

संदीप प्रधान, भा.रा.से.  
महानिदेशक  
**Sandip Pradhan, I.R.S.**  
Director General



No. 01-23002(01)/4/2022-HO – KI

17<sup>th</sup> February, 2023

This is in regard to an appeal for sponsorship of Khelo India University Games (KIUG), 2022. Khelo India is a flagship programme of Govt. of India to create a sporting culture in the country as well as to identify grassroots level talent. Organised at the Youth and University level, these are the largest national-level multidisciplinary Games Organised in India.

2. Khelo India University Games (KIUG), 2022 are going to be held tentatively in the month of April – May 2023 in Uttar Pradesh with anticipated participation of 200 Universities and more than 10,000 athletes and officials. Khelo India Games is declared as an 'Event of National Importance' on 2nd Jan, 2020 as per sub-section (I) of section 2 of the Sports Broadcasting Signals Act, 2007.

3. Previous editions of Khelo India University Games were telecasted live on Doordarshan, affiliated channels and OTT platforms. The Games have witnessed an average cumulative reach of about 40 million viewers. Upcoming edition will also be telecasted live on Doordarshan, Prominent Channels and OTT Platforms. This season of Khelo India University Games offers the following categories of sponsorship –

Minimum Sponsorship Fee			
Sr.No	Sponsorship Category	Minimum Amount (INR)	Maximum Sponsors
(i)	Principal Sponsor	INR 3.00 Crores	01
(ii)	Powered By Sponsor	INR 2.00 Crores	01
(iii)	Co-Powered By Sponsor	INR 1.00 Crores	01

4. Such Sponsorships will help the sports ecosystem of India and create better athletes who can make India proud at the world stage. Accordingly, Sponsorship is sought from your prestigious organization. Sponsorship details and procedures are mentioned in the website link: <https://sportsauthorityofindia.nic.in/sai/>

With regards,

Yours sincerely,

(Sandip Pradhan)