



SPONSORSHIP PROPOSAL DECK

SHILLONG INTERNATIONAL YOUTH CUP 2026

NORTHEAST INDIA'S FIRST-EVER U-15
INTERNATIONAL FOOTBALL TOURNAMENT

Date: 12th–17th January 2026

Location: Shillong, Meghalaya



SHILLONG INTERNATIONAL
YOUTH CUP

BY PFR & PRITHIVI – WHERE YOUNG TALENT MEETS THE WORLD

ABOUT THE TOURNAMENT

The Shillong International Youth Cup 2026 is India's first-ever U-15 International Football Tournament, bringing together top youth teams from India and abroad. The event will be hosted in Shillong, Meghalaya, from 12th–17th January 2026.

- **16 elite teams competing in league-cum-knockout format**
- **6 days of high-intensity matches**
- **Opening and closing ceremonies featuring Meghalaya's rich culture**
- **Matches to be played in front of a passionate football audience with live digital streaming worldwide**

This is not just a tournament – it is a historic step in grassroots football development in Northeast India, blending sports, culture, and tourism into one powerful platform.



WHY SHILLONG?

WHY NOW?

Shillong is already known as the Scotland of the East – but in 2025, it became India's most-searched travel destination, even surpassing Thailand, Japan, Manali, and Goa in popularity among Indian travellers (Google Trends).

- Meghalaya = India's fastest-growing football state with a passionate fan base
- Perfect opportunity for sponsors to connect with youth, families, and football culture
- Football in Shillong is not just a sport – it is a way of life

This gives our sponsors a unique chance to engage with an audience that is highly loyal and emotionally connected to football.



ABOUT THE ORGANIZERS

PRITHIVI EVENTS & SPORTS

Prithivi Sports & Events is a leading sports and event management company with a proven track record:

- **I-League 3, Diphu 2024 – successfully managed a 5-day event with 12,000+ fans and 10 live matches**
- **Expertise in sponsorships, event execution, media management, and fan engagement**
- **Strong network across Northeast India and national-level football organizations**
- **Dedicated to nurturing grassroots football talent**

This event is co-created with PFR Football Academy, Shillong, one of Northeast India's most respected youth academies.



ABOUT THE VENUE



Located in the scenic hills of Nongkrem, the Nongkrem Sports Club Ground is a premier venue with a seating capacity of 2,000. Surrounded by breathtaking views and fresh mountain air, it stands as an ideal destination for sporting events, tournaments, and community gatherings

AUDIENCE & MEDIA REACH

The Shillong International Youth Cup 2026 is designed to deliver maximum exposure for brands:

Live Audience

Over 10,000 football fans across 6 matchdays

Digital Reach

Over 200,000+ online viewers expected via YouTube Live, social media, and OTT collaborations

Media Coverage


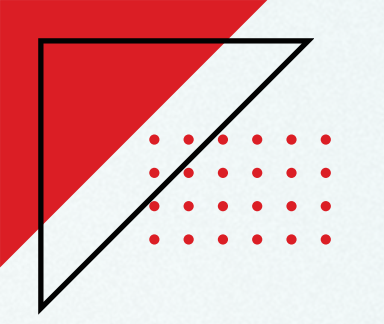
Regional and national newspapers, sports portals, TV & radio

Fan Demographic

Primarily youth (15–30 years), families, football lovers, students, and tourists




This ensures that your brand message reaches both local audiences and a global digital fan base.



SPONSORSHIP OPPORTUNITIES

We have designed multiple categories of sponsorship to suit every brand's budget and objective.

- **Title Sponsor – ₹10 Lakhs**
 - **Powered By Sponsor – ₹7.5 Lakhs**
 - **Associate Sponsors – ₹5 Lakhs (2 categories)**
 - **Category Sponsors – Airlines, Banks, Telecom, Apparel, Tourism, etc.**
 - **Matchday Sponsors – Opening Ceremony, Final Match, Awards**
 - **Beverage Sponsor – Official drinks & refreshments partner**
 - **Kit Sponsor – Jerseys, training kits, merchandise branding**
 - **Ball Sponsor – Official match ball branding**
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BRANDING VISIBILITY

Sponsorship ensures 360° branding exposure across physical and digital platforms:

On-Ground Branding:

- **Stadium hoardings, LED boards, dugouts, trophy branding, press backdrops**

Digital Branding:

- **Social media campaigns, live streaming logos, branded reels, influencer collabs**

Experiential Marketing:

- **Sponsor booths, fan engagement zones, mascots, contests, giveaways, City Hoardings, Radio Jingles, TVC ads, Social Media Ads**
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FEW OF OUR CLIENTS



SPONSORSHIP PACKAGES

Gold – Title Sponsor

₹10 Lakhs

**Event naming rights,
largest logo placement
(stadium + digital +
offline), featured in all
media, full activation
rights**

Silver Powered By Sponsor

₹7.5 Lakhs

**Prominent logo
placement (stadium
+ digital+ offline),
mentions in press,
branding on live
stream, fan
engagement rights**

Bronze Associate Sponsor

₹5 Lakhs

2 categories

**Logo on stadium
boards, website,
social media reels,
press backdrops,
limited activation
rights**

**Custom packages also available for category sponsors (airline, telecom,
beverages, apparel, etc.)**



CONTACT US

This is your chance to be part of a historic sporting event in India. By associating with the Shillong International Youth Cup 2026, your brand will not only gain visibility but also contribute to the future of football in India.



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Location

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