

SPORTS

MASS PARTICIPATION

SPORTS | MUMBAI
SUMMIT | 2026

PARTNERSHIP PROGRAMME

ORGANISED BY



CONFERENCE PARTNER



SUMMIT

CONTEXT & OVERVIEW

INDIA MOVES

India is witnessing a powerful movement towards mass participation sports.

From city and localised distance running events to cycling tours, participation-led sports are redefining how Indians engage with physical activity, wellness, and community life.

CORE DISCIPLINES



Distance Running



Cycling



Walking



Swimming



Hyrox



Health & Fitness



Community Events

-THE OPPORTUNITY

IMMENSE OPPORTUNITY

| What was once a niche fitness trend has now evolved into a multi-billion-rupee business opportunity spanning:

- ◆ Event Management
- ◆ Sports Infrastructure
- ◆ Apparel
- ◆ Footwear
- ◆ Nutrition
- ◆ Health-tech
- ◆ Digital Platforms
- ◆ Media
- ◆ Tourism
- ◆ Corporate Wellness

| "Yet, the ecosystem remains **fragmented**, **under-documented**, and **under-leveraged**."

-SUMMIT OVERVIEW

INDIA'S PREMIER SUMMIT ON THE BUSINESS OF **MASS** **PARTICIPATION ENDURANCE EVENTS**

Mass Participation Sports Summit is positioned as a meeting of the best minds in the business of marathons, triathlons, duathlons and hybrid fitness events.

The focus is to network with the leaders, share ideas, form relationships and grow together.

Brought to you by SportzPower in partnership with YouTooCanRun, two leading brands in the industry, the summit is aligned with the best players in the ecosystem. It is designed to share actionable insights from the brightest minds in the business.

SUMMIT FOCUS

The conference will focus on how Mass Participation Sports can:

01 BUILD SUSTAINABLE SPORTS BUSINESSES

02 UNLOCK CORPORATE, BRAND, AND TOURISM VALUE

03 SUPPORT INCLUSIVE, GRASSROOTS SPORT DEVELOPMENT

04 CREATE URBAN AND COMMUNITY ENGAGEMENT

05 DRIVE PUBLIC HEALTH OUTCOMES



-SUMMIT OVERVIEW

KEY THEMES AND TOPICS

THEME	TOPIC
Keynote	<ul style="list-style-type: none">• Experience Insights, Future Opportunities• The New Sports Market: Everyday Athletes
Brands & Sponsorship	<ul style="list-style-type: none">• Sponsor Acquisition• Connecting with Target Audiences• GenZ or not to GenZ• Case Study
Investments & Funding	<ul style="list-style-type: none">• Funding Trends• Evaluating Rol• Funding Structures• Case Study

-SUMMIT OVERVIEW

KEY THEMES AND TOPICS

THEME	TOPIC
Technology Drivers	<ul style="list-style-type: none">• Tech Powering the Active Generation• Digital & Data Importance• Wearables and the New Athlete• Case Study
Growing the IP	<ul style="list-style-type: none">• Legal Rights• Building a Moat• Risk Management• Case Study
Advocacy, Standards & Self-Regulation	<ul style="list-style-type: none">• Building the Policy Framework• Advocating for an Active Nation• Creating Industry Standards• Building a Responsible Ecosystem
NETWORKING COCKTAILS & DINNER	

-SUMMIT DELEGATES

KEY ATTENDEES



INVESTORS

PEs / VCs / AIFs and Family offices who invest in the sector



EVENT ORGANISERS

Sports & fitness event organisers



BRANDS & CORPORATES

Apparel, Footwear, FMCG, BFSI



INFRASTRUCTURE

Sports infrastructure developers



TECH & STARTUPS

Health-tech, Fitness-tech startups



POLICY & PLANNING

Policymakers & city planners, Federations



CORPORATE LEADERS

Corporate HR, wellness leaders



MEDIA & ENTREPRENEURS

Media, content creators, Sports marketers, Sports Entrepreneurs

-WHY PARTNER

“A unique platform to influence policy, unlock partnerships, and own leadership in India’s mass participation sports economy.”

VALUE

KEY PARTNERSHIP BENEFITS

- CATEGORY LEADERSHIP & THOUGHT AUTHORITY
- BRAND VISIBILITY AT SCALE ON-GROUND & DIGITAL
- BUSINESS DEVELOPMENT & LEAD GENERATION
- DIRECT ACCESS TO HIGH-VALUE DECISION MAKERS
- ALIGNMENT WITH CSR, ESG & PUBLIC HEALTH GOALS
- MARKET INTELLIGENCE & INSIGHTS
- EMPLOYEE ENGAGEMENT & INTERNAL BRANDING
- CREATING CONTENT & STORYTELLING ASSETS

SPONSORSHIP

PARTNERSHIP OPPORTUNITIES

01 TITLE SPONSOR

Rs 10 Lakhs

02 POWERED BY SPONSOR

Rs 7 Lakhs

03 ASSOCIATE

Rs 4 Lakhs

04 EVENT PARTNER

Rs 2 Lakhs

-PARTNERSHIP OPPORTUNITIES

TITLE

SPONSOR

Rs 10 Lakhs

BRAND VISIBILITY

- Exclusive "Presented By" branding across all event collaterals: Digital, Print, On-ground & Media Communication
- Logo placement on Stage Backdrop, Delegate Badges, Media Wall, Event Website & Post-event Video
- Premium Branding at Registration Zone, Delegate Kit & Cocktail Lounge
- Inclusion in pre-event Press Release and all Media Promotions



THOUGHT LEADERSHIP

- 1 Keynote Speech (15–20 min) by senior management OR curated panel on a relevant theme, approved jointly with SportzPower Editorial Team
- Option to nominate 1 senior leader as panel moderator or speaker in another session



EDITORIAL & MEDIA PRESENCE

- Feature interview of senior spokesperson in SportzPower
- Three (3) Sponsored Articles/ Case Studies in SportzPower and in newsletters. To be utilised before June 30, 2026

-PARTNERSHIP PROGRAMME

POWERED BY

SPONSOR

Rs 7 Lakhs

BRAND VISIBILITY

- Prominent "Powered By" branding across all event collaterals: Digital, Print, On-ground & Media Communication (Maximum 2 Powered By brands)
- Logo placement on Stage Backdrop, Delegate Badges, Media Wall, Event Website & Post-event Video
- Branding at Registration Zone, Delegate Kit & Cocktail Lounge
- Inclusion in pre-event Press Release and all Media Promotions

THOUGHT LEADERSHIP

- Option to nominate 1 senior leader as panel moderator or speaker in a relevant panel interaction

EDITORIAL & MEDIA PRESENCE

- Feature interview of senior spokesperson in SportzPower
- One (1) Sponsored Article / Case Study in SportzPower and newsletter (to be utilised before June 30, 2026)

-PARTNERSHIP PROGRAMME

ASSOCIATE

SPONSOR

Rs 4 Lakhs

BRAND VISIBILITY

→ Logo placement on Stage Backdrop, Delegate Badges, Media Wall, Event Website & Post-event Video

THOUGHT LEADERSHIP

→ Option to nominate 1 senior leader as speaker in a Panel Interaction

EDITORIAL & MEDIA PRESENCE

→ Feature interview of senior spokesperson in SportzPower

-PARTNERSHIP PROGRAMME

EVENT

PARTNER

Rs 2 Lakhs

BRAND VISIBILITY

- Logo placement across all event collaterals (Digital, Print, On-ground & Media Communication)
- Logo placement on Stage Backdrop, Delegate Badges, Media Wall, Event Website & Post-event Video

BRAND

MASS PARTICIPATION

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PARTNERSHIP PROGRAMME

THANK YOU

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