















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)













@yogathon2022

ಪ್ರಯೋಜನಗಳನ್ನು ಪಡೆದುಕೊಳ್ಳಲು ಇಂದೇ ಆನ್ಲೈನ್ ನಲ್ಲಿ ನೋಂದಾಯಿಸಿ www.yogathon2022.com













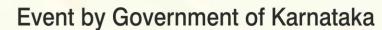














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Lets Make Yoga a Life Skill for Health & Harmony. And Come Together to create a World Record



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 21st June to 31th 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

***YUVOTSAVA 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















Yuvotsava: Mega-Reach

75 days of sustained activity

31 districts of Karnataka

Publicity budget of Rs 5 Crore; advertising reaching of t to 1 Crore 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 28th morning – to create a Guinness World Record – celebrating India's 75th year of Independence (*Azadi Ka Amrit Mahotsav*)











Yuvotsava Activity Schedule

3 days of festivity on 26th, 27th and 28th 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 coordinate 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: Govt of Karnataka, DYES

'Powered-By' sponsorship: Happilo

Strategic Partner: KMF (Nandini),

Associate/Category Sponsors: Rapido, State Bank of India (SBI),

Miracle Drinks, JIO Telecom

FinTech partner: SafexPay

Technology Partners: Builder.Al, Datastax, AWS (Amazon Cloud)

Co-Sponsors: MSIL, Mysore Sandalwood

Entertainment Sponsor: Siri Kannada

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

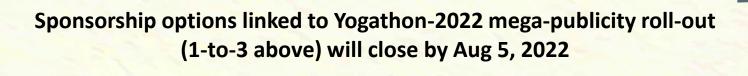
Sponsorship Options @ Yuvotsav-Yogathon2022: For all locations:

- 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)









Building Public-Private partnership for social good
Closure date for sponsors: Aug 5, 2022 (printed publicity material roll-out)

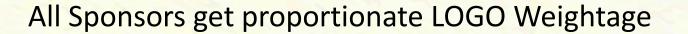
Publicity planned for Yogathon2022 – At district level:

- 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 1st, 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)





- 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).
 - 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
 - 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).



- 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).







- 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).







- 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).







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 given location, max of 3 such sponsors may be selected.

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.





- 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.







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-Shit:

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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