

संदीप प्रधान, भा.रा.से.  
महानिदेशक  
**Sandip Pradhan, I.R.S.**  
Director General



D.O. No. 01-23003(01)/4/2022-HO-Khelo India Division

05<sup>th</sup> January, 2023

This is in regard to an appeal for sponsorship of Khelo India Youth Games 2023. Khelo India is a flagship programme of Govt. of India to create a sporting culture in the country as well as to identify grassroots level talent. Organised at the Youth and University level, these are the largest national-level multidisciplinary Games organised in India.

2. Khelo India Youth Games (KIYG), 2022 are going to be held from 30<sup>th</sup> January to 11<sup>th</sup> February 2023 at Bhopal, Madhya Pradesh with anticipated participation of all 36 States/UTs and more than 10,000 athletes and officials. Khelo India Games is declared as an 'Event of National Importance' as on 2nd January, 2020 as per sub-section (I) of section 2 of the Sports Broadcasting Signals Act, 2007.

3. Previous editions of Khelo India Youth Games were telecasted live on Star Sports, affiliated channels and OTT platforms. The Games have witnessed an average viewership of close to 100 million viewers. Upcoming edition will also be telecast live on Star Network including its OTT platforms.

4. This season of Khelo India Youth Games offers the following categories of sponsorship-

Minimum Sponsorship Fee			
S.No.	Sponsorship Category	Minimum Amount (in INR)	Maximum Sponsors
1	Principal Sponsor	INR 3.00 Crores	01
2	Co – Powered by Sponsor	INR 1.00 Crores	01

5. Such sponsorships will help the sports eco system of India and create better athletes who can make India proud at the world stage. Accordingly, Sponsorship is sought from your prestigious organisation. Sponsorship details and procedures are mentioned in the website link: <https://sportsauthorityofindia.gov.in/sai/>

With regards,

Yours sincerely,

(Sandip Pradhan)