



» ABIGC «

# 7<sup>th</sup> ASSOCHAM BUSINESS INDIA GOLF CUP 2024

Saturday, 21<sup>st</sup> September 2024 | New Delhi

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

# About ASSOCHAM

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations and regional chambers in its fold.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. The Chamber is an agile and forward looking institution, leading various initiatives to enhance the global competitiveness of the Indian industry, while strengthening the domestic ecosystem.

With more than 100 national and regional sector councils, ASSOCHAM is an impactful representative of the Indian industry. These Councils are led by well-known industry leaders, academicians, economists and independent professionals. The Chamber focuses on aligning critical needs and interests of the industry with the growth aspirations of the nation.

ASSOCHAM is driving four strategic priorities - Sustainability, Empowerment, Entrepreneurship and Digitisation. The Chamber believes that affirmative action in these areas would help drive an inclusive and sustainable socio-economic growth for the country.

ASSOCHAM is working hand in hand with the government, regulators and national and international think tanks to contribute to the policy making process and share vital feedback on implementation of decisions of far-reaching consequences. In line with its focus on being future-ready, the Chamber is building a strong network of knowledge architects. Thus, ASSOCHAM is all set to redefine the dynamics of growth and development in the technology-driven 'Knowledge-Based Economy. The Chamber aims to empower stakeholders in the Indian economy by inculcating knowledge that will be the catalyst of growth in the dynamic global environment.

The Chamber also supports civil society through citizenship programmes, to drive inclusive development. ASSOCHAM's member network leads initiatives in various segments such as empowerment, healthcare, education and skilling, hygiene, affirmative action, road safety, livelihood, life skills, sustainability, to name a few.

## About the Tournament

Golf and business have been linked for as long as the game has been around. In this rapidly changing, globalized world, being well connected is everything. The 7th ASSOCHAM Business India Golf Cup 2024 provides a unique experience for the business golfers to connect with the fellow industry colleagues, government and other ecosystem players.

ASSOCHAM believes that though, all types of sports has their own learning moments, Golf, on the other hand, is instrumental in providing a sustained learning experience. It makes the players respect other players views and ideas in the holistic manner, shed baggage, re-think, re-invigorate, re-strategise and execute. This is the 7th Golf Tournament being organised by ASSOCHAM.

## Why Participate

- Huge potential for business and networking
- Grow your circle of professional friends
- Quality time
- Relaxing surroundings
- Character Preview for Golf for Business
- It's for All Ages
- After Game Opportunity
- Great Social Life – Golf for Business
- Win-win Health Benefits

## PARTNERSHIP DETAILS

This tournament provides an excellent opportunity for companies to network with industry peers, government and diplomats, besides promoting their product & services to the focused audience. The Partnership details are as under:

Category	Amount Rs.	Benefits
Presenting Partner (Exclusive)	Rs. 2,400,000/-	
Powered By Partner (Exclusive)	Rs. 1,800,000/-	
Gold Partner (max 3)	Rs. 1,200,000/-	Mentioned below
Silver Partner	Rs. 4,80,000/-	
Lunch Partner (Exclusive)	Rs. 9,60,000/-	
Golf "Hole" Sponsor	Rs. 2,40,000/-	Branding of one hole except hole allocated for other partners
Golf Ball Sponsor	Rs. 3,00,000/-	
Towel Sponsor	Rs. 3,60,000/-	
T Shirt Sponsor	Rs. 3,60,000/-	Exclusive Branding on the goodies (ASSOCHAM & Sponsor logo)
Cap Sponsor	Rs. 3,60,000/-	
Corporate Bag Sponsor	Rs. 4,80,000/-	

# GLIMPSES



# THE BENEFITS

## PRESENTING PARTNER

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|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1. 4 Players from the Presenting Partner company            | 7. Company's Logo as Presenting Partner in the advertisement in the Newspaper                                       |
| 2. The Cup will be exclusively presented by the Company.    | 8. 3 main "Holes" (No. 1, 10, 18) to be exclusively branded with 2 Runner board at each hole of the Partner's Logo. |
| 3. Partners Logo will be at:                                | 9. Presenting Partners literature would form part of the material distributed among the participants.               |
| i. Welcome Backdrop                                         | 10. Partners Chairman/ MD/ CEO will be the part of Award presentation ceremony along with the Chief Guests.         |
| ii. Registration backdrop                                   | 11. 8 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony                                  |
| iii. Tee Off Backdrop                                       | Note: All Hoardings/Banners/Standees to be provided by sponsor only.                                                |
| v. Logo on Trophies                                         |                                                                                                                     |
| 5. Logo on Following Colaterals:                            |                                                                                                                     |
| i. Score Cards                                              |                                                                                                                     |
| ii. Bag tags                                                |                                                                                                                     |
| 6. 5 standees of the sponsor will be placed at the: (Total) |                                                                                                                     |
| i. Golf Course (open area)                                  |                                                                                                                     |
| ii. Lunch area                                              |                                                                                                                     |

## POWERED BY PARTNER

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|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1. 2 Players from the Partner company                    | 6. Company's Logo as Presenting Partner in the advertisement in the Newspaper                                       |
| 2. The Cup will be exclusively presented by the Company. | 7. 3 main "Holes" (No. 1, 10, 18) to be exclusively branded with 2 Runner board at each hole of the Partner's Logo. |
| 3. Partners Logo will be at:                             | 8. Partners literature would form part of the material distributed among the participants.                          |
| i. Welcome Backdrop                                      | 9. Partners Chairman/ MD/ CEO will be the part of Award presentation ceremony along with the Chief Guests.          |
| ii. Registration backdrop                                | 10. 4 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony.                                 |
| iii. Tee Off Backdrop                                    | Note: All Hoardings/Banners/Standees to be provided by sponsor only.                                                |
| iv. Prize Distribution Backdrop                          |                                                                                                                     |
| v. Logo on Trophies                                      |                                                                                                                     |
| 4. Logo on Following Colaterals:                         |                                                                                                                     |
| i. Score Cards                                           |                                                                                                                     |
| ii. Bag tags                                             |                                                                                                                     |
| 5. 5 standees of the sponsor will be placed at the:      |                                                                                                                     |
| i. Golf Course (open area)                               |                                                                                                                     |
| ii. Lunch area                                           |                                                                                                                     |

## GOLD PARTNER

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|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1. 1 Players from the Partner company.                                                                | 5. 4 standees of the sponsor will be placed at the: (Total)                                                                             |
| 2. Overarching presence and promotion of logo as Gold Partner of Tournament across all communications | i. Golf Course (open area) ii. Lunch area                                                                                               |
| 3. Partners Logo will be at:                                                                          | 6. Company's Logo as Gold Partner in the advertisement in the Newspaper                                                                 |
| i. Welcome Backdrop                                                                                   | 7. Exclusive Branding on any 2 "Holes" (Except No. 1, 10, 18) through 2 runner board each at the selected holes with Gold Partner Logo. |
| ii. Registration backdrop                                                                             | 8. Partners literature would form part of the material distributed among the participants.                                              |
| iii. Tee Off Backdrop                                                                                 | 9. 6 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony.                                                      |
| iv. Prize Distribution Backdrop                                                                       | Note: All Hoardings/Banners/Standees to be provided by sponsor only.                                                                    |
| 4. Logo on Following Colaterals:                                                                      |                                                                                                                                         |
| i. Score Cards                                                                                        |                                                                                                                                         |

## LUNCH PARTNER

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|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 1. 1 Player from the Partner company.                                                                          | 5. Company's Logo as Lunch/ Dinner Partner in the advertisement in the Newspaper                                  |
| 2. Overarching presence and promotion of logo as Lunch/ Dinner Partner of Tournament across all communications | 6. Exclusive Branding on the 1 "Hole" through 2 runner boards at the selected hole with with Silver Partner Logo. |
| 3. Partners Logo will be at:                                                                                   | 7. Partners literature would form part of the material distributed among the participants.                        |
| i. Welcome Backdrop                                                                                            | 8. 4 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony.                                |
| ii. Registration backdrop                                                                                      | Note: All Hoardings/Banners/Standees to be provided by sponsor only.                                              |
| iii. Tee Off Backdrop                                                                                          |                                                                                                                   |
| iv. Prize Distribution Backdrop                                                                                |                                                                                                                   |
| 4. 3 standees of the sponsor will be placed at the: (Total)                                                    |                                                                                                                   |
| i. Golf Course (open area)                                                                                     |                                                                                                                   |
| ii. Lunch area                                                                                                 |                                                                                                                   |

## SILVER PARTNER

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|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 1. Overarching presence and promotion of logo as Silver Partner of Tournament across all communications | 4. Company's Logo as Silver Partner in the advertisement in the Newspaper                                         |
| 2. Partners Logo will be at:                                                                            | 5. Exclusive Branding on the 1 "Hole" through 2 runner boards at the selected hole with with Silver Partner Logo. |
| i. Welcome Backdrop                                                                                     | 6. Partners literature would form part of the material distributed among the participants.                        |
| ii. Registration backdrop                                                                               | 7. 4 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony.                                |
| iii. Tee Off Backdrop                                                                                   | Note: All Hoardings/Banners/Standees to be provided by sponsor only.                                              |
| iv. Prize Distribution Backdrop                                                                         |                                                                                                                   |
| 3. 3 standees of the sponsor will be placed at the: (Total)                                             |                                                                                                                   |
| i. Golf Course (open area)                                                                              |                                                                                                                   |
| ii. Lunch area                                                                                          |                                                                                                                   |

## GOLF "HOLE" PARTNER

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|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 1. Exclusive Branding on the 1 "Hole" through 2 runner boards at the selected hole with "Hole" Partner Logo. | 2. 2 Complimentary delegate passes to attend the Lunch, Cup Presentation Ceremony |
|                                                                                                              | 3. Logo on prize distribution backdrop.                                           |



**For further details, please contact:**

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