

THE BIGGEST SPORTS EXTRAVAGANZA

The First Badminton Championship Association with PULLELA GOPICHAND BADMINTON ACADEMY

PULLELA GOPICHAND

A Champion & Visionary Mentor

Winner of the 2001 All England Championship, Pullela Gopichand has transformed Indian badminton as both a legendary player and the driving force behind the Gopichand Badminton Academy, which has produced world-class champions.



A LEGACY OF SPORTING EXCELLENCE

Honored & Committed to the Sport

Recipient of prestigious awards, including

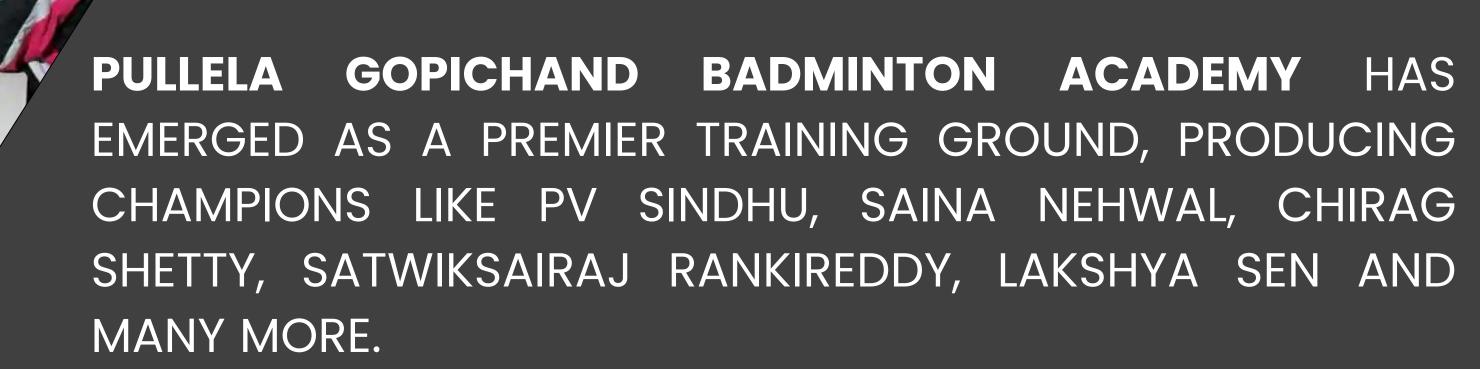


Arjuna Award (2000), Rajeev Khel Ratna Award (2001), Padma Shree (2005), Dronacharya Award (2009), Padma Bhushan (2014), and International Olympic Committee Lifetime Achievement Award (2019), he remains committed to mentoring athletes, developing future coaches, and advocating for better recognition and support for sportspersons.





PULLELA GOPICHAND BADMINTON ACADEMY



TV9 NETWORK CHRONICLING NEW INDIA'S RISE IN GLOBAL SPORTING ARENA





PREVIOUS EVENTS

Taking Forward Its Commitment Towards India Emerging As A Sporting Nation, TV9 Network Has Launched Multiple Initiatives To Foster A Culture Of Sports In The Country.









2024-2025



OVERWHELMING RESPONSE TO FIRST EDITION

INDIA'S TOP MNCS TAKE THE FIELD

8 GROUPS 32 TEAMS 48 MATCHES

PARITICIPATED CORPORATES



II HDFC

MADISON

groupm









HDFC



PROUD PARTNERS

























2024-2025

News9 Indian Tigers and Tigresses is world's largest football talent hunt to identify and train boys and girls in the age group of 12 to 14 and 15 to 17 years across the country. Engaging the talented youngsters in the country and the best of the lot – 16 boys and 12 girls – were selected to train under European coaches in Austria and Germany. The initiative to "catch them young" to power Indian football was supported by the best in the business from India and Europe.





Tigers and Tigresses Team with Honorable PM Shri Narendra Modi



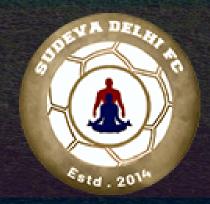


PROUD PARTNERS











Cup Sets A Global Benchmark







In all these years, I've never seen a Corporate Cup on such a level worldwide. The production, pitch, branding, efforts, dedication, and commitment from everybody was great.

Peter Leible Senior Advisor, Bundesliga, Germany



AFTER THE GRAND SUCCESS OF CORPORATE CUP FOOTBALL, TV9 IS ALL SET TO SMASH ANOTHER RECORD WITH



MAY 9th TO 11th' 2025



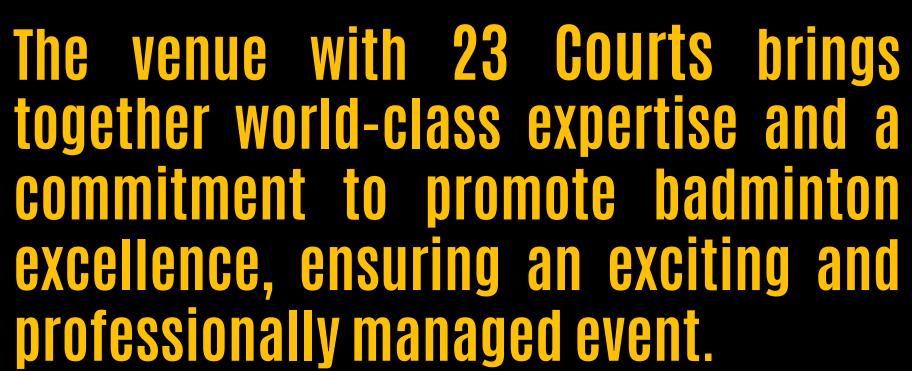
RALLY FOR GLORY UNITING BUSINESS LEADERS ON THE COURT

News9 Corporate Badminton Championship is a premier sport event uniting professionals, corporate teams, and business leaders in a competitive yet collaborative setting. The event will be a powerful networking platform, allowing companies to forge relationships, promote their brand, and connect with industry peers, all while fostering a spirit of sportsmanship.



PULLELA GOPI CHAND BADMINTON ACADEMY, GACHIBOWLI, HYDERABAD





AN INITIATIVE AIMED AT FOSTERING HEALTH, COLLABORATION, CAMARADERIE AND A PASSION CALLED BADMINTON

By blending the worlds of sports and business, the News9 Corporate Badminton Championship aligns with our commitment to creating impactful and meaningful experiences for our audience

The News9 Corporate Badminton
Championship is more than just a sporting
event—it's a unique initiative aimed at fostering
health, collaboration, and camaraderie among
Corporates.

An Opportunity to



Promote fitness and work-life balance



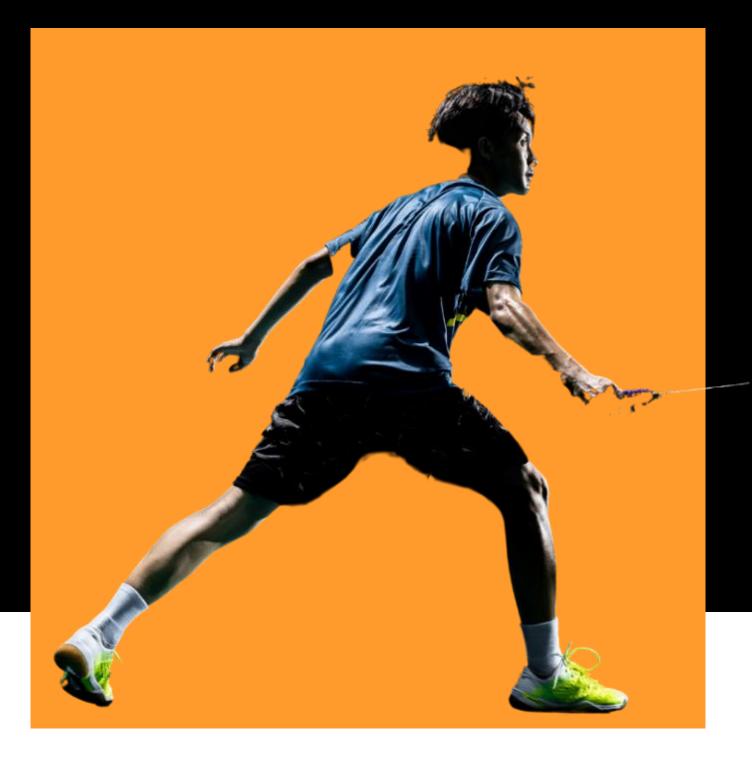
Build professional networks in an informal and fun setting



Encourage teamwork and healthy competition



Live your passion







KEY FEATURES OF THE LEAGUE



ROUND ROBBIN FORMAT

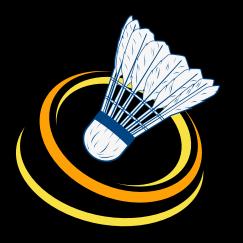


TEAM REGISTRATIONS



OPPORTUNITY TO
NETWORK WITH TOP
NAMES IN CORPORATES

TARGET PARTICIPANTS



Working professionals, corporate employees, business leaders

HR professionals looking to promote employee engagement activities

Participation Eligibility:
Companies and LLPs with minimum of 2+ years of establishment and having minimum workforce of 10 are eligible.





PARTICIPATION CATEGORIES

MEN'S CATEGORY (Team of 3 to 5 male players)





Each Corporate can register multiple teams.

OPEN CATEGORY









PRIZES & PRIVILEGES

2 Days coaching session in Pullela Gopichand Badminton Academy by experts!

Special Invites for Badminton Open Championships happening in India* ₹1,50,000

CHAMPION

₹1,00,000

CASH PRIZE













Celebrating Excellence

Living Passion, Celebrating Success

A grand gala dinner is scheduled to honor celebrities, winners, sponsors, and esteemed guests. This exclusive event will provide a platform to celebrate achievements, foster valuable connections, and express gratitude to all those who have contributed to the success of the event







REGISIER NOW

www.news9corporatecup.com

corporatecup@tv9.com

9848078649 | 9899102170



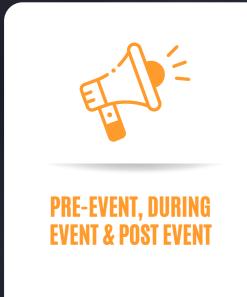


For Outstation*		For Local	
(with accommodation & breakfast)	(without accommodation)	(without accommodation)	
Team Registration - ₹7,500 Per member	Team Registration - ₹2,500 per member	Team Registration - ₹2,500 per member	
Team of 3 to 5 players (Men / Women / Mixed)	Team of 3 to 5 players (Men / Women / Mixed)	Team of 3 to 5 players (Men / Women / Mixed)	

*Travel must be managed by participants on their own.



MULTI-CHANNEL PROMOTION STRATEGY, REACHING AUDIENCES THROUGH VARIOUS MEDIUMS















Three phased marketing plan ensuring maximum engagement before, during, and after the event

1

PRE EVENT

1st APR 2025 to 8th MAY 2025 2

DURING EVENT

9th – 11th MAY 2025

3

POST EVENT

12th – 13th MAY 2025





PRE EVENT

1st APR 2025 to 8th MAY 2025

- Brochures distribution to brands & corporates.
- Social media teasers, mailers.
- Invitations to Corporates to drive participation.
- Event announcements across all channels of TV9
 Network and posts on Digital Platforms.
- Promos, Aston Bands & L Bands in TV9 Network Channels.
- Outdoor Promotions in Hyderabad.
- Print Ad (Advertorial in Times Of India).
- FM Promotions.

STRATEGIC CORPORATE OUTREACH



Targeted brochure distribution to hundreds of corporate partners including Reliance, Adani Group, Aditya Birla Group, The Tata Group, Dr. Reddy's, Microsoft, The Mahindra Group, MakeMyTrip, Apollo Hospitals, Infosys, TCS, ITC, Gemini Edible Oils, HDFC, Infosys and many more prominent corporate companies.





DURING EVENT

9th – 11th MAY 2025

- Championship Launch, updates in TV9 Network channels.
- Real-time social media updates and audience engagement activities.
- Branding at venue
 - Branding on Jerseys.
 - Standees and Backdrops.
 - Sponsor integrations.
 - Prize distribution day anchor mentions.





POST EVENT

12th – 13th MAY 2025

- Winner highlights, media coverage in TV9 Network Channels.
- Digital Media promotions: Post-event stories – testimonials from participants and corporates.
- Thank you mailers to corporates.



PRESENTING SPONSOR

SPONSORSHIP OPPORTUNITY



CO-POWERED BY SPONSOR

CO-POWERED BY SPONSOR

ASSOCIATE SPONSOR

ASSOCIATE SPONSOR

CO SPONSOR

CO SPONSOR

PRESENTING SPONSOR

Package Cost: ₹1,00,00,000 + 18% GST

DETAILS	Property	Channel	Quantity	
Linear TV + YouTube Live	FCT / Spots	News9	6000 sec.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	1000 sec. in each channel	
	L Bands	News9	300 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	50 Nos. in each channel	
	Aston Bands	News9	500 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	100 Nos. in each channel	
	Logo will be part of ILU			
ON GROUND	Entry Gate Branding			
	Brand Standees (to be provided by CLIENT)			
	Logo placement on jersey for scouts			
	Branding in all other marketing collaterals			
	Logo on Chequered Box			
	Anchor Mentions - During the presentation gifts.			
On Air promos	Logo will be part of ILU and will be give promo tags across all our channels			

CO-POWERED BY SPONSOR

Package Cost: ₹75,00,000 + 18% GST

DETAILS	Property	Channel	Quantity	
Linear TV + YouTube Live	FCT / Spots	News9	5000 sec.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	750 sec. in each channel	
	L Bands	News9	250 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	30 Nos. in each channel	
	Aston Bands	News9	400 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada + Marathi + Gujarati + Bangla)	75 Nos. in each channel	
	Logo will be part of ILU			
ON GROUND	Entry Gate Branding			
	Brand Standees (to be provided by CLIENT)			
	Logo placement on jersey for scouts			
	Branding in all other marketing collaterals			
	Logo on Chequered Box			
	Anchor Mentions - During the presentation gifts.			
On Air promos	Logo will be part of ILU and will be give promo tags across all our channels			

ASSOCIATE SPONSOR

Package Cost: ₹35,00,000 + 18% GST

DETAILS	Property	Channel	Quantity	
Linear TV + YouTube Live	FCT / Spots	News9	3000 sec.	
		TV9 (Bharatvarsh + Telugu + Kannada)	250 sec. in each channel	
	L Bands	News9	200 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada)	15 Nos. in each channel	
	Aston Bands	News9	300 Nos.	
		TV9 (Bharatvarsh + Telugu + Kannada)	40 Nos. in each channel	
	Entry Gate Branding			
ON GROUND	Brand Standees (to be provided by CLIENT)			
	Branding in all other marketing collaterals			
	Logo on Chequered Box			
	Anchor Mentions - During the presentation gifts.			
On Air promos	Promo tags across all our channel	S		

SUPPORTED BY SPONSOR

Package Cost: ₹15,00,000 + 18% GST

DETAILS	Property	Channel	Quantity
Linear TV + YouTube Live	FCT / Spots	News9	2000 sec.
		TV9 (Bharatvarsh + Telugu + Kannada)	100 sec. in each channel
	Aston Bands	News9	300 Nos.
		TV9 (Bharatvarsh + Telugu + Kannada)	20 Nos. in each channel
ON GROUND	Brand Standees (to be provided by CLIENT)		
	Logo on Chequered Box		
	Anchor Mentions - During the presentation gifts.		
On Air promos	Promo tags across all our channels (non exclusive, without voice)		

