



SPONSORSHIP INFORMATION PACK' 2016

"CENTENARY"

17 SEPTEMBER 2016

Celebrating 100 Glorious Years of Establishment



Indian Gymkhana Club [1916-2016]

Glorious 100 Years | Vibrant Present | Brighter Future



Indian Gymkhana club London, Estd.1916 is a combined Cricket, Football, Hockey Club, with Restaurant, Banqueting hall, conference room & Gymnasium.

Club is one of largest and longest-standing multiracial Sports Club in the United Kingdom and this year on **17th September 2016, will be hosting Centenary Gala dinner.**

The Indian Gymkhana Club being passionate about sport and the positive effect it has on participants of all ages, all backgrounds and all abilities.

You are invited to be a part of celebration.
**Be it just this event or promotion all year long
at Indian Gymkhana Club**

Family Affair

INDIAN GYMKHANA
LONDON



CENTENARY 1916-2016

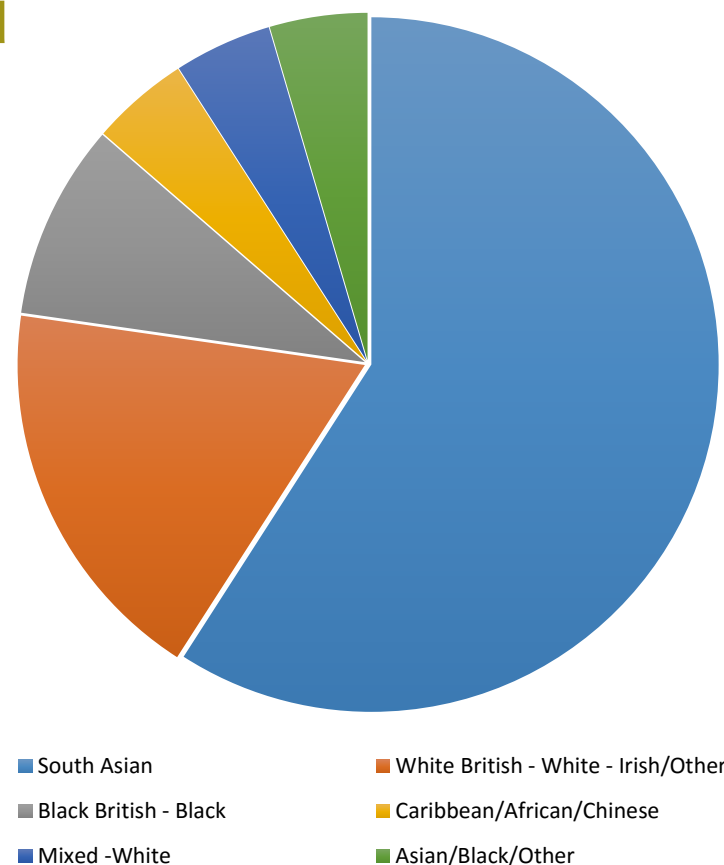




OUR AUDIENCE

The Gymkhana attracts a large and diverse audience

- ❖ 61% of people from a South Asian background
- ❖ All age ranges represented from babies to grandparents
- ❖ An even 50/50 split between Male and Female
- ❖ An audience predominantly from the Greater London area
- ❖ 91% rated the event excellent or good
- ❖ Over 50% have been to Gymkhana before





OUR REACH

In 2016 the Gymkhana directly will reach well over one million people

Our Audience this year is expected to be over 1 million, to be reached via

Broadcast

TV, Radio, You tube Channel

Online and digital

A bespoke Gymkhana website.

Social media

A targeted approach to increase Facebook awareness, use Twitter to promote the event including exclusive backstage content from artists and performers as well as all of our Sponsors.

- Event listing on all local community websites, and London websites Timeout, Around London and many more.
- Online promotion via media partners including TV, Radio, Print.

Print

10,000 print programmes produced and distributed to locally before the event and onsite on the day.

PR team to secure editorial with International, National and Local media.

- Promoted in regional and international magazines
- Posters in local businesses, shops and community centres.



Sponsorship Opportunities

Category	Title	Platinum	Gold	Silver
Full title sponsorship of the event and Guaranteed product exclusivity	x			
Branding on main stage and Hospitality area Main stage video screen branding presence, mentions by compares and a credit every time the Centenary is mentioned in broadcast	x	x	x	
Opportunity for branding one main area	x			
Opportunity for branding main stage side scrims	x	x	x	
Company profile included in Centenary programme High profile on-site branding	x			
Sponsorship of TV interview area where artists and celebrities are interviewed	x			
Use of Gymkhana logo	x	x	x	x
Name and logo on all Print, Online, Broadcast and Smartphone app and social media platforms	x	x	x	
Receive media exposure through our regional and national press coverage	x	x	x	
Promote your company via link from our website	x	x	x	x
Promote your company via link from our face book page	x	x	x	x
Major corporate presence at the event - large prominent onsite exhibition area	x	x		
Printed advertisement opportunities in the Centenary programme	Full Page	Half Page		
Opportunity for a pre-arranged photo call with artists backstage	X	X	X	X
Distribution of promo goods/literature, roaming on site and in Hospitality area	X	X		
10 x tickets for the Centenary	10	5	3	1
Allocation of 2 x VIP car parking passes	2	1	1	0

PARTNERS

INDIAN GYMKHANA
LONDON



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Freight Services





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