

WELCOME





About IDAPL

Indian Differently Abled Premiere League (IDAPL) will be one of the most unique cricket tournament which is for the differently abled cricketers in India. It will be organized by **Hope Begins Foundation** and controlled by **BCCID (Board for Cricket Control in India for Differently-Abled)** which is a subsidiary of Hope Begins Foundation. This league will be a battle among 8 teams from different parts of India. The purpose of IDAPL is to produce the best team of cricketers among the differently abled who will represent India to the world.

There will be a total of 8 teams consisting of players who are physically challenged but mentally as tough and as competitive as any normal cricketer in the world. The players are from various backgrounds, age groups, ethnicity, religion and from different states of the country, but with a common goal to prove to the world their capability in putting the cricket field on fire with their sportsmanship.

Teams

1) Delhi Dominators



2) Haryana Giant Slayers



3) Himachal Pradesh Skyhawks



4) Jammu Kashmir Supernovas



5) Maharashtra Fire Rockets



6) Rajasthan Royal Strikers



7) Tamil Nadu Terrific Hitters



8) Uttar Pradesh Avengers





Disability in India

Overall, **2.21%** of Indian population has one or the other kind of disability. This means **2.68 crore (26.8 million)** people in India are disabled.

Disabled Male Population

Out of total **62.32** crore male Indian citizens, there are **1.5 crore** disabled males in India.

Disabled Female Population

Out of total **58.76** crore female Indian citizens, there are **1.18 crore** disabled females in India.

Disabled Population living in Rural / Urban Areas

About **69%** of the overall disabled Indian population lives rural areas. This tells us that **1.86 crore** disabled people live in rural areas.

Only about **0.81 crore** disabled people live in urban areas.



Purpose of IDAPL

Sports play a vital role in the overall development of human being. However differently abled people are lagging behind in the total run-up in the country for sports. Sports can be more than just a hobby. If correctly targeted, sports also can be an effective means of rehabilitation.

The purpose of IDAPL is:

- To promote physically challenged cricketers at National and International level.
- To give a platform to these players to show their talent at a big level.
- To give financial support to those players.



- To make the players mentally, physically and socially strong and self-dependent.
- To help the players get name and fame, which will help them to grow in every aspect of life.
- To give them an opportunity to take cricket as a career.
- To give a message of joy and hope to the differently abled people and to the world as well.
- Sports also act as a catalyst therapy to improve the overall functionality of a differently abled for active living.



Estimated budget – IDAPL

Presented by BCCID.

Organized by Hope Begins Foundation.

Proposed date : 19th to 23rd January, 2022 Venue : Delhi/Noida, India

CATEGORY	SUB CATEGORY	COST
TEAM ACCOMODATION AND TRAVEL	Food and lodging	2250000
	Travel to Delhi	750000
	Local transportation	400000
OPENING CEREMONY	Celebrity	800000
	Anchor	40000
	Sound	50000
	Bouncers	50000
	Sitting Arrangement	150000
	Podium	200000
EXPENSES DURING MATCH	Commentator	140000
	Umpire	47000
	Scorer + Board	60000
	Drinks	40000
PRINTING	Backdrop	30000
	Banner and other printing	400000
MANPOWER	25 spotboys	125000
	Ground man + curators	40000
	Cheer leaders + Stage	150000
	Event manager + Executives	150000
CLOSING CEREMONY	Anchor, Sound, Podium etc.	500000

MEDIA	Video + Photo + Live telecast	1500000
	Print media	200000
	Digital Media	200000
	TV Media	275000
PLAYER MATERIALS	Dresses	300000
	Kits	200000
	Miscellaneous	200000
PRIZES	Momentos, Trophies, Medals, Certificates	300000
	Winner prize money	100000
	Runner's up prize money	75000
	Man of the match prize money X 7 matches	35000
	Batsman of the tournament	20000
	Baller of the tournament	20000
	Other prize money (Best catch, Fair player etc)	100000
OTHERS	Medical support (Medicines, Physiotherapy etc)	75000
	Power Generators	250000
Total		10222000

Sponsorship proposal

Organizing events at such a grand level comes at a great cost. Being a non-profit organization, Hope Begins Foundation is looking to partner with brands like you to sponsor the event and help those differently abled players to get back their hopes. We offer sponsorship opportunities to Corporate Houses, Industrialists and Sports loving philanthropic organizations, Institution & likeminded individuals.



Types of Sponsorships

GOLD SPONSORSHIP

Total number of sponsors : 1

Cost : INR 30,00,000/-

1) Advertisements at 2 bus stops
of your choice in Delhi NCR



2) Digital advertisements inside
Delhi metro.

3) 40 flex banners display on the ground (6 ft x 4 ft)



4) Banner on Welcome gates

5) Logo on backdrops



6) Announcement by anchor on both opening and closing ceremonies

7) Logo on Team t-shirts



- 8) Mention by commentators during every match
- 9) Logo on VIP table
- 10) Logo on boundary rope



- 11) Name on the Trophies/Momentos
- 12) Sticker on bat
- 13) TV media promotion
- 14) Print media promotion
- 15) Digital and social media promotion
- 16) Man of the match prize distribution by sponsor
- 17) Rights to display products at the venue
- 18) Rights to use the full title of the event in sponsors' own advertisements

SILVER SPONSORSHIP

Total number of sponsors : 1

Cost : INR 20,00,000/-

- 1) Digital advertisement s
inside Delhi metro.



- 2) 20 flex banners display on the ground (6 ft x 4 ft)



- 3) Banner on Welcome gates
- 4) Logo on backdrops



- 5) Announcement by anchor on both opening and closing ceremonies

6) Logo on Team t-shirts



7) Mention by commentators during every match

8) Rights to display products at the venue

- 9) Logo on VIP table
- 10) Logo on boundary rope



- 11) Print media promotion
- 12) Digital and social media promotion
- 13) Man of the match prize distribution by sponsor



BRONZE SPONSORSHIP

Total number of sponsors : 3

INR 10,00,000/-

1) 10 flex banners display on the ground (6 ft x 4 ft)



2) Announcement by anchor on both opening and closing ceremonies

3) Mention by commentators during every match

4) Logo on backdrops



5) Banner on Welcome gates

6) Logo on Team t-shirts



- 7) Logo on VIP table
- 8) Print media promotion
- 9) Social media promotion



GENERAL SPONSORSHIP

Total number of sponsors : 5

INR 5,00,000/-

- 1) 5 flex banners display on the ground (6 ft x 4 ft)



- 2) Announcement by anchor on both opening and closing ceremonies

3) Logo on backdrops



4) Print media promotion

5) Social media promotion

PARTICULARS	GOLD	SILVER	BRONZE	GENERAL
Advertisement at 2 bus stops of your choice in Delhi NCR	YES	NO	NO	NO
Digital advertisement inside Delhi metro	YES	YES	NO	NO
Flex banners display on the ground (6 ft x 4 ft)	40	20	10	5
Banner on Welcome gates	YES	YES	YES	NO
Logo on backdrops	YES	YES	YES	YES
Announcement by anchor on both opening and closing ceremonies	YES	YES	YES	YES
Logo on Team t-shirts	YES	YES	YES	NO
Mention by commentators during every match	YES	YES	YES	NO
Logo on VIP table	YES	YES	YES	YES
Name on the Trophies/Momentos	YES	NO	NO	NO
Sticker on bat	YES	NO	NO	NO
TV media promotion	YES	NO	NO	NO
Print media promotion	YES	YES	YES	YES
Digital media	YES	YES	YES	YES
Social media	YES	YES	YES	YES
Man of the match prize distribution by sponsor	YES	YES	NO	NO
Rights to display products at the venue	YES	YES	NO	NO
Rights to use the full title of the event in sponsors' own advertising	YES	NO	NO	NO
Logo on boundary rope	YES	YES	NO	NO



Benefits of sponsorship

The purpose of organizing such an event is to give a message to the society that even people with physical limitations can dream big, have high hopes and create an impact in the world. It is a noble effort to bring a difference in the mindset of people. Hope Begins Foundation is taking this initiative on a purely non-profit basis and without any self interest. With this selfless intention in mind we also expect organizations like you extend your support for this noble cause.



However there are some more additional benefits as well:

- ✓ Brand building opportunity for organizations and brands.
- ✓ Online and Offline reach to expected 10 million viewers.
- ✓ Extensive media coverage
- ✓ Increased credibility as a brand
- ✓ Trust building through association with a national level sports tournament
- ✓ Sending a message of a goodwill gesture among people for helping the differently abled



Publication media house

The event will be covered by 50+ news and publication media house. Some of them are listed below:





Live telecast on  **YouTube**



Note :

In case of any natural calamities (earthquake, flood etc) or unforeseen situations like pandemic, the dates may be changed as per suitability. However the tournament won't be cancelled.

Founders of Hope Begins Foundation and BCCID



PRANAV MISHRA

A dynamic professional from the last 11 years. He is an Entrepreneur with proficiency in managing the necessary business relationship and organizational structure, effective communicator, and negotiator with strong analytical, problem-solving, and organizational abilities. He holds a Degree from Swami Shraddhanand College Delhi and Masters in Management from IMT, Ghaziabad. He holds several recognitions for social works.

Linkedin : <https://www.linkedin.com/in/pranav-mishra-b0b610121/>

Facebook : <https://www.facebook.com/pranav.a.mishra.3>

SHOAIB ALI

Entrepreneur with demonstrated acumen in overcoming complex business challenges and making high-stakes decisions using experience-backed judgment and strong work ethic. He holds a Degree in Commerce (Hons.) from Jamia Millia Islamia and Masters in Management from Wigan and Leigh College, Delhi. He is a social worker by heart and has been doing social activities for the last 5 years.

Linkedin : <https://www.linkedin.com/in/shoaib-ali-75829519/>

Facebook : <https://www.facebook.com/shoaib.ali.286>



BITUPAN BARUAH

Bachelor of Engineering with 10 years of corporate experience in Sales and Marketing. He is a Life Coach and Wellness coach. A fitness expert who made a record for fitness in India Book of records. He is a public speaker as well. Delivered speeches at various platforms including Joshtalks and also hosts his own talk show. Has been invited as a guest speaker at various events.

Linkedin : <https://www.linkedin.com/in/bitupan-baruah-21649550/>

Facebook : <https://www.facebook.com/bitu.baruah.1111/>



“Disability only becomes a tragedy when society fails to provide the things needed to lead one’s daily life.”

- Judith Herumann

Thank you