



**Samaras Bharat Cricket
Tournament
SBCT**

SAMARAS BHARAT CRICKET TOURNAMENT



About Us

Organised by

Samaras Bharat Foundation

The Samaras Bharat Foundation, empowers Corporate Cricket, aiming to foster strong, healthy, and responsible corporate players.

Organized sports events throughout Lucknow and nearby cities, promoting corporate cricket.

Developed a sports culture among corporates, encouraging active participation.

Promoting addiction-free living and, holistic development.

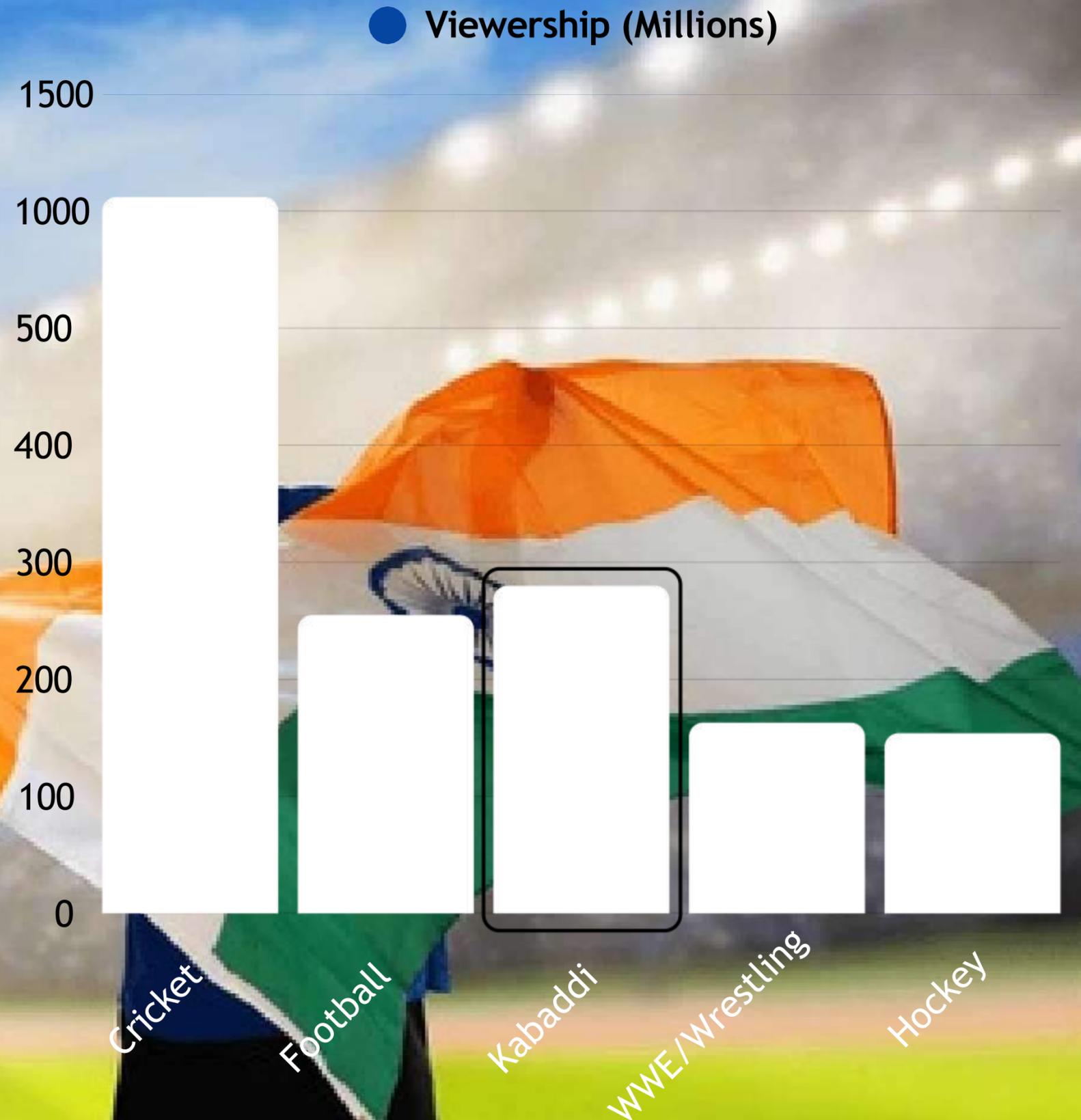


Why Cricket?

Cricket: A Fan-Favorite Powerhouse

Cricket's Popularity: Cricket stands as the top most popular sports in Bharat with a dedicated viewership of 1200 million

Proven Audience Engagement : Latest engagemnet in corporate across the country has grew in millions.



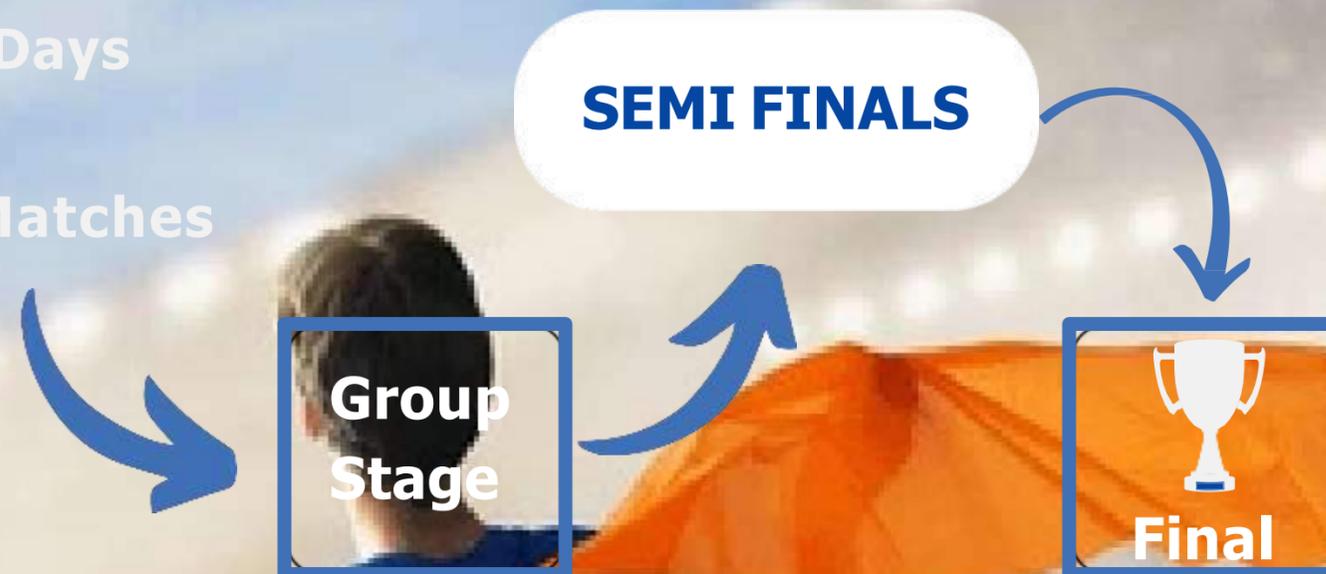


Format & Teams

2 Groups **10** Teams

45 Days

24 Matches



UPPCL

HCL

Accenture

Wipro

Infosys

CCS

HDFC Bank

LIC India

Amazon

PNB

Players from different corporate houses as mentioned above will be the part of SBCT



Player Development Focus

SBCT is more than just a sporting event. It brings national recognition to players who would otherwise remain unseen, empowering corporate players by providing them background to show their talent.

Health and fitness
Promotes a healthy lifestyle for players.

Empowerment
Providing opportunities to corporate players.

Skill-building programs Focused on honing cricketing techniques.

Pathway to professional leagues
SBCT acts as a talent pool for professional Corporate Players..



Marketing Reach

Target Audience

**Corporate & Young
Adults Families
Sports enthusiasts
Tier 2 & Tier 3 City
Residents**

Supporters

**Potential Sponsors
Franchise owners
Sports media
Lucknow and UP
Cricket Association**

**Terms and Conditions Apply*



ESTIMATED REACH



**900 MILLION+
Viewers**



**5 MILLION+ Social
Media Reach**



**Live Telecast of
the Match**



**Approx 500 + Regular
Audience**

Chance to make your brand reach around 16 million+ people belonging to Lucknow and nearby cities



Why Sponsor Us?

01

Change the Game with us

Align with social change by supporting corporate sports players.

02

Tax Benefits

Eligible for tax deductions under Section 80G of the Indian Income Tax Act.

03

Empower corporate player

Provide a platform for corporate talent to grow and succeed.

04

Reach 10 Cr+ Audience

SBCT's deep reach in corporate in tier 2 and tier 3 cities allow access to million untapped potential customerst

05

Positive Brand Image

Enhance brand reputation through community-driven initiatives.

06

High Engagement Sport



Sponsorship Tiers

**"Your
Brand"**

(Title
Sponsor)



**Samaras Bharat Cricket
Tournament
SBCT**

Powered
By **"Your
Brand"**

Feature in match broadcasting - Co-Powered



Sponsorship Tiers

Find the perfect fit to elevate your brand

Title Sponsorship

Gain maximum visibility as the lead sponsor of the Samaras Bharat Cricket Tournament, with exclusive branding on all tournament materials.

Co-Sponsorship

Prominent co-branding across all platforms, from digital to live events

Powered By

Visibility through prominent brand placement throughout the tournament



Sponsorship can be given under CSR and claimed as a tax deduction under Section 80G.

Benefits	Title sponsor	Powered By	Co Sponsor
Tournament title	✓	✗	✗
Logo on Umpire Mercendize	✓	✓	✗
Logo on Trophy Prizes	✓	✓	✓
Logo on Lunch Boxes	✓	✗	✓
Publicity Through Newspapers	✓	✓	✗
Sponsor Logo printed on Tournament Products	✓	✗	✗
Promotions Posted on Social Media	✓	✓	✓

**Terms and Conditions Apply*



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Benefits	Title Sponsor	Powered By	Co Powered By
Ground Coverge	50%	25%	15%
Site Screen with your logo	✓	✓	✗
Outdoor Publicity	✓	✓	✓
Logo on Invitation Articles	✓	✓	✓
Logo on Massmail	✓	✓	✓
Live ad during the Match Broadcaste	✓	✓	✗
Logo on Event newsletter	✓	✓	✓

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Benefits	Title Sponsor	Powered By	Co Powered By
Logo On Micro site	✓	✓	✗
Company Name announcement by Commentators	✓	✓	✓
Company Name announcement by Anchor	✓	✗	✗
Live Interview of Company officials	✓	✗	✗
Booth space at the venue	✓	✓	✗

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Other Sponsorship Tiers

Find the perfect fit to elevate your brand

- **Hospitality Partners**
- **Health and Wellness Partners**
- **Beverage Partners**
- **Merchandise Partners**
- **Radio Partners**
- **Technical Partners**
- **Digital Partners**
- **Gifting Partners**
- **Nutrition Partners**
- **Fitness Partners**

And many more



Thank You.



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