



14th to 21st
MARCH
2021



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 thepowairun.com

POWAI RUN

21KM

10KM

4KM

01st Feb to
18th March
2021

Registration Dates

Event Dates

14th to 21th
MARCH
2021

**14th to 21th
MARCH
2021**

**WE DARE SAY:
WE ARE
DIFFERENT**

THE POWAI RUN

**THIS YEAR WE PARTNER
WITH PROCAM
INTERNATIONAL**

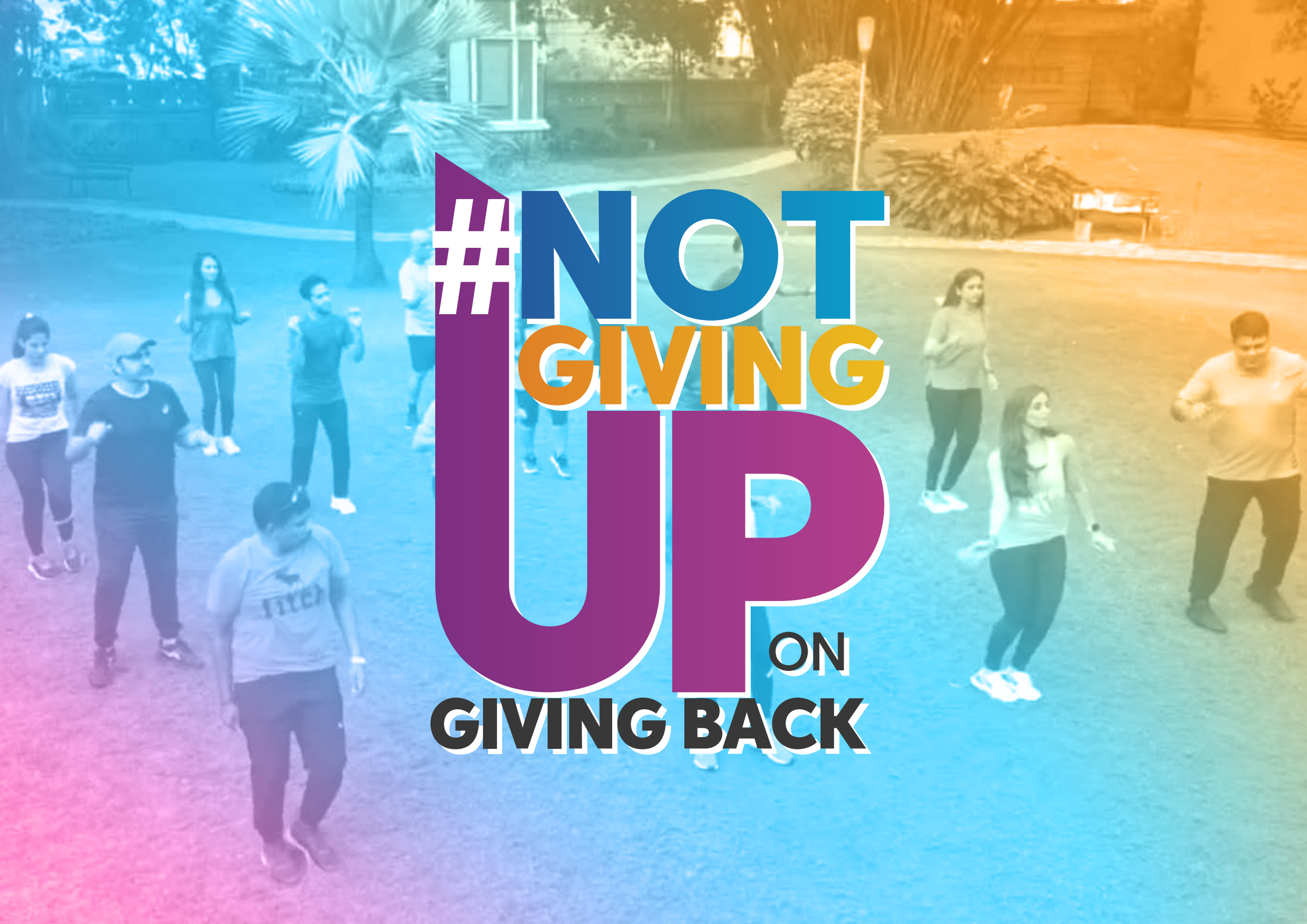
**WE GO VIRTUAL
THIS YEAR**

**YOU CAN CHOOSE YOUR
OWN TIME OF THE DAY**

100%
PROFITS TO CHARITY

How it will work:

1. Register on Website
2. Download App
3. Do multiple practise runs on the app
4. In the week of 14-21st March, on any day, any time, anywhere, click your start button and finish the run / walk at one go, to record your timings with us.

A group of people is participating in a fitness activity on a lawn. The scene is overlaid with a colorful gradient from purple to orange. Large, stylized text is centered over the image.

**#NOT
GIVING
UP
ON
GIVING BACK**

SPONSORS SPEAK

“ NO RUN WILL MATCH THIS AS IT'S NOT DRIVEN BY AN EVENT MANAGEMENT TEAM BUT A TEAM OF PASSIONATE YOUNG AND DYNAMIC PEOPLE WHO PUT THEIR HEARTS OUT TO CREATE SUCH AN EVENT.

– **Dr Sujit Chatterjee,**
CEO, Hiranandani Hospital

“ WE ARE PROUD TO BE ASSOCIATED WITH THE HIRANANDANI POWAI RUN 2018 WHERE FITNESS TAKES A FRONT SEAT. WHETHER IT IS HEALTH OR WEALTH, HAVING A GOAL, PURSUING IT DILIGENTLY AND CROSSING THE FINISH LINE SUCCESSFULLY ADDS MORE MEANING TO LIFE.

– **Shashi Singh,**
Senior Partner & National Sales
Head-AMC, IIFLAsset Management

“ WE ARE PROUD TO BE ASSOCIATED WITH THE HPR, A INITIATIVE THAT WORKED CLOSELY WITH A NUMBER OF MEANINGFUL CAUSES.

– **Jurgen Wolf,**
Managing Director, Häfele India Pvt Ltd

“ HIRANANDANI POWAI RUN WHICH IS THE ANNUAL FITNESS EVENT, HAS GROWN LARGER AND BETTER IN THE PAST YEARS.

–**Dr.Niranjan Hiranandani,**
Co-Founder & MD, Hiranandani Group

“ BAJAJ ALLIANZ GENERAL INSURANCE BELIEVES IN A RELATIONSHIP BEYOND INSURANCE AND ENCOURAGES HEALTHY LIVING AMONG ITS CUSTOMERS. BEING ASSOCIATED WITH POWAI RUN IS ONE STEP TOWARDS IT.

– **Tapan Singhel,**
MD & CEO, Bajaj Allianz General insurance Co Ltd.

IMPACT

100% of all monies after the execution of the POWAI RUN are diverted towards the ROTARY CLUB OF MUMBAI LAKERS service projects and causes. As runners keep coming back, so do the Sponsors contribute year after year, and the monies for charities have increased every year. This has been our biggest achievement and driving force.

Some of the key Projects undertaken are :



LITTLE HEART SURGERIES

RCML has been partnering closely with Kokilaben Dhirubhai Ambani Hospital's Children's Heart Centre, to find paediatric heart surgeries for under-privileged children since the past many years.



COVID RELIEF

Spends of INR 20 lakhs towards COVID related medical support and towards rations to less fortunate strata of society due to the impact of COVID.



EARLY CHILDHOOD INTERVENTION PROGRAM

MBA Foundation started with providing special needs youngsters occupation and shelter. The journey of MBA Foundation and RCML started in 2012.

VOCATIONAL CENTRE

RCML started the Vocational Center in August 2015 to bring programs for children, youth, women to Powai and allow our members and families a platform of giving.

GIRL CHILD EDUCATION

RCML works with Kartavya Foundation to support the Girl Child Education.

IMPACT

PROJECTS DONE BY RCML



MEDICAL

- Little Heart Surgeries
- Thalassemia Support
- Diabetes Clinic
- Cochlear Implant
- Monthly Medical Support
- Eye Camp & Dental Camp
- Cancer Checkup with CPAA
- Cancer Support with Access Life
- Support for Burns Surgery



YOUTH

- DEFY
- Drug Education For You
- Rotaract Club
- Interact Club
- Youth Leadership Development



NON-MEDICAL

- Plastic Free Powai
- Counselling Center
- Early Childhood Intervention
- Raincoat Project
- Umbrella Distribution Project
- School Bags Distribution
- Computers for Powai Police
- Distribution of Sanitary Napkins



VOCATIONAL CENTRE

- Computers Classes
- Tailoring course
- Teach India
- Sunday Fun Class



EDUCATION

- Girl Child Education
- Kartavya Foundation
- LCCWA
- Udaan India Foundation
- Buniyaad

THE MARKETING EFFORTS

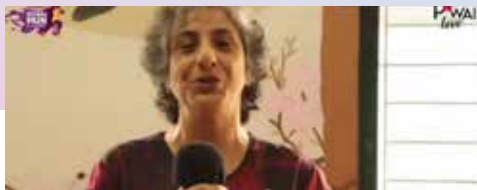
A PERFECT COMBINATION OF HYPERLOCAL, CONTENT CENTRIC AND TRADITIONAL LARGE MEDIA

The Powai Run is heavily focused on creating an engagement with runners from Powai, Mumbai and beyond. We believe in continuing to keep our relation with the past runners as well. We partner with the hyperlocal media channel to spread the feeling of community, health and overall social uplifting. Over the past few years, our Instagram and Facebook pages have been invested on, albeit in a pure organic fashion relying on strong relatable proprietary content.

We have also been in collaboration with large media houses and traditional print, radio vehicles have been regularly used for promotion of the event. Aside from this, a high number of large outdoor banners in the months before the Run help galvanise local interest.

Our numbers are increasing from Corporate registrations too.

VIDEO SHOWREELS



PRINT ADS



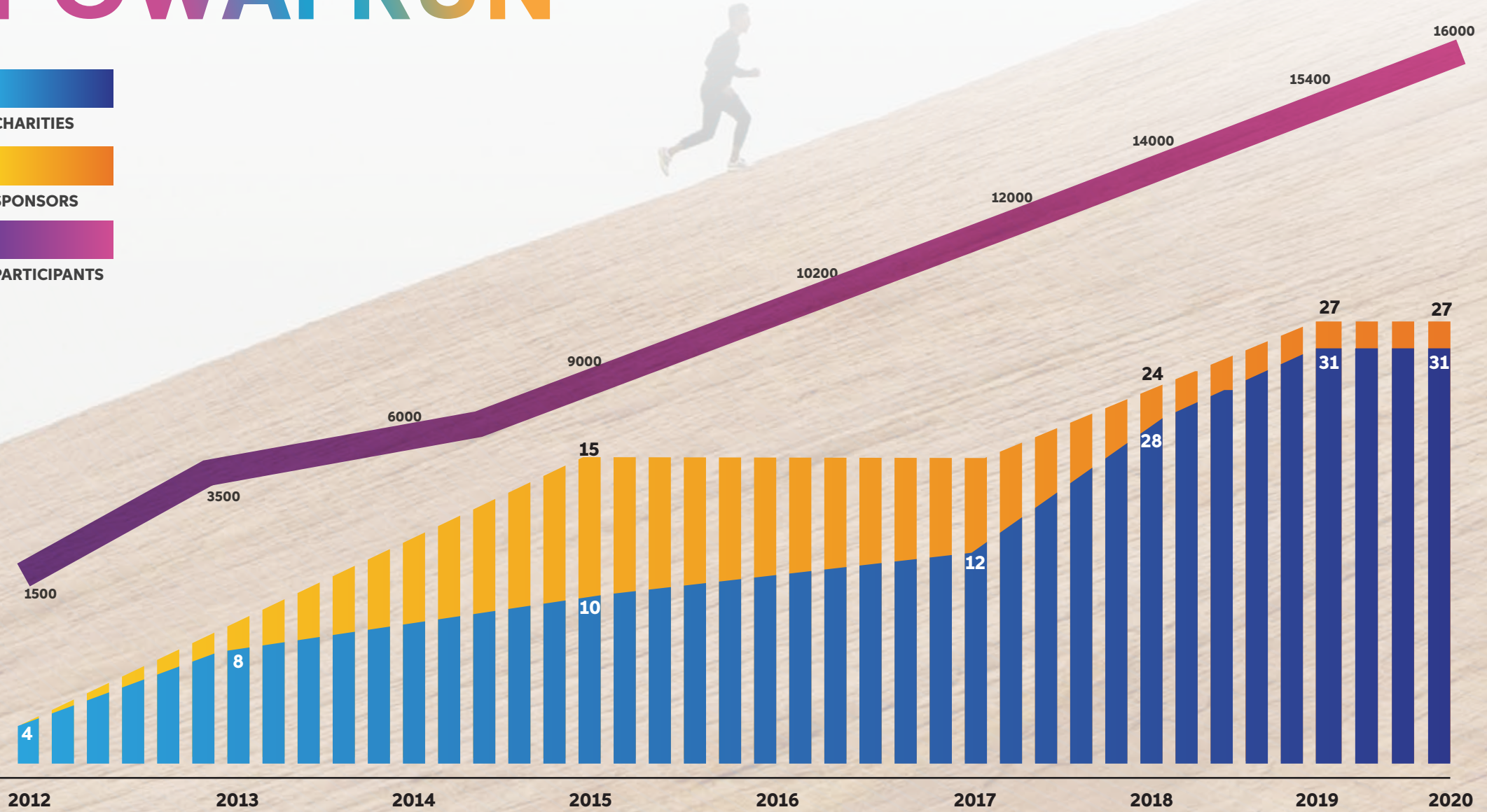
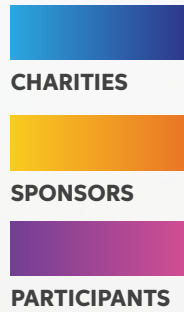
INSTAGRAM FEED



ORGANIC REACH



EVOLUTION OF POWAI RUN



CORPORATES AWAIT THE POWAI RUN

Over the years, large and established corporates have become longstanding patrons for the Run and are able to leverage the Powai Run in different ways. From using it as a platform to engage with their employees to instil and encourage fitness and health; to finding this as a meaningful channel for their CSR initiatives, the Powai Run has seen a lot of industry involvement. They have also used the Run and the Carnival as a substantial channel for marketing and branding activities.

Rotary



STRATEGIC SPONSORSHIPS

PHARMA
HEALTH PRODUCT
ENERGY DRINK
ENERGY BAR

REUSABLE GLASS BOTTLES
PLASTIC FREE BAG
NAPKINS

FOOTWEAR
MEDIA CHANNELS

PRODUCT OR SERVICE INTEGRATION

D-DAY ON GROUND DISPLAYS

SOCIAL MEDIA ACTIVATIONS

BEVERAGES
DIETS
MEAL PLANS
FOOD AND NUTRITION
RESTAURANTS

ONGROUND ACTIVATIONS

LIKE OUR RUNS, OUR SPONSORSHIPS HAVE A FIT FOR EVERYONE

WHAT'S IN IT FOR YOU

LOGOS

on rotary-lakers.org & thepowairun.com with link to brand website

MEDIA ACTIVATION

Media Activation - Print, Outdoor, Social, Online Registration Partners, etc.

MENTIONS

during Press Notes on all Online media (significant activation online) in blogs

PRESENCE

in Integrated Event Logo

BRANDING

of Run Categories on T-Shirts on high quality reusable goody bags

T-shirt Chest Print	Medal	Lanyard	Goody Bag	Digital Selfie Frame	On The App Interface	Social Media	Radio	Banners	WhatsApp Messages
*integrated with Run Logo on Chest	*integrated with Run Logo on Chest								

PRESENTING - 30 L

TITLE - 25 L

ASSOCIATE- 15 L

CO-SPONSOR- 10 L

*Other Merchandise Options:

Sports Towel	Slipper	Mask - 3 Ply (Pack of 10)	Bib Buttons
2500 units	2500 units	25000 units	2500 units
₹2,50,000	₹2,50,000	₹2,50,000	₹1,50,000

The logo for 'POWAI RUN' is centered on a blue background with a subtle pattern of concentric circles. The word 'POWAI' is in a bold, white, sans-serif font with a dark blue drop shadow. The letter 'O' is replaced by a realistic globe of the Earth. Above the 'O' are three short, parallel lines in blue, yellow, and pink. Below 'POWAI' is the word 'RUN' in the same bold, white, sans-serif font with a dark blue drop shadow. The letter 'U' is stylized with a thick, multi-colored outline in shades of purple, orange, and yellow.

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