

**Marketing Approval Note**

**Approval Note for Title Sponsorship for Classic Golf Premier League - 2024**

Total targeted reach of over 50,000 profiles across India through a 3 month marketing campaign having Delhi NCR as Primary Target Market and Rest of India as Secondary Target Market Targeted audience such as CXOs, Entrepreneurs, Senior Management, Influencers with an Average Household Disposable Income of ₹2 Crores.

17/07/24

HO/MKT/FY24-25/056

S.No.:	Description of item	Vendor	Cost	Taxes	Total
1	<p>The Classic Premier League was a first of its kind golf league that was launched in 2022. It is now back with its 3rd edition.</p> <p>Venue: Classic Golf &amp; Country Club Time: August - September 2024 No. of teams: 16-20</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Multiple Engagements over 3 weeks</li> <li>• Connect With The Right HNI Clientele</li> <li>• Branding on Merchandise                             <ul style="list-style-type: none"> <li>• CRM Building</li> <li>• Branding &amp; Display Kiosks</li> </ul> </li> <li>• Full page ad in event program</li> <li>• Full Year Association Through Digital Presence</li> <li>• Media Amplification - Digital &amp; Mainline</li> </ul> <p align="right">Rs. 15,00,000</p>	<p><b>Classic Golf &amp; Country Club</b> (ITC Limited)</p>	₹15,00,000	₹2,70,000	₹17,70,000
					<b>₹17,70,000</b>

**Remarks:** • 100% advance will be paid.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹13,02,58,231.00	₹17,70,000.00	₹13,20,28,231.00	₹38,21,88,207.00

Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
Akash Khurana Approved By	Yuka Nagao Verified By	Yujit Kato Approved By	Mohit Jain Approved By

**Subject:** Re: Approval Solicited | Classic Golf Premier League Sponsorship  
**Date:** Wednesday, 17 July 2024 at 5:08:25 PM India Standard Time  
**From:** Vineet Nanda <nanda@krisumi.com>  
**To:** Kunal Yadav <kunal.yadav@krisumi.com>  
**CC:** Shalini Jha <shalini.jha@krisumi.com>, Abhishek Kumar Singh <abhishek.singh@krisumi.com>, Krisumi Marketing <marketing@krisumi.com>  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

Ok Jee!

**From:** Kunal Yadav <kunal.yadav@krisumi.com>  
**Sent:** 17 July 2024 17:06  
**To:** Vineet Nanda <nanda@krisumi.com>  
**Cc:** Shalini Jha <shalini.jha@krisumi.com>; Abhishek Kumar Singh <abhishek.singh@krisumi.com>; Krisumi Marketing <marketing@krisumi.com>  
**Subject:** Approval Solicited | Classic Golf Premier League Sponsorship

Dear Sir,

Appended is the Approval Note for Classic Golf Premier League Sponsorship. Kindly accord your approval.

Marketing Approval Note					
Approval Note for This Sponsorship for Classic Golf Premier League - 2024					
Total targeted reach of over 50,000 profiles across India through a 3 month marketing campaign having Delhi NCR as Primary Target Market and Rest of India as Secondary Target Market Targeted audience such as CXOs, Entrepreneurs, Senior Management, Influencers with an Average Household Disposable Income of ₹2 Crores.					
Date: 17/07/24					
Document Ref No.:					
S.No.	Description of item	Vendor	Cost	Taxes	Total
1	<p>The Classic Premier League was a first of its kind golf league that was launched in 2022. It is now back with its 3rd edition.</p> <p>Venue: Classic Golf &amp; Country Club                      Time: August - September 2024                      No. of teams: 16-20</p> <p>Highlights:</p> <ul style="list-style-type: none"> <li>Multiple Engagements over 3 weeks</li> <li>Connect With The Right HNI Clientele                             <ul style="list-style-type: none"> <li>Branding on Merchandise</li> <li>CRM Building</li> <li>Branding &amp; Display Kiosks</li> </ul> </li> <li>Full page ad in event program</li> <li>Full Year Association Through Digital Presence</li> <li>Media Amplification - Digital &amp; Mainline</li> </ul> <p>Rs. 15,00,000</p>	Classic Golf & Country Club (ITC Limited)	₹15,00,000	₹2,70,000	₹17,70,000
Remarks: 100% advance will be paid.					₹17,70,000
Total Marketing Budget		Consumed till date	This Approval Note	Total Till Now	
₹51,42,16,438.00		₹13,02,58,231.00	₹17,70,000.00	₹13,20,28,231.00	
Balance		₹38,21,88,207.00			
Kunal Yadav Prepared By		Shalini Jha Verified By		Vineet Nanda Approved By	
Akash Khurana Approved By		Yuka Nagao Verified By		Yuji Kato Approved By	
				Manu Gupta Verified By	
				Mohit Jain Approved By	

Thank you!  
 Best Regards,



**Kunal Yadav**  
 Deputy Manager - Marketing  
 Email: [kunal.yadav@krisumi.com](mailto:kunal.yadav@krisumi.com)  
 Mobile: 956 5050 555  
 Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from



# FOREWORD

India as a country is on a cusp of a golf boom. Today, there are over 50,000 club golfers in the country who keep the golf courses thriving.

Despite being an individual sport, golf team championships are the biggest draw for the club golfer.

Golf leagues are the flavour of the season which has achieved host and partner objectives.

The Classic Golf Premier League has grown from strength to strength with season 1 having 12 teams and season 2 having 16 teams. We are now into season 3 which promises to be bigger and better



## THE HOSTS



### *Classic Golf & Country Club*

A 27-Hole Jack Nicklaus Design Signature Golf Course; the first of its kind in Asia!

South Asia's first ever 27-hole Signature Golf Course designed by the legendary Golden Bear Jack Nicklaus, Classic Golf & Country Club is the cynosure of the golfing community at the foothills of the picturesque Aravallis in the National Capital Region.

One of the best Golf resorts near Delhi, Classic Golf & Country Club is the first truly International golfing destination in India. The retreat is nestled in a sprawling 300-acre verdant estate only 37 kms. from the heart of India's national capital & just 20 kms. away from the millennium city of Gurgaon; making it ideal for golfing getaways near Delhi.

# OBJECTIVES

- The Classic Premier League was a first of its kind golf league that was launched in 2022
- The CGPL is now back for its 3<sup>rd</sup> edition which promises to be bigger and better
- The teams are made from the Delhi / NCR region which incorporate Classic Members, Non members, HNI's, Corporates, etc
- The CGPL has an excitement involvement for the families of the golfers as well with certain engagement activities through the course of the event
- The CGPL platform is to bring together the entire golfing community of Delhi/NCR
- The event is on its way to become a must play event on the corporate golfing calendar



# FACT SHEET



- Venue: Classic Golf & Country Club
- Time: August 27 September 2024
- No. of teams: 16 20
- No. of players / team: 10
- Team composition: Nominated
- Game Modus 2 Strokeplay and Matchplay
- Daily Spot Prizes
- Fun Events 2 Food, Music and Entertainment
- Exciting Giveaways for participants and prizes for winners





## KEY DEMOGRAPHICS

Median Age:	35+
Average Household Disposable Income:	INR 2 Cr
Occupation:	CXOs, Entrepreneurs, Senior Management, Influencers

Total targeted reach of over 50,000 profiles across India through a three month marketing campaign

Primary target market: Delhi NCR | Secondary target market: Rest of India



## HIGHLIGHTS



Branding  
& Display Kiosks




Brand Perception  
Upliftment



Multiple Engagements  
over 3 weeks



Branding on  
Merchandise



CRM  
Building



Connect With The Right  
HNI Clientele



Full Year Association  
Through Digital Presence



Media Amplification  
Digital & Mainline

# BRAND VISIBILITY

Presenting Sponsor

- The Classic Golf Premier League will work as a vibrant & dynamic platform for a brand to showcase their products & services.
- Our team will be involved in every step of the way to ensure maximization of involvement and product / service reach and integration. Benefits at various levels of levels of sponsorship include:
  - Official designations & partnership
    - Official partner of Classic Golf Premier League
  - Tournament mark & logo
  - Royalty free use of the event logo
  - Opportunity to conduct promotional activities using event IP



# BRAND VISIBILITY

Presenting Sponsor



- Advertising, Promotion & Marketing
  - Tournament logo & partners logo to appear on event advertising, communications inventory including billboards, magazines, mail-outs, event posters, promotional material, media release etc. as per tier
  - Advertising & content in Classic Golf Premier League Official Program
- New Media
  - Brand logo placement on the Classic Golf Premier League website with hyperlink to the brand web page and instagram handle
  - Sponsor content on league's social media channels
  - Co-branded content marketing



# BRAND VISIBILITY

Presenting Sponsor

- On-course signage
  - Event signages, hole signage - tee & green, event collaterals, flags, runner boards etc.
- Leverage opportunities & consumer promotions
  - The sponsor has the opportunity to run consumer promotions year round promoting the partnership to a wider audience through the league channels
  - Ability to set up event player engagements, merchandise packs etc.
- An account manager will be assigned to assist you in leveraging and maximising your ROI.



# DELIVERABLES

Presenting Sponsorship |  
INR 20 Lacs INR 15 Lacs

## Exclusive

- One kiosk / display
- One hole
- Full page ad in event program
- 1 Refreshment Stand
- 4 Beach Flags
- 4 Car Parking Slots
- Trophy handover to the winning team
- 8 on course runner boards
- logos on all collaterals as the presenting sponsor
- Event Name to be **XYZ**

## Presents

**Classic Golf Premier Leaguer 2023 In  
Association with Associate Sponsor**

## Non Exclusive

- Right to use CGPL logo for promotions
- CGPL Mobile App
- Social media content
- Event AV
- Cart stickers
- Print media ads & billboards, if any
- Pre & post event media coverage
- On course branding
- Right to institute contests
- Corporate Audio Visual during welcome & prize presentation dinners



# SNIPPETS From the 1<sup>st</sup> Edition





# SNIPPETS

## From the 1st edition



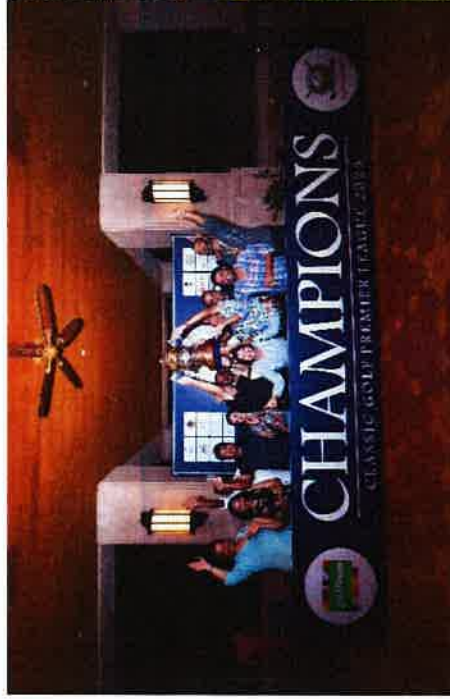


# SNIPPETS From the 2<sup>nd</sup> Edition



# SNIPPETS

## From the 2nd Edition



# Thank you!



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