



Supported by



Ministry of Youth Affairs and Sports
Government of India

Organized by



5th Global Sports Summit & India Sports Awards

23-24 October, 2013 New Delhi, India

India's largest
International
Convention on
Business of Sports

www.ficci.com



FICCI IN SPORTS

FICCI is India's only apex chamber of commerce with a dedicated sports division and full time experts.

"The Sports is emerging as an important industry. At present sports is fragmented and unorganised but FICCI believe if Government and Industry nurture it together , we can fulfil the hidden potential of this sector and can realize its true entrepreneurship potential."

- **Naina Lal Kidwai**
President, FICCI



"FICCI's TURF has been instrumental in suggesting policy reforms, stimulating sports development and connecting stakeholders at all levels. TURF 2013 is going to focus on challenges and opportunities for entrepreneurs, raising the standards of sports & physical education and improving the employability of human resources, which we believe are critical for growth of sports sector in India."

- **Sanjeev Paul**
Chairman, FICCI Sports Committee &
MD, TATA Metaliks



"FICCI believes that Sport is not just an industry but the foundation for holistic human development. Sports should be embedded in our education system right from the childhood for a healthy and active society."

- **Abhijit Sarkar**
Co- Chairman, FICCI Sports Committee &
Head, Corporate Communications, Sahara India Pariwar



FICCI Sports a Snapshot

- National Knowledge Hub
- Promoting Public Private Partnership
- Broad basing
- Human Resource Development and Institution Capacity Building



5th Global Sports Summit

23-24 Oct, 2013

FICCI believes that sports development can take an accelerated growth path with more stakes of India Inc in the sector. There are plethoras of investment and growth opportunity in Sports sector. To facilitate the above FICCI has been organizing "TURF" since 4 years. Components of TURF 2013 are Conference, Exhibition and Business to Business (B2B) and Business to Government (B2G) Meetings.

India Sports Awards

23 Oct, 2013, 1900 hrs

FICCI is focussed to nurture the contribution of sports to Indian economy. Sports awards felicitate the individuals and organizations who have led the way and brought glory to the nation. It is a unique initiative supported by Government of India and is a televised event with national media roll out.

Participant profile

- International organizations
- Venture Capitalists seeking Sports investment opportunities in India.
- Central and State government
- Sports Authority of India
- National and states Sports Federations
- Olympians and world record holders
- India Inc with serious stakes in sports
- Academicians/ Universities and students in sports and allied fields
- League and Club owners
- Sports Event and Celebrity Management Companies and Consultancies
- Infrastructure Developers
- Media Organizations



5th Global Sports Summit & India Sports Awards

23-24 October, 2013 New Delhi, India

PROGRAMME

DAY I-SPORTS BUSINESS CONFERENCE

00830- 0930hrs	Registration
0930-1030 hrs	Inauguration
1045-1200hrs	Corporatization of Indian Sports: Performance and Balance Sheets
1200-1315	Investment for Long Term Growth
1315hrs	Lunch
1415 hrs	Parallel Sessions
1415-1530 hrs	Preparations and Way Forward: Olympics 2016
1530-1645 hrs	Monetizing Sports competitions in Educational Establishments
1645-1800hrs	Harnessing Women's potential in Sports
1830hrs	INDIA SPORTS AWARDS
2000hrs	Cocktails and Dinner

DAY II-SPORTS BUSINESS CONFERENCE

1000hrs-1115hrs	Making the CSR Spend Count: The Magic of 2%
1115-1245hrs	ROI in Sports Brands
1245-1400hrs	Lunch
1400-1445hrs	Presentation on 10 years of Skills Active : The UK-Sector Skills Council (SSC) in Sports, Well Being and Active Leisure
1445-1600hrs	SSC in Sports : From Concept to Creation
1630-1700hrs	Valedictory



B2B and B2G meetings

Connect with right stakeholders and get decision makers insights



SME-Academia-Investors Forum in Sports (SAI-FIS)

This Industry-Academia connect forum during TURF 2013 was conceptualized with the objective of stimulating industry-academia partnerships to aid in the development of sports sector in the country.

In this forum University Professor, Research Scholars, Ph D. Students, Independent Researchers, Consultants, Start ups, SME in Sports, Entrepreneurs etc are invited to present their researches and business ideas. It will facilitate connection and collaboration between these two separate groups for helping in the growth of sports industry.

Focus Areas for Paper Submissions

- Sports Administration and Management
- Sports Science, Technology, Nutrition and Medicine
- Sports Manufacturing Equipments
- Sports Business

Entries Invited from

- Professors
- Research Scholars, Ph D. Students
- Independent Researchers
- Consultants
- Start ups
- SME in Sports
- Entrepreneurs



For more information Contact - sports@ficci.com T:+91-11-2348-7283/561



TURF : Over the years

More than 30 leading companies from India and abroad have partnered with us in TURF in three years. Our more than 1500 delegates comprised leading corporates besides Sports Federation, Sports Authorities of States and Sports Personalities. Also there were delegations from countries like Australia, UK, USA, Germany, Iran, Singapore, and The Netherlands

- 2009**
INTERNATIONAL CONVENTION ON THE BUSINESS OF SPORTS
December 15-16, 2009 - New Delhi
1st International Sports Business Convention in India
- 2010**
GLOBAL SPORTS SUMMIT
TURF 2010
Business of Sports: Commonwealth and Beyond
- 2011**
TURF 2011
International Convention on the Business of Sports
October 20-21, 2011
Developing State Industry Engagements and International Partnerships
- 2012**
TURF 2012
4th Global Sports Summit
India's Largest International Convention on Business of Sports
December 14-15, 2012
Strengthening Sports Federation, Institutional Capacity Building and Soccer Development





India Sports Awards

23 Oct, 2013, 1900 hrs



FICCI Sports Committee 2013

Mr. Sanjiv Paul, Chairman & MD, FICCI Sports Committee and Tata Metaliks

Mr. Abhijit Sarkar, Co Chairman & Head Corporate Communications, FICCI Sports Committee and Sahara India Pariwar

Mr. Y.S. Bilkha, Head Corporate Events and Sports, TCS

Mr. Abhinav Bindra, Olympic- Gold Medalist, Abhinav Bindra Foundation

Wg. Cdr. Satish Aparajit, Adventur Sports Consultant, Independent

Mr. Rathindra Basu, Head - Business Development and Corporate Communication, ESPN Software India Pvt. Ltd.

Mr. Siddhanth Anney, Editor in Chief, Sports Illustrated

Mr. Sanjeeva Narayan, Partner, Ashwani Associates

Mr. Desh Gaurav Sekhri, Sports Attorney, J Sagar Associates

Mr. Vidushpat Singhania, Senior Associate, Lakshmikumaran and Sridharan Attorneys

Mr. S.S. Dasgupta, Leisure Sports Mangement

Mr. Tarun Puri, CEO, Nike India

Mr. Rishi Narain, MD, Rishi Narain Golf Management Pvt Ltd

Mr. N.K. Jain, MD, Cosco India Ltd

Mr. Vivek Kohl, Vice - Chairman, Stag International

Mr. Sujit Panigrahi, Founder & CEO, Fitness 365

Mr. Hakimuddin S Habibulla, Co-founder, Winning Matters Consulting Private Limited

Mr. Sanjay Minotra, Syncotts International

Mr. Anil Kumar, MD, Great Sports Infra

Mr. Rajesh Jain, Founder, The Heritage School, Gurgaon

Dr. Farooq Wasil, Senior President- Special Projects, Everonn Education

Mr. Srinivas Dempo, MD, Dempo Group

Mr. Sukhvinder Singh, MD, Libero Sports

Col. Sharad Pathak, National Rifle Association of India

Mr. Nipun Malhotra, Executive Director, Nipman Fastener Industries Pvt. Ltd.

Mr. Dharmesh Jain, Chairman and MD, Nirmal Lifestyle

Mr. Amitabh Singhal, Director, Telxess Consulting Services (Pvt) Ltd

Mr. Ram Walase, CEO, ILFS

Mr. Guru Maladi, Leader Advisory Services (Infrastructure and Government), Ernst & Young

Mr. Sumit Agarwal, Senior Associate, Tanjun Associates

Mr. Raj Kishore Mishra, Former IAS

Ms. Chandra Schanz, Vice President, Dev Musco Lighting (P) Ltd

Mr. Sunil Bhaskaran, Deputy-VP, Corporate Services, TATA Steel



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 India's Largest International Convention on Business of Sports
 23-24 October, 2013, New Delhi, India

Please attach
 all your
 visiting cards
 here

The Essential Conference and Meeting Place

Fill the Registration Form

1. Name of delegate (s)

Mr Mrs Ms Dr Other

a. Name :

Designation :

Mr Mrs Ms Dr Other

b. Name :

Designation :

Mr Mrs Ms Dr Other

c. Name :

Designation :

Mr Mrs Ms Dr Other

d. Name :

Designation :

2. Organisation :

3. Mailing Address :

..... Pincode :

4. Telephone (s) : Mobile :
 (With Country and STD code)

5. Fax :
 (With Country and STD code)

6. E-mail :

7. Website :

The delegate fee to be payable by Cheque/DD drawn in favour of **FICCI**, payable at New Delhi.

Cheque/DD for Rs. No. Dated

Drawn on



Registered delegates will be entitled for:

- ▶ Delegate Kit
- ▶ Research reports on Sports industry
- ▶ Entry for two at India Sports Awards Night
- ▶ **B2B** and **B2G** Meetings

DELEGATE FEE (PER PERSON)

No. of delegates	Amount in INR (₹)	Amount in US\$
Up to 2 Delegates	10,000	400
For 3 or more Delegates from same organization	7000	300
Delegates from Summit Partners/ Govt Organizations/ Indian Sports Federations/ Students	5000	200

Register Early and Avail Attractive Discounts on Registration Fee

Register before 31 Aug 2013	Avail 25% Discount
Register before 30 September 2013	Avail 15% Discount
Register After 1 October 2013	Not Applicable

ATTRACTIVE DISCOUNTS FOR FICCI MEMBERS

	Corporate Members	Associate Members
Delegation Fee	25%	10%

**Note: write to us for special invite if you belong to any of these categories:*

1. Former Olympians
2. Asian Games and Commonwealth Games Medalists.
3. Winners of World Championships.
4. World Record Holders in various Sports.
5. State and Central Government Officers from Sports Department whose rank is Director and above.

Please return this form to

FICCI, Federation House, Tansen Marg, New Delhi – 110001

T: +91-11-2348-7283, F: +91-11-2372-1504, E: sports@ficci.com





Partnership Opportunities

Sponsor/Partner Benefits	Event Partner Rs. 30 lacs 55000 US\$	Principal Partner Rs.15 Lacs/ 35000 US\$	Gold Partner Rs. 10 lacs/ 23000 US \$	Session Partner Rs. 6 Lacs / 14000 US\$	Supporting Organizations Rs. 50,000/ 1100 US\$
Estimated Number of Sponsors at that level	1	1	2	8	Multiple
Branding on the Main Backdrop along with FICCI checkers	Y				
Representative at main dais in inaugural	Y	Y			
Exclusive Branding - Pre, during and post event	Y	Y			
Opportunity to hold Press Conference	Y	Y			
Complimentary Exhibition Space (Sqm)	12	8	4		
Visibility on all branding collaterals	Y	Y	Y		
Advertisements in FICCI Business Digest, FICCI, Sports Digest	2	2	1	1	
License to Use Event Marks and Logos in Advertising/Promotions/ Packaging	Y	Y	Y		
Opportunity for cross promotion with other sponsors	Y	Y	Y		
Right to Make Promotional Offer (Entry Fee to Event)	Y	Y	-		
Complimentary Delegate Passes	15	10	8	3	2
Social Media Coverage	Y	Y	Y		
Event Fliers, E-mail Marketing Campaign	Y	Y	Y		
Event Hoarding	Y	Y	Y		
Logo on Side Panel and Backdrop	Y	Y	Y		
Comparative placement of Logo in E-Brochure	Y	Y	Y		
Comparative placement of Logo in Notebook	Y	Y	Y		



Industry's Voice for Policy Change

About FICCI

Established in 1927, FICCI is one of the largest and oldest apex business organizations in India. FICCI's history is closely interwoven with India's struggle for independence, industrialization and emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A not-for-profit organization, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and is the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompasses health, education, livelihood, governance and skill development.

To enhance the efficiency and global competitiveness of the Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialized services and global linkages.

Our Partners

Principal Partners



TATA METALIKS



SAHARA
INDIA PARIWAR

Supporting Organizations



IVCA
INDIAN PRIVATE EQUITY &
VENTURE CAPITAL ASSOCIATION

Knowledge Partner



Online Media Partners



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