

i-Race

IIT's Iconic Running Race

www.i-Race.yolasite.com

Sponsor Proposal

The i-Race sponsorship program provides brands and corporate houses a platform to reach out directly to IIT alumni, and equally accomplished professionals / corporate decision-makers, who are health and fitness conscious.

About i-Race

- A running race co-ordinated by IIT alumni.
- Held simultaneously in cities across India and the globe.
- Mumbai and Delhi races held on IIT campuses.
- Held thrice a year.
- The only race in the world where runners race against all participants across the world.

The Uniqueness

- A complex, and proprietary mathematical model developed by IIT alumni helps in accurately comparing any runner of any age, gender, height, weight with any other runner in the world. This is a world first!
- Participants are also compared with their own limitations, and the ones who come closest to their abilities are ranked higher. Thus, even if a runner finishes slower than other participants, he or she could be the eventual winner.
- Winners chosen from across the globe based on who comes closest to one's ideal best.
- For more details, check out the race website www.i-Race.yolasite.com

The Rationale

We believe that in life, the real winners are those who beat themselves, not others. Also, as IIT engineers, we see technology as an enabler, as well as a leveler, for mankind. So with i-Race, we allow everyone to have the **same** chance of winning, independent of one's limitations of age, gender, etc.

Finally, with i-Race, we flatten the world, remove the geographical boundaries and make the globe one big racetrack.

Past i – Races

- Started in **Aug 2008**. Has had 3 episodes so far.
- Held in:
 - India – Mumbai, Pune, Delhi, Bengaluru, some other minor locations
 - USA – Portland, Silicon Valley, some other minor locations
- Number of runners
 - India - 500
- Runners' profile:
 - IIT: Alumni, faculty
 - Non-IIT: Well-known names from the corporate world, such as Ms. Rohini Malkani (Chief Economist, Citibank South Asia)

i – Race Jan 2010

- Date: Sunday, January 3, 2010.
- Locations: Mumbai, Pune,
- Runners: 500 Mumbai, 200 Pune

- Date: Sunday, January 10, 2010.
 - Locations: New Delhi, Bangalore*, and many other cities around the world
- *To be confirmed.

Sponsor / Partner Benefits

i – Race has categorized the sponsors as under:

- Title Sponsor – Rs. 75000/- per city
- Associate Sponsor – Rs. 25000/- per city

i – Race also looks forward to brands for partnerships as under:

- Refreshments Partner
- Merchandize Partner
- Gift Partner

The table below outlines the benefits for each association.

Deliverables	Sponsor		Partners		
	Title	Associate	Refreshments	Merchandize	Gift Partner
City level naming rights	Yes				
Visibility on all media platforms	All	All	Limited	Limited	Limited
Logo on i-Race website (city-pages)	Yes	Yes	Yes	Yes	Yes
Logos on event backdrop	35%	15%			
Logos on registration forms	Yes	Yes	Yes	Yes	Yes
Logos on Runner's Bib	Yes				
Logos on Merchandise	Yes				
Logos on Certificates	Yes				
Logo on winner trophies/prizes	Yes				
Mention in Press Release	Yes	Yes			
Mention by MC on race day	Yes	Yes	Yes	Yes	Yes
Kiosks on Race Day	Yes	Yes	Yes	Yes	Yes
Kiosk on Pre Event registration	Yes				
Branding on the route	40%	25%	5%	5%	5%
Branding at the holding area	40%	25%	10%	10%	10%

The above benefits are designed to deliver significant Return on Investments (ROI) and Return on Objectives (ROO) in the short and long term.

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