



ಯೋಗದಿಂದ ರೋಗಮುಕ್ತ.. ಆರೋಗ್ಯಕರ ಜೀವನಕ್ಕಾಗಿ ಯೋಗವನ್ನು ಅಭ್ಯಸಿಸೋಣ.. ಯೋಗದೊಂದಿಗೆ ವಿಶ್ವ ದಾಖಲೆ ನಿರ್ಮಿಸೋಣ

ಜೀವನದಲ್ಲಿ ಒಮ್ಮೆ ಸಿಗುವ ಈ ಅವಕಾಶವನ್ನು ಪಡೆದುಕೊಳ್ಳಿ.  
ಆರೋಗ್ಯಕರ, ಸಂತೋಷ ಮತ್ತು ಚುರುಕಾದ ಜೀವನವನ್ನು ಪಡೆಯಿರಿ.

ವಿಶ್ವದ ಅತಿ ದೊಡ್ಡ ಯೋಗ ಮತ್ತು ಆರೋಗ್ಯ ಆಂದೋಲನಕ್ಕೆ ಸೇರಿರಿ  
Yogathon2022(c)



Yogathon 2022



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ಪ್ರಯೋಜನಗಳನ್ನು ಪಡೆದುಕೊಳ್ಳಲು ಇಂದೇ ಆನ್‌ಲೈನ್‌ನಲ್ಲಿ ನೋಂದಾಯಿಸಿ  
[www.yogathon2022.com](http://www.yogathon2022.com)



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Department of Youth  
Empowerment & Sports  
Government of Karnataka



Ministry of Youth Affairs & Sports  
Government of India



Yogesh Desai  
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75  
Azadi Ka  
Amrit Mahotsav

Event by Government of Karnataka



# ರತ್ನಾಕರ 2022<sup>©</sup> health & productivity ಯೋಗಧಾನ್ 2022

ಯೋಗದಿಂದ ರೋಗಮುಕ್ತ.. ಆರೋಗ್ಯಕರ ಜೀವನಕ್ಕಾಗಿ ಯೋಗವನ್ನು ಅಭ್ಯಸಿಸೋಣ..  
ಯೋಗದೊಂದಿಗೆ ವಿಶ್ವ ದಾಖಲೆ ನಿರ್ಮಿಸೋಣ

Lets Make Yoga a Life Skill for Health & Harmony. And Come Together to create a World Record



Department of Youth  
Empowerment & Sports  
Government of Karnataka



Ministry of Youth Affairs & Sports  
Government of India



Moraji Desai  
National Institute of Yoga





# Pillars of Yogathon-2022

## YOGA

- ✓ Part of our age-old culture & ethos
- ✓ Regularity of practice and engagement. Has to be a Way of Life.

## Health & Happiness

- ✓ Health & Happiness are foundations of good mental health
- ✓ Happiness in Society is globally recognized for its saliency in GDP contribution
- ✓ AYUSH Arogya Mela(s) in 25+ Locations across different districts
- ✓ Empowered Youth are building blocks to SDG (Sustainable Development Goals)

## Youth Empowerment

- ✓ Seminars on Career Guidance
- ✓ Start-up Eco-system support for Swami Vivekanand Self Help Groups (SHGs)
- ✓ Selection of top ideas for Angel-Investment

## Setting up World Record(s)

- ✓ Makes the District level engagement “Outcome Driven”
- ✓ Attempt setting up Limca Book of World Record & Guinness World Record
- ✓ Credibility and Pride in ‘achievement’ of a World Record

Yoga is a Life Goal.  
Empowering Youth of the country.





# Schedule of Activity: Yogathon-2022

75 days of activity from 21<sup>st</sup> June to 31<sup>th</sup> August 2022

Location - 31 districts morning session of Yoga practice & Youth Empowerment seminars. **Reaching out to 1 Crore youth physically and digitally.**

**August 27th** – attempt to set **Limca Book of Records**

**August 28th** – attempt to set **Guinness World Records**

With **5 lakh participants** participating in 20+ districts of Karnataka



\*\*\*\*\*

**Aug 12 – International youth day**

Youth Empowerment Seminars: Self-Employment & Entrepreneurship promotions

Aligning with SDG across 6,000 GP(s) of Karnataka

\*\*\*\*\*

**August 26~28, 2022:** Launching Yuvotsava.

**Youth festival with Health-Fun-Food-Music.**

YUVOTSAVA in 25+ locations across Districts for 3-days





# Yuvotsava @ Yogathon-2022

Youth centric event

Celebrating YOUTH engagement through a multi-location event on Fun-Food-Music

Establishing a connect between Youth, Yoga, Health and Happiness.

Leveraging the power of YOUTH to attempt setting up Guinness World Record on *Yogasana* with concurrent participation of upto 5 Lakh youth.

Digital Engagement for Youth participants with Rewards program

1. Bengaluru
2. Mysuru
3. Mangaluru
4. Udupi
5. Hubli/Dharwad
6. Belagavi
7. Davangere
8. Kalburgi
9. Chikballapur
10. Shivamogga
11. Hassan
12. Mandya
13. Bellary
14. Haveri
15. Gadag
16. Tumkur
17. Ramnagar
18. Bagalkot
19. Vijayapura
20. Kolar
21. Vijayanagara
22. Bidar
23. Chitradurga



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2022  
ogathon  
health & happiness





# YUVOTSAVA



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# Yuvotsava: Mega-Reach

75 days of sustained activity

31 districts of Karnataka

Publicity budget of Rs 5 Crore; advertising reaching out to 1Crore people. Driving active registration of atleast 50 Lakh

25+ locations across different districts X 3 days - parallel event. YUVOTSAVA connects directly with 20 Lakh consumers over 3 days.

Driving direct presence of upto 5 Lakh people on August 28<sup>th</sup> morning – to create a Guinness World Record – celebrating India's 75<sup>th</sup> year of Independence (*Azadi Ka Amrit Mahotsav*)







# Yuvotsava Activity Schedule

3 days of festivity on 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> of August in 25+ locations across different districts of Karnataka.

6 am - 8:30am	Yoga, Health & Spirituality
10am - 2pm	AYUSH Arogya Mela
3 pm - 10pm	Food stalls; Showcasing of local talent
7 pm - 10pm	Youth Music Festival

- ✓ Mega-Out reach through Schools, Universities and NSS to attract upto 1 Crore Youth
- ✓ Govt scheme for School and University participation (60,000+ Institutions)
- ✓ Project team(s) being setup by AYUSH TV at these 25+ locations to co-ordinate YOGATHON2022 activities.
- ✓ Strategic tie-up with KMF (Nandini) and JIO for reach & publicity
- ✓ **Multiple sponsorship opportunities**





# Sponsorship Status:

## Status as on date (July 25, 2022):

Title Sponsorship:	<b>Govt of Karnataka, DYES</b>
'Powered-By' sponsorship:	<b>Happilo</b>
Strategic Partner:	<b>KMF (Nandini),</b>
Associate/Category Sponsors:	<b>Rapido, State Bank of India (SBI), Miracle Drinks, JIO Telecom</b>
FinTech partner:	<b>SafexPay</b>
Technology Partners:	<b>Builder.AI, Datastax, AWS (Amazon Cloud)</b>
Co-Sponsors:	<b>MSIL, Mysore Sandalwood</b>
Entertainment Sponsor:	<b>Siri Kannada</b>

## Schedule:

1. Closure date for Yuvotsav-Yogathon2022 Sponsorship(s): Aug 5, 2022
2. Closure date for Yuvotsav specific Sponsorships: Aug 10, 2022





# Sponsorship Options available:

- 1 Title Sponsorship for Yogathon-2022 GWR event: Value Rs. 1.5Cr: Over
  - 2 'Powered-by' sponsorship for Yogathon-2022 GWR event: Value Rs. 75L: Over
  - 3 'Category' Sponsorships @ Yogathon-2022 GWR event: Value Rs. 30L
- Options available today: Education Partner, Strength Partner, Hospitality Partner, Fitness Partner

## Sponsorship Options @ Yuvotsav-Yogathon2022: For all locations:

- 4 Platinum "Powered-By" @ Rs. 20L for all locations: One slot only
- 5 Titanium "Associate Sponsor" @ Rs. 10L for all locations: 5 slots only
- 6 Ruby "Co-Sponsored by" @ Rs. 5L for all locations: 10 slots only

## Sponsorship Options @ Yuvotsav-Yogathon2022: For single location:

- 7 Gold Sponsor @ Rs. 2L for 1 location: Upto 25 slots (given that we have a total of 25+ locations)
- 8 Silver Sponsor @ Rs. 1L for 1 location: Upto 25 slots (given that we have a total of 25+ locations)
- 9 Standard Sponsor @ Rs. 50K: For each stall (Total of 1000+ stalls)

**Sponsorship options linked to Yogathon-2022 mega-publicity roll-out  
(1-to-3 above) will close by Aug 5, 2022**





# Sponsorship Deliverables:

*Building Public-Private partnership for social good*

*Closure date for sponsors: Aug 5, 2022 (printed publicity material roll-out)*

## **Publicity planned for Yogathon2022 – At district level:**

1. Posters at Schools, Colleges and Yoga Institutes: 25K + (total of 7.5L+ across State)
2. Pole Flex Banners: 150+ (total of 5,000+ Banners across State)
3. NHAI Toll plazas in Karnataka: # 39 (to be branded Yogathon2022)
4. Quarter page Print Ads in Vijaya Vani – all editions – 4 ads (in last 3 weekends of Aug, 2022)
5. TV ads: From Aug 7, 2022 - total of 90 FCT(s) everyday across Public TV, News 1<sup>st</sup>, Digvijaya News, Siri Kannada GEC & Ayush TV.
6. Outdoor hoardings: # 1,000+ across State (#500 @ BLR & Mysuru, #500 RoK)
7. Tactical hoardings: Across all Nandini outlets in Karnataka
8. Extensive Digital marketing with Email, Whatsapp and SMS campaign(s)

All Sponsors get proportionate LOGO Weightage in all YOGATHON2022 communication and publicity





# Sponsorship Deliverables:

## 3. Category sponsorship deliverables [Value: Rs. 30L]

**Yogathon2022 GWR engagement: Closure date: Aug 5, 2022**

**Options:** Education Partner, Strength Partner, Hospitality Partner, Fitness Partner

- a) Logo will be carried in all the Yogathon & Yuvotsava promotions under Associate Sponsor tag – in all publicity material being distributed across the State.
- b) Logo presence in all Strategic alignment Yogathon2022 displays – at Nandini network across the State, Displays at partner banks, and, JIO Telecom network (1L+ touch points).
- c) Logo Integration in all publicity material distribution at Schools, Colleges, Yoga Institutes (public & private). Total of 1L+ touch points
- d) Integration in Social Media marketing of Yogathon2022
- e) Logo presence in all Venue Branding(s) for all events – Front arch, Registration counters
- f) Logo on the side wings of Yogathon 2022 and Yuvotsava on the main stage
- g) Stall space (#2) at all Yuvotsav events (25+ locations)
- h) Branding on the perimeter barricade (3ft X 6ft) @ Yuvotsav venues: 25 units/ location
- i) Yogathon2022 TVC will be played in regular interval on LED Walls at the venue with logo integration of all Associate Sponsors
- j) **Upto 10 Brand specific FCT (of 10s) from Ayush TV from Aug 7 till Aug 28, 2022 (21 days): total of 2,100s of Advertisement commercial time (Value of Rs 10.5L).**

All Sponsors get proportionate LOGO Weightage





# Sponsorship Deliverables:

## 4. Platinum 'Powered-By' deliverables [Value: Rs. 20L]

**Yuvotsav-Yogathon2022 all locations engagement: Closure date: Aug 10, 2022**

- a) Logo will be carried in all the Yuvotsava promotions under 'Powered-by' Sponsor tag
- b) Logo presence in side walls in all the Press Meets @ District Level
- c) Sponsor can provide gift hampers along with Press Kit for the reports during the press meet (take approval of the gift hamper before)
- d) Logo presence in all Yuvotsav Venue Branding(s) – Front arch, Registration counters
- e) Digital promotions integration on Yuvotsav social media spends (spend of Rs. 1Cr+)
- f) Logo on the side wings of Yuvotsava venues on the main stage
- g) Stall space (#2) at all Yuvotsav venues (25+ locations)
- h) Branding on the Venue perimeter barricade (3ft X 6ft): 15 units/ location
- i) Client TVC will be played at regular interval(s) on LED Walls at the venue (# 12 times)
- j) Upto 10 Brand specific FCT (of 10s) from Ayush TV from Aug 14 till Aug 28, 2022 (15 days): total of 1,500s of Advertisement commercial time (Value of Rs 7.5L).**



All Sponsors get proportionate LOGO Weightage





# Sponsorship Deliverables:

## 5. Titanium 'Associate-Sponsor' deliverables [Value: Rs. 10L]

**Yuvotsav-Yogathon2022 all locations engagement: Closure date: Aug 10, 2022**

- a) Logo will be carried in all the Yuvotsava promotions under 'Associate-Sponsor' tag
- b) Logo presence in side walls in all the Press Meets @ District Level
- c) Sponsor can provide gift hampers along with Press Kit for the reports during the press meet (take approval of the gift hamper before)
- d) Logo presence in all Yuvotsav Venue Branding(s) – Front arch, Registration counters
- e) Digital promotions integration on Yuvotsav social media spends (spend of Rs. 1Cr+)
- f) Logo on the side wings of Yuvotsava venues on the main stage
- g) Stall space (#2) at all Yuvotsav venues (25+ locations)
- h) Branding on the Venue perimeter barricade (3ft X 6ft): 10 units/ location
- i) Client TVC will be played in regular interval on LED Walls at venues (# 8 times)
- j) Upto 10 Brand specific FCT (of 10s) from Ayush TV from Aug 21 till Aug 28, 2022 (7 days): total of 700s of Advertisement commercial time (Value of Rs 3.5L).**



All Sponsors get proportionate LOGO Weightage





# Sponsorship Deliverables:

## 6. Ruby 'Co-Sponsor' deliverables [Value: Rs. 5L]

**Yuvotsav-Yogathon2022 all locations engagement: Closure date: Aug 10, 2022**

- a) Logo will be carried in all the Yuvotsava promotions under 'Co-Sponsor' tag
- b) Logo presence in side walls in all the Press Meets @ District Level
- c) Sponsor can provide gift hampers along with Press Kit for the reports during the press meet (take approval of the gift hamper before)
- d) Logo presence in all Yuvotsav Venue Branding(s) – Front arch
- e) Digital promotions integration on Yuvotsav social media spends (spend of Rs. 1Cr+)
- f) Logo on the side wings of Yuvotsava venues on the main stage
- g) **Stall space (#1)** at all Yuvotsav venues (25+ locations)
- h) Branding on the Venue perimeter barricade (3ft X 6ft): 5 units/ location
- i) Client TVC will be played in regular interval on LED Walls at venues (# 4 times)
- j) **Upto 5 Brand specific FCT (of 10s) from Ayush TV from Aug 21 till Aug 28, 2022 (7 days): total of 350s of Advertisement commercial time (Value of Rs 1.75L).**



All Sponsors get proportionate LOGO Weightage





# Sponsorship Deliverables:

## 7. Gold Sponsor [Value: Rs. 2L]

*Participation in one location of Yuvotsava; for multiple locations – multiplier approach*

*Closure date: Aug 10, 2022*

1. Logo will be carried in all the Yuvotsava promotions under Gold-Sponsor tag
2. Logo presence in side walls in all the Yuvotsava Press Meets @ District Level
3. Logo presence in all District level publicity: Outdoor hoardings, In-Cinema advertising, local Cable Network advertising.
4. Logo presence in the Yuvotsav Venue Branding – Front arch
5. Logo on the side wings of Yuvotsava on the main stage
6. **Stall space (#1)** for the Sponsor at the venue
7. Yogathon2022 TVC will be played in regular interval on LED Walls at the venue with logo integration of all Sponsors.

**For brands taking atleast 4 or more locations, 600s of FCT time (worth Rs. 3L) will be made available on Ayush TV network for client advertising.**

*This offer is primarily made for Location/ District specific brands who are keen to participate in just one location. They are local brands/ commercial establishments/ Education Institutes. For a given location, max of 3 such sponsors may be selected.*





# Sponsorship Deliverables:

## 8. Silver Sponsor [Value: Rs. 1L]

*Participation in one location of Yuvotsava; for multiple locations – multiplier approach*

*Closure date: Aug 10, 2022*

1. Logo will be carried in all the Yuvotsava promotions under Silver-Sponsor tag
2. Logo presence in side walls in all the Yuvotsava Press Meets @ District Level
3. Logo presence in all District level publicity: Outdoor hoardings, In-Cinema advertising, local Cable Network advertising.
4. Digital Branding and Social Media spends integration for specific location
5. Logo on the side wings of Yuvotsava on the main stage
6. **Stall space (#1)** for the Sponsor at the venue
7. Yogathon2022 TVC will be played in regular interval on LED Walls at the venue with logo integration of all Co-Sponsors.





# Sponsorship Deliverables:

## 9. Stall participation [Value: Rs. 50K]

*Participation in one location of Yuvotsava; for multiple locations – multiplier approach*

*Closure date: Aug 10, 2022*

1. Logo will be carried in all the Yuvotsava Location specific participation information boards
2. Digital Branding and Social Media spends integration for specific location
3. Logo on the side wings of Yuvotsava on the main stage
4. **Stall space (#1)** for the Sponsor at the venue. This includes –
  - a) 3m x 3m covered stall space with front facia branding
  - b) Provision of 1 table, 2 chairs, 1 electrical plug-point
  - c) Sampling addition to all participant goody-bags
5. Location specific Yuvotsav TVC will be played at regular intervals on LED Walls at the venue with logo integration of all participants.



All Sponsors get proportionate LOGO Weightage





# Sponsorship Deliverables:

*Activities linked to GWR Attempt on Aug 28, 2022*

Guinness World Record (GWR) will be attempted on Aug 28, 2022 at 60+ locations across the entire State of Karnataka. There are specific branding opportunities available at GWR venues for sponsors:

## **Reception Counter(s):**

Set of 10-50 stalls for registration of participants.

Branding of Registration Stalls Association with GWR event

## **Personalized QR code:**

Each participant in GWR will be issued a personalized QR Code Unique identifier for GWR event

QR message can be tagged with sponsor brand message: 10L + registrants

## **GWR Attempt T-Shirt:**

Yogathon2022 specific T-Shirt is getting designed for all participants for the GWR attempt on Aug 28

Multiple brand options are available on the Yogathon2022 branded T-Shirt

**Generic publicity opportunities at GWR event locations are limited to 'Title', 'Powered-By' and 'Category' sponsors only, who are applicants for the GWR attempt.**





# THANK YOU

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