mats (Centre)	4
	Logo Mats (Left)	2
	Logo Mats (Right)	2
	Jersey Branding / Player Kit	
	Upper Tier / Back wall	League branding
	Pole branding	2
	Product Display	Within Tv Arch
	Backdrop Branding	Presentation, Post Match, commentator, Press conference
	Coin Toss mat	90 Matches

	Big Screen logo - Still and video	
	Outer Stadium branding / Gate Arch	Basis sponsors Hierarchy
	In Stadia kiosk	
	Spotainmet stage branding - DJ Booth	Only to Title
<b>Live match branding</b>	Segment	45 matches men & 45 Women's Matches , 3 segments - 30 seconds each
	Graphics	On ILU Always on Left top Corner
	Commentator mentions	As per actuals
	L bands - Graphics - Live	As per Broadcaster
	Fan Box with broadcast coverage	Only 1 Box / King seat on TV Arch
	FCT on TV	As per Broadcaster
	FCT on OTT	As per Broadcaster: Pre rolls Mid rolls Live FCT
	Points Table Logo / L bands	
	Replay Bugs	
	Sponsor Tags and end Plates	
	Post match award	90 matches
	Right to Design Trophy	For Title in consultation with the federation
	Right to distribute cheer material	
	Category Exclusivity	
	Branded Talk segment _ Pre / Post Show	Studio show - pre and Post to be sold separately
Score card branding		
<b>Player Access</b>	Meet and Greet	
	Shoot with Player and Trophy	
	Trophy tour	

	Player image rights	
	Footage access to create videos	
	signed jerseys	
	Tickets: VIP and General	
<b>Social</b>	Branded Post on Social media	
	Curated content Post on Social media	

**Note:** The deliverables for broadcasting shall be mutually agreed upon by the participants and the organizing committee.

### 3. COST TO COMPANY (EXCLUSIVE OF TAXES)

	<b>Sponsor Tier</b>	<b>Cost to Company</b>	<b>Branding Available</b>	<b>Free Commercial Time on Star Sports</b>
i)	Title Sponsor	INR 25.00 Cr.	30%	30%
ii)	Powered By	INR 20.00 Cr.	20%	20%
iii)	Co-Sponsor	INR 15.00 Cr.	15%	15%
iv)	Gold Sponsor	INR 08.00 Cr.	10%	10%

We would be delighted to explore how you can partner with us to make this event a tremendous success. I would be happy to discuss this opportunity further at a time convenient for you. The Above Figures are Excluding tax. A Standard Tax would be charged as per prevailing Norms.

We look forward to the possibility of working together and achieving our mutual goals through this exciting opportunity.

The World Goes KHO!

(Sudhanshu Mittal)

**President**

**International Kho Kho Federation**

#### 4. Eligibility Criteria

Sr. No	Criteria	Documents Required
1	Multiple organizations including multinational corporates, Indian corporates, government/semi government organizations, NGOs, PSUs, trusts, LLPs, foundations, educational bodies/foreign bodies sole proprietorships and any other entity which comes under the ambit of the Ministry of Corporate Affairs, Government of India can provide with such goods and services. The bodies (participants) from the countries sharing land border etc. with India will be allowed only if they are registered with the competent authority subject to the restriction from Govt. of India	A. Copy of Certificate of Incorporation, Partnership Deed with appropriate authority B. Copy of GST & IT (PAN) registration certificates
2	The Firm should not be Blacklisted by any State/ Central Government, PSUs, or Government Body	Self-Declaration from Authorized Signatories.
3	The organization should not be having a legal case against Government of India	Self-Declaration from Authorized Signatories.

## 5. Restricted Product Category

The following product categories shall be restricted for any kind of association with **Kho-Kho World Cup India 2025**

Sr. No	Category	Sr. No	Category
1	Tobacco Products	15	Lottery
2	Weapons and Explosives	16	Multi-Level Marketing
3	Derogatory Personal, Political, and Religious Content	17	Over-the-Counter Drugs
4	Spy Cams and Surveillance Equipment	18	Payday and Short-Term Loans
5	Counterfeit Goods	19	Politics
6	Fake Documents	20	Recreational Drugs
7	Adult Products and Services	21	Prescription Drugs
8	Penny Auctions	22	Spyware and Malware
9	Alcohol	23	Unauthorized Set-Top Boxes
10	Body Parts	24	Unsafe Supplements
11	Cannabis	25	Hacking and Surveillance
12	Dating	26	Illegal Automobile Modification Products
13	Drug Tests and Exam-Taking Services	27	Gambling
14	Fake Followers Services		

## 6. Submission of EOI

Interested parties are invited to submit their Expression of Interest, detailing their proposed sponsorship category, branding strategies, and any additional benefits they can offer to the International Kho-Kho Federation (IKKF). Submissions should be sent to email id: [sponsorships@kkwc2025.com](mailto:sponsorships@kkwc2025.com) by **20<sup>th</sup> December, 2024, 6:00PM**

It is the sole discretion of President of International Kho-Kho Federation (IKKF) to award partnership to more than 1 Participant belonging to same category.

President of International Kho-Kho Federation (IKKF) has the right to accept or reject or abort any proposal at any stage in its sole discretion.

**The Participant has to fill the participation form as per Annexure 1 and submit of the given email address before the given date.**

We look forward to partnering with esteemed organizations to make the Kho-Kho World Cup 2025 a grand success also by working together and achieving our mutual goals through this exciting opportunity.

**The World Goes KHO!**

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For any queries or further information, please contact [sponsorships@kkwc2025.com](mailto:sponsorships@kkwc2025.com)

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Thank you for your interest in supporting the Kho-Kho World Cup 2025 happening in Delhi, India. Together, let's create a memorable and impactful event for our athletes and the community.

## 7. Annexure 1: Participation Form

(To be Filled by the Prospective Partner)

Date: .....

To,  
The President,  
International Kho-Kho Federation,

### Sub: Participant Details form

Name of the Organization.	
Registration/Incorporation date & Certificate.	
GST and PAN Details of the Organization (Photocopy Shall be Submitted)	
Name of Authorized signatory with Designation.	
Partnership Category	
Support items	
Type of Partnership proposed	
Expectation from International Kho-Kho Federation.	

I, hereby declare that the above information is true to the best of my knowledge. I have Clearly read and understood the terms of the EOI and I am willing to collaborate with International Kho-Kho Federation for the Kho-Kho World Cup 2025.

Signature and Stamp

(Authorized Signatory and Company Stamp)



# **KHO KHO** **WORLD CUP** **INDIA 2025**



## **Organising Committee - 1<sup>st</sup> Kho Kho World Cup 2025**

B-1, Basement, Dhawandeeep Building, 6 Jantar Mantar Road, Opp. Kerala House, New Delhi 110001.

**Phone:** 011-23340552 | **Website:** [www.khokhofederation.in](http://www.khokhofederation.in)

**Email:** [khokhofederationofindia@gmail.com](mailto:khokhofederationofindia@gmail.com); [info@kkwc2025.com](mailto:info@kkwc2025.com)