



INTRODUCTION

Jhapa Gold Cup was established in 2074 B.S. so as to uplift Jhapa XI Football Club and to contribute to the development of Jhapa zone as the football city. It has the objective of producing emerging players capable of making remarkable contribution to the national football of Nepal and supporting the footballers.

To promote football activities more and encourage more young footballers, Jhapa Gold Cup is to organize the fourth season of the international gold cup tournament with the participation of the renowned teams of Nepal and India. The previous seasons of the Jhapa Gold Cup had grand success with the courageous participations of the spectators as well as the football clubs. To promote the football activities more and develop football tourism and international fraternity, Season VI of the Gold Cup is to be organized from **19th - 28th Falgun, 2080 (2nd-11th March 2024)** as the knockout football tournament having the highest prize out of the valley in the history of Nepalese football.

We believe in the fact that the young children today are the future of Nepalese football and after 10 years the children at school today can be the professional players in various clubs as well as the national squad. With this vision, we have been promoting “LEARN THROUGH FOOTBALL” in which the school level students are awarded a special opportunity to watch the football matches in groups as a part of their learning so that the youngsters can learn more about football and are inspired to play football as their career. During this tournament, about 15,000 students from different schools will be watching the matches.

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CONTROL
LUBRICANTS
TRIBUTE TO EXCELLENCE

COMMITMENT TO A. AUDIENCE & PARTNERS

GALAXY CG

PHARMA
WORLD

BY NAMA

AIM & OBJECTIVES

The aims and objectives of the tournament are :

- To develop football from the grass root level.
- To provide remarkable contribution to national football.
- To contribute in nation building through football.
- To expand the charm of football in the school programme.
- To produce Nepalese youth players and youth teams at least at the Asian standard.
- To avail each aspirant an opportunity to play football.





Mission & Vision

To raise the level of football in Nepal as well as Koshi Province and promote further popularity of the game through the medium of professional football.

Competition Information

Football is the most popular sports of Nepal. When other sporting events were out of the reach of youths of this country, football used to be played in many parts of the country wherever the required infrastructure could be met.

Precisely, popularity of football is proved when we consider the number of its spectators, may that be in the capital city of Kathmandu or in the outer venues. Jhapa has been considered as the most favourable area for football in terms of match spectators or public concern. This is the only game that can attract spectators from very far. It is worth to mention here that the final match always attracts full crowd at the stadium.

Competition Details

- Jhapa Gold Cup Knockout Football tournament 2080, organized by Jhapa Gold Cup.
- 10 Teams (7 Top Domestic clubs and 3 reputed teams from neighbouring countries)
- Played at Domalal Rajbanshi Stadium Birtamode (Considered as the Best Football Field in Nepal)
- Total Number of Matches : 9
- Duration: Third week-Last week of Falgun, 2080
- Played on Knockout Basis.
- Expected Spectators : Average 10-12 Thousand Per Match

The Opportunity

The EVENTS organized by Jhapa Gold Cup provide an exclusive marketing opportunity to achieve pervasive brand awareness and penetrate through the mainstream advertising clutter in Nepal.

Sport advertising is still perceived as non-traditional, can be used as a platform to drive brand and business objectives across the country. As Jhapa is the place with the records of collecting the largest number of football spectators, it offers a good communication tool for marketing a company's brand and promoting it locally/internationally, in a passionate football environment reaching large audiences.



MEDIA COVERAGE

- Print – coverage in national & local daily newspapers with high circulation and relevant to target audiences.
- Match coverage by written and print media.
- Television – Kantipur TV, AP1 TV, Himalaya TV, Himshikhar TV, Dish Home Action Sports.
- Radios - All local and National FM
- Internet – coverage and reciprocal URL's in ANFA's official website (www.the-anfa.com) different online media.

Specific Benefits

There will be static advertising banner boards of 6m×1m placed around the stadium. Among them 4 boards will be of the organizer, 6 boards of the Title Sponsor.

There will be 9 boards of the Platinum Sponsors, 6 boards of the Gold Sponsors and the rest for the Silver Sponsors. All the sponsors will have the opportunity to publicize their services/products/merchandises to the spectators appropriately throughout the tournament.

The event can provide the opportunity to communicate about their products/services to at least one lakh people.



Sponsorship

The sponsors will be categorized in different categories and will be furnished with the following benefits:

1 Title Sponsor

The sponsor providing 20% of the total estimated cost (Rs. 1,40,00,000) i.e. Rs. 28,00,000 will be considered as the TITLE SPONSOR. The title sponsor will have the following benefits:

- The brand of the title sponsor will be added to the title of the competition.
- The brand of the title sponsor will be marked on Press Release Paper and Folder.
- The brand of the title sponsor will be marked on Welcome Tower
- The brand of the title sponsor will be marked in the 20% area of Press Conference Backdrops
- The brand of the title sponsor will be marked in the 20% area of Flash Interview Backdrops
- The brand of the title sponsor will be marked on Competition Gift Bags
- The brand of the title sponsor will be marked in selected high circulation newspapers
- The brand of the title sponsor will be marked on the publicity documents of the tournament.
- The brand of the title sponsor will be marked on players jersey set.
- The title sponsor will be provided with 15 donor passes valid throughout the tournament to be accommodated on the stage.
- The title sponsor will be provided with an attractive souvenir.



2 Platinum Sponsor

The sponsor providing more than Rs. 5,00,000 will be considered as the PLATINUM SPONSOR. The platinum sponsors will have the following benefits:

- The brand of the platinum sponsors will be marked in the 30% area of Press Conference Backdrops
- The brand of the platinum sponsors will be marked in the 30% area of Flash Interview Backdrops
- The brand of the platinum sponsors will be marked on the publicity documents of the tournament.
- Each of the platinum sponsors will be provided with 10 donor passes valid throughout the tournament to be accommodated on the stage.
- The platinum sponsor will be awarded Honorary Membership of Jhapa Gold Cup.
- Each of the platinum sponsors will be provided with an attractive souvenir.

3 Gold Sponsor

The sponsor providing more than Rs. 3,00,000 will be considered as the GOLD SPONSOR. The gold sponsors will have the following benefits :

- The brand of the gold sponsors will be marked in the 20% area of Press Conference Backdrops
- The brand of the gold sponsors will be marked in the 20% area of Flash Interview Backdrops
- The brand of the title sponsors will be marked on the publicity documents of the tournament.
- Each of the gold sponsors will be provided with 6 donor passes valid throughout the tournament.
- Each of the gold sponsors will be provided with an attractive souvenir.

4 Silver Sponsor

The sponsor providing more than Rs.1,00,000 will be considered as the SILVER SPONSOR. The silver sponsors will have the following benefits:

- The brand of the silver sponsors will be marked in the 10% area of Press Conference Backdrops
- The brand of the silver sponsors will be marked in the 10% area of Flash Interview Backdrops
- The brand of the silver sponsors will be marked on the publicity documents of the tournament.
- Each of the silver sponsors will be provided with 3 donor passes valid throughout the tournament.



Marketing Rights

Promotions

- Right to use the official marks, logos and designations of the events in advertising, promotions and merchandising campaigns including in players' kits & equipments.
- The right of first refusal to negotiate for purchase of broadcast sponsorship/ advertising time on a category exclusive basis with all licensed TV/radio broadcasters.
- Conduct any reasonable activity during the event inclusive of distribution of premiums and fan activities. (e.g. display samples and sell products/services)
- Access to video footage and photographs of the Knockout Tournament events, free of charge, for advertising and promotional purposes.

Branding

- Branding on Press Release Paper and Folder
- Branding on Welcome Gate
- Branding on Press Conference Backdrops
- Branding on Flash Interview Backdrops
- Branding on Competition Gift Bags
- Branding in selected high circulation newspapers
- Branding on players' jersey set



Budget

The approximation of the budget is as follows :

Income

S.N.	Particulars	Amount (Rs.)
1	Title Sponsorship	28,00,000.00
2	Platinum Sponsorship	25,00,000.00
3	Gold Sponsorship	24,00,000.00
4	Silver Sponsorship	20,00,000.00
5	Members' Contribution	6,00,000.00
6	Gate Ticket Sale	37,00,000.00
	Total	1,40,00,000.00

Expenses

S.N.	Particulars	Amount (Rs.)
1	Publicity Expenses	10,00,000
2	Ground Management	15,00,000
3	Medical expenses	2,50,000
4	Accommodation for the participating teams	30,00,000
5	Travelling expenses for the participating teams	14,00,000
6	Accommodation and travelling expenses for the referees	5,00,000
7	Match Money	5,00,000
8	Prize for the Winner	13,00,000
9	Prize for the Runner up	7,00,000
10	Prizes	9,50,000
11	Operating Expenses	15,00,000
12	Miscellaneous	14,00,000
	Total	1,40,00,000.00



Executive Summary

- Professional Jhapa gold Cup, with market expertise and know-how, fully dedicated to client servicing.
- Large multi media and promotional platform to reach targeted audiences & fans.
- Value-for-money/service.
- This would help Jhapa Gold Cup, along with all the sponsors to draw out a long term development plan with an aim to make Jhapa a remarkable FOOTBALL CITY in the country.

Term of Payment

- a. 50% at signing of contract.
- b. 50% before the commencement of the tournament.



