

# 2024

EDITION

## THAKUR VILLAGE ANNUAL RUN

SUNDAY, 7<sup>th</sup> JANUARY

[www.thakurvillagerun.com](http://www.thakurvillagerun.com)





## ABOUT THE RUN

Established in 2019, the Thakur Village Annual Run, formerly Run for a Cause – Thakur Village, was founded by Shivam Karkera, a former Asian throwball gold medalist, Dhaval Dangodra, a dynamic businessman and event enthusiast, and Dhruv Pavithran, an exceptional all-rounder and philanthropist. This dynamic trio aimed to raise funds for underprivileged children while promoting awareness about the importance of physical fitness in today's fast-paced world. The annual event goes beyond traditional runs, fostering community, unity, and camaraderie. Celebrating achievements and milestones, the Thakur Village Annual Run invites participation, sponsorship, and volunteering to contribute to its transformative mission of empowering lives.



# OUR STORY

## Empowering Lives Through Running

Our mission was clear from the start: to raise funds for underprivileged children and to champion the importance of physical fitness and a healthy lifestyle in today's fast-paced world.

As the years rolled by, we saw participants from diverse backgrounds and all age groups come together, sharing the joy of running. In those moments, we felt an extraordinary sense of unity that left us yearning for more.

The desire to relive that special feeling and extend its reach pushed us to continue organizing this annual run. Running, we discovered, has the power to uplift spirits and energize lives. By motivating our participants to fully immerse themselves in the run, we aim to boost their mood and foster a lasting connection to a healthy lifestyle.

Through this platform, our aspiration is simple yet profound: we want everyone to experience the exhilaration of running, to embrace its transformative power, and ultimately, to become devoted to a life filled with health and vitality.

An aerial photograph of the Thakur Village residential complex in Kandivali East, Mumbai. The image shows several multi-story apartment buildings with red-tiled roofs and balconies, set against a backdrop of a city skyline with taller skyscrapers. The sky is filled with dramatic, grey clouds. Overlaid on the image is the text 'THAKUR VILLAGE' in large, white, semi-transparent, sans-serif capital letters.

# THAKUR VILLAGE

Credits: [@iamharsh\\_93](#) on Instagram

## VENUE

Thakur Village, a bustling residential township in Kandivali East, offers a unique blend of urban convenience and serene natural surroundings, all against the picturesque backdrop of the Sanjay Gandhi National Park.

One distinctive feature that makes Thakur Village an ideal venue for our running event is its well-maintained road infrastructure. The roads here are not just good; they are tailor-made for road running, providing a smooth and enjoyable experience for our participants.

Our carefully crafted route maximizes the advantages of this exceptional road network.

With a focus on simplicity and ease, our course boasts maximum straight stretches and minimal diversions. It's a straightforward path that allows you to fully immerse yourself in your run, free from unnecessary interruptions.

Join us in Thakur Village, where every stride counts, and experience the joy of road running at its finest.

# WHY US?

If you're a potential race sponsor seeking to add a special touch to an event, whether through social media or by reaching a dynamic, active, and intelligent demographic, we can assist you in establishing a genuine connection with the audience.



Building relationships  
and engaging with the  
participants



Repositioning a brand  
that has become  
stagnant



Aligning a brand  
with CSR initiatives



Increasing awareness  
around a new product  
launch



Increasing brand  
positivity and  
awareness



Reaching out to a  
new target audience

# AGE GROUP OF PARTICIPANTS

## UNDER 21

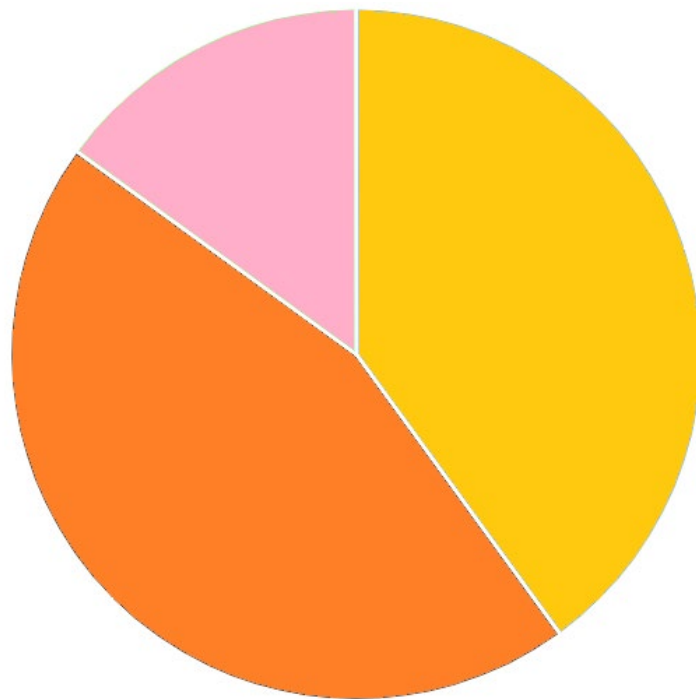
Collaborations with several coaching and educational institutes in the vicinity have enabled us to inspire a substantial number of young individuals.

## 21 TO UNDER 59

In our previous editions, a majority of the runners comprised working professionals and business owners. Our marketing strategy predominantly targeted this group, aiming to inspire everyone else in society.

## 59 AND ABOVE

Our team successfully motivated and brought smiles to the seniors, earning their love and trust through our run.



Data as recorded in the 2020 edition

# MARKETING STAGES



## TICKET SALES

Our team will implement a robust marketing strategy utilizing various channels, including social media and radio, to achieve maximum reach. This plan encompasses announcements and the strategic placement of standees and posters in educational institutes, residential areas, and commercial complexes in the vicinity, aiming to enhance ticket sales.



## BIB EXPO

We will host a one-day kit distribution expo to provide participants with essential items, including a T-shirt, string bag, running number bib, route map, and other goodies. Additionally, our partners will contribute sample products, vouchers, and freebies to be distributed along with the kit.



## RACE DAY

Race day will be organized into three distinct segments: the pre-run workout session, the actual run, and the prize distribution ceremony. Sponsors will receive benefits in accordance with their respective sponsorship levels. Furthermore, post-event exposure will be extended through our social media channels.

# SPONSORSHIP SLABS

	TITLE SPONSOR	CO-SPONSOR	ASSOCIATE
Space provided on the Bib expo day	Lounge	Kiosk	T-stand
Placement of framed banners (6 X 4)	12	6	3
Placement of T-stand	✓	✓	✓
Promotion on social media (Targeted Audience)	✓	✓	✓
Logo on T-shirts	✓	✓	✓
Branding on printed collaterals	✓	✓	✓
Newspaper brand oriented ads	✓	✓	✓
Verbal announcement on race day	✓	✓	✓
Pre-event exposure	✓	✓	✓
Radio announcement	✓	✓	
Paid Promotion on Social Media	✓	✓	
VIP lounge 10 X 10	✓		
Brand kiosk on the Bib expo day	✓		
	7,00,000/-	4,00,000/-	2,00,000/-



# À LA CARTE SPONSORSHIP



Printing Collaterals  
₹ 50,000

Dedicated section in Magazine  
₹ 30,000

Framed Banner Placement  
₹ 15,000

Standee Placement  
₹ 7,000

Pamphlet Distribution  
₹ 5,000

## OTHER CATEGORIES

Merchandise Partner

Stationery Partner

Print Media Partner

Apparel Partner

Television Partner

Radio Partner

Food & Beverages Partner

Awards Partner

Printing Partner

Security Partner

Fitness Partner

Hospitality Partner

Outdoor Media Partner

Banking Partner

Hydration Partner



# RUN CATEGORY

**3 KM**

**₹499**

- Timed Bib
- T-shirt/ Singlet
- Finisher certificate
- Winner certificate
- Rehydration drink/Water
- Food/morning snack

**6 KM**

**₹799**

- Timed Bib
- T-shirt/ Singlet
- Finisher Certificate & Medal
- Winner Certificate & Medal
- Winner medals
- Rehydration drink/Water
- Food/morning snack

**10 KM**

**₹999**

- Timed Bib
- T-shirt/ Singlet
- Cash prize for Winners
- Finisher Certificate & Medal
- Winner Certificate & Medal
- Rehydration drink/Water
- Food/morning snack

# T-SHIRT & STRING BAG

All participating runners will receive a comfortable t-shirt adorned with sponsor logos, along with a lightweight string bag for convenient storage of their belongings during the run.

Furthermore, our dedicated team of over 100 volunteers will be provided with t-shirts featuring sponsor logos, serving as an effective means for the brands to enhance their visibility among the audience.



Images are for representation purposes only. Actual products may vary.

# CHIPPED BIB

The time-tagged Bib technology employed in this context serves as a dependable timing solution for running events.

Each Bib number is equipped with a unique tag, and specialized detection mats are strategically placed along the route.

The unique tag emits a UHF signal, allowing the detection mats to identify the athlete and accurately record the precise time when the athlete passes each mat.

The mats function as the system's antennas, capturing and interpreting the signals transmitted by the tags.



# BIB DISTRIBUTION EXPO

A one-day kit distribution expo is scheduled to facilitate the distribution of the race kit.

The kit will encompass a string bag, T-shirt, Running Number Bib, Route Map, and assorted goodies.

Additionally, sample products, vouchers, and freebies from our partners will be included in the kit.

It is imperative for all registered runners to personally collect their kits from the expo. Sponsors stand to benefit from a doubled exposure by partnering with us.



# BIB-TAGGED PHOTOGRAPHS

To facilitate a swift and effortless retrieval of race memories, we are introducing a special photo mapping technology this year.

Our team of professional photographers will capture moments at various locations along the route. Subsequently, these photographs will be tagged to the respective runner's Bib number and made available for download on our website at no additional cost.

Runners can conveniently search and access their photographs by entering their Bib number on the website.



# FINISHERS MEDAL & CERTIFICATES

## Finisher's Medal:

In recognition of their accomplishment, all runners completing the race will be awarded finisher's medals.

## Digital Certificate:

Leveraging the time-tagged bib system, we can precisely track the finishing times of participants.

To empower runners to evaluate their performance, digital certificates, inclusive of their individual timing, will be directly emailed to all participants.



# BREAKFAST & REHYDRATION

Water stations will be strategically set up along the race route to provide runners with hydration support.

To aid runners in replenishing lost electrolytes, a 200 ml rehydration drink and a nutritious breakfast will be provided after the run.

## Tentative Menu

1. Freshly prepared Upma
2. Banana
3. 200 ml ORS drink
4. Water Bottle





# ROUTE MAP 3 & 6 KM



We have streamlined the route for the 2024 edition.

The route will be consistent for both categories, with the only variation being the lap..

1 Lap = 3 KM

2 Lap = 6 KM

# ROUTE MAP 10 KM



10 KM route for the 2024 edition.

The 10 KM route will use 3 KM from the current route, and we've added another 2 KM to it.





**A PICTURE IS WORTH  
A THOUSAND WORDS**

# 2020 THEME RUN

## *Jal hai toh Kal hai*





# THANKS!

Let's talk over Coffee?

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