



ICC Centenary Marathon Run

Run with Passion, Celebrate the Legacy

| Sunday, 23rd February, 2025 | Kolkata | 6.30 AM onwards |

Partner Benefit Matrix

Phase	Benefits	Event Partner	Associate Event Partner	Run Partner	Corporate Contributor
		8 Lakhs	5 Lakhs	3 Lakhs	2 Lacks
Pre - event	Logo on event materials	√	√	√	√
	Logo on Website and Registration Page	√	×	×	×
	Social Media Promotion	√	√	√	×
	Email Campaigns	√	√	×	×
	Pre event Press Releases	√	×	×	×
	Newspaper / Media Advertisement (if any)	√	√	×	×
During event	Signage and Banners (Start and finish lines, Hydration stations, Race route mile markers, Registration desks and bib collection areas, Post-race celebration and awards stage)	√	√	√	√
	Branded Race Kits	√	×	×	×
	Sponsor Booths with Branding	3	2	1	×
	Stage Recognition	√	√	√	√
	Branding on official vehicles	√	√	×	×
	Logo on Volunteer Uniforms	√	×	×	×
	Sponsor Gifts & Giveaways	√	×	×	×
Media & Broadcast visibility	Live Streaming	√	√	×	×
	Media Backdrops	√	√	×	×
	Press Kit Inclusion	√	×	×	×
	Photographer Credits	√	×	×	×
Additional visibility	Special Event Partner recognition	√	×	×	×
	Exclusive contents	√	×	×	×
	VIP area	√	√	×	×



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Partnership Recognition during key moments	Logos during Opening Ceremony	√	√	×	×
	Logo during award Ceremony	√	√	×	×
	Interactive engagements	√	√	√	√
Sustainability & CSR Initiatives	Charity and Fundraising Visibility	√	√	√	√

Post event visibility	Logo on Results & Highlights	√	×	×	×
	Social Media Follow-up	√	√	×	×
	Event Recap Video	√	×	×	×
	Post-Event Press Releases	√	√	√	√
	Event Photos and Media Assets	√	√	√	√
	Sponsor Impact Report	√	√	×	×
	ICC Magazine Monthly & Centenary Annual Magazine	√	×	×	×

- **ICC reserves all rights for extending benefits**
- **ICC Sponsorship amount is exclusive of Service Tax**
- **Service Tax on sponsorship amount is payable by the Sponsor separately under the Reversed Tax Mechanism**