POWERED BY TS3

10 ANNIVERSARY

Avadi Runners
RUN FOR A BETTER LIFE
AN INITIAVTIVE

RUN FOR A DRUG FREE SOCIETY

ITS TIME TO DIRT YOUR SHOES



AVADI MARATHON

42.195KM | 21.097KM | 10KM | 5KM

07.02.2027
SUNDAY 3 AM

#RUN FOR A BETTER LIFE

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TAKE AWAY

Participant deliverables

BRANDED RUNNERS KIT

*Sample concepts actual designs may vary (TENTATIVE)

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EVENT OVERVIEW

This proposal presents an opportunity to collaborate in a professionally organized event designed to create meaningful engagement between participants and partners. The event is structured to deliver value not only to attendees but also to sponsors through strategic exposure and interactive experiences.

The event aims to:



Gather a specific community or market segment



Provide valuable experiences and networking opportunities



Deliver measurable promotional impact for sponsors

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EVENT CONCEPT & OBJECTIVES

A professionally organized event focused on engagement, experience, and brand interaction.



Objectives:

Increase Audience Engagement

Encourage active participation through interactive sessions, activities, and on-site experiences.

Create Strong Brand Visibility

Provide consistent and strategic brand exposure across event materials, digital promotions.

Build Strategic Partnerships

Establish long-term collaborations between organizers, sponsors, and community stakeholders.

Generate Media and Social Exposure

Maximize online and offline reach through promotional campaigns, documentation.

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SPONSORSHIP PACKAGES

TITLE SPONSER
30 LAKHS

- premium Logo placement on All promotional materials
- Social media mentions
- Inclusion in event documentation and recap posts
- Flag off Stage+Presentation
- VIP Booth or activation space at the venue
- Exclusive speaking
- Brand mentions in social media promotions
- 100 FREE event participation entry

ASSOCIATE SPONSOR
20 LAKHS

- prominant logo placement on event materials
- Booth or activation space at the venue
- Brand mentions in social media promotions
- Inclusion in all event highlights
- expo booth or activation space
- opportunity during the event
- 75 FREE event participation entry

CO SPONSOR
15 LAKHS

- Main branding partner of the event
- prominant logo placement on all major promotional materials
- Inclusion in all event highlights
- opportunity during the event
- expo booth or activation space
- 50 FREE event participation entry

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SPONSORSHIP PACKAGES

SILVER SPONSOR
5 LAKHS

- Logo placement on selected promotional materials
- Social media mentions
- Inclusion in event arch and brandings
- dedicated brand selfie booth
- Inclusion in selected event highlights

GOLD SPONSOR
10 LAKHS

- Prominent logo placement on event materials
- Booth or activation space at the venue
- Brand mentions in social media promotions
- Inclusion in all event highlights
- Inclusion in event arch and brandings
- dedicated brand selfie booth

PLATINUM SPONSOR
7 LAKHS

- Main branding partner of the event
- Premium logo placement on all major promotional materials
- Exclusive speaking opportunity during the event
- dedicated selfie booth placement
- Inclusion in selected event highlights

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MARKET POTENTIAL

Based on previous similar events and research:



Expected attendees:

5000–10000 Participants

Estimated social media reach:

20,00000+ Accounts

Engagement rate average:

8–12%

70% of attendees actively share event content online

80% of participants are open to trying sponsor products

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PROMOTIONAL STRATEGY

Promotional Strategy Includes:

- Social media campaigns (4–6 weeks)
- Digital advertising
- Community partnerships
- Influencer collaboration

Projected Impact:

100K+
Impressions
Total estimated number of times promotional content will be viewed.

10K+
Content Interactions
Includes likes, comments, shares, and saves across platforms.

5K+
Video Views (Minimum)
Estimated reach for promotional video materials.



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SPONSORSHIP BENEFITS

Partnering as a sponsor provides valuable opportunities for brand exposure, direct engagement, and long-term visibility.

Sponsors will receive:

01
Logo placement on event materials

02
Brand mention in promotional content

03
Exposure in pre event social media promotions

04
Direct engagement with attendees

05
Booth or activation space at the venue

This ensures both visibility and interaction opportunities.

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BUDGET & INVESTMENT

Estimated total event RATIO:



Allocation includes:

- 40% Venue & Production
- 20% Marketing & Promotion
- 15% Logistics & Operations
- 25% Documentation & media

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CONTACT US

OUR LOCATION

24/2,VANAGARAM MAIN ROAD,AMBATTUR,CHENNAI

INDIA

CALL US

+91 9566080058 / 9884119750

SEND US AN EMAIL

TAKKARUSTUDIO@GMAIL.COM

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THANK YOU!



Thank you for considering this partnership opportunity.

Partnership Contact:

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