



PADUKONE - DRAVID  
CENTRE FOR SPORTS EXCELLENCE



# INDIA'S PREMIER PRIVATE SPORTS CENTRE

## PADUKONE - DRAVID CENTRE FOR SPORTS EXCELLENCE





# MR. PRAKASH PADUKONE & MR. RAHUL DRAVID



Padukone - Dravid Centre for Sports Excellence (CSE) is dedicated to, and in honor of two of Karnataka's and India's most iconic sport stars. Mr. Padukone, the best badminton player India has ever seen, and Mr. Dravid, one of the greatest cricketers the game has ever seen in its entirety. Both have become an inspiration to so many young and aspiring athletes who look up to them till date. They lived by three D's that got them to where they are: determination, dedication and discipline. CSE aims to emulate their values of hard work, professionalism and integrity and both individuals play key roles in shaping the Centre as Honorary Co-Chairmen on CSE's Board of Advisors.



# WHY PARTNER WITH CSE?

## EXCELLENCE

- **PARTNERS**  
Supporting India's top sporting academies and their grassroots sports development
- **OLYMPIANS**  
Hosting elite athletes like Viradhawal Khade, Apurvi Chandela, Lakshya Sen, Archana Kamath etc.
- **INFRASTRUCTURE**  
Premier training destination for internationally acclaimed teams and athletes
- **ECOSYSTEM**  
Providing a holistic environment for high performance under one roof, including sports science, nutrition and psychology

## RECREATION

- **SPORTS**  
India's finest integrated multisport complex, offering opportunities for sports lovers of any age
- **EVENTS**  
An ideal venue to host sporting and cultural events of all levels with the necessary ancillary facilities
- **COMMUNITY**  
With over 1,500 users at the Centre, providing additional various opportunities for engagement across multiple sports
- **LIFESTYLE**  
Host to over 800 school and college students and presenting sport as a great medium for a holistic education

## CONNECTION

- **PEOPLE**  
Partner with a team of likeminded individuals committed to shaping India's future sports stars
- **INNOVATION**  
Continuous desire to explore new ways to provide Indian athletes with an opportunity of success on the world stage
- **LEGACY**  
Combined effort to provide excellence and an extra edge to leave a lasting impression



## WHY PARTNER WITH CSE?

Our goal is to provide and **maintain world class infrastructure** for talented athletes of the country and become the go to destination for private, state, national and international tournaments and events.

We do this by partnering with academies and brands to **create a one stop shop for every sports lover.**

By sponsoring CSE, you join us in the journey of making India a sporting nation and become part of a **unique ecosystem** that appreciates and lives sport on an everyday basis, contributing towards making a difference in Indian sport.

# FACILITY DATA

WEEKLY IMPRESSIONS 6300+



YEARLY IMPRESSIONS 327000+



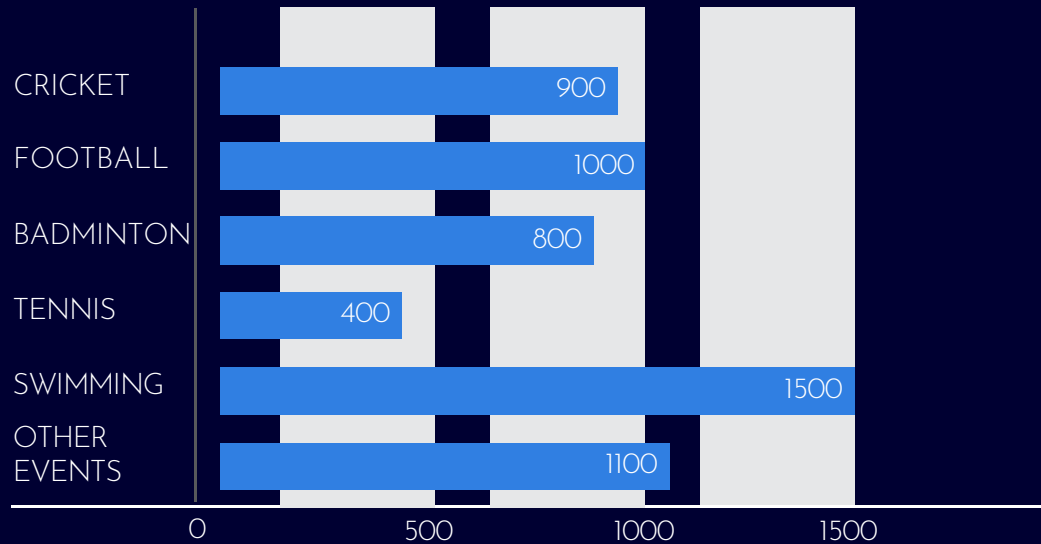
TOTAL ANNUAL UNIQUE FOOTFALLS 27500



COMMUNITY ANNUAL ECONOMIC IMPACT Rs 75,000,000

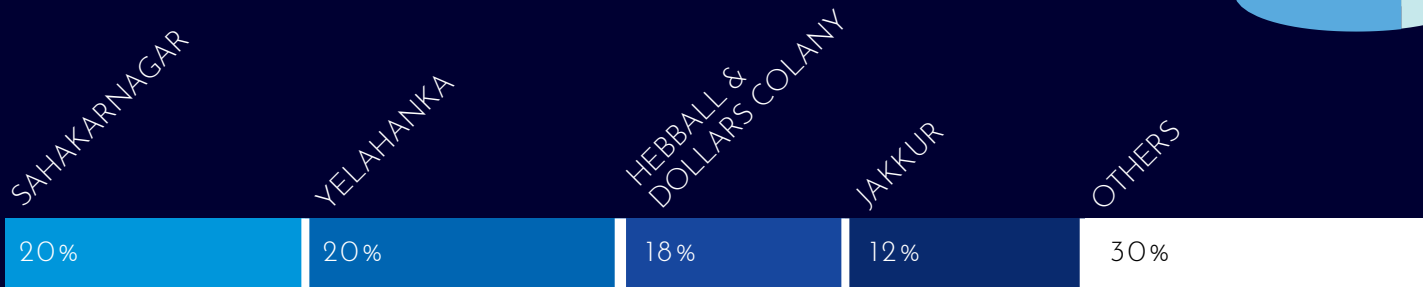
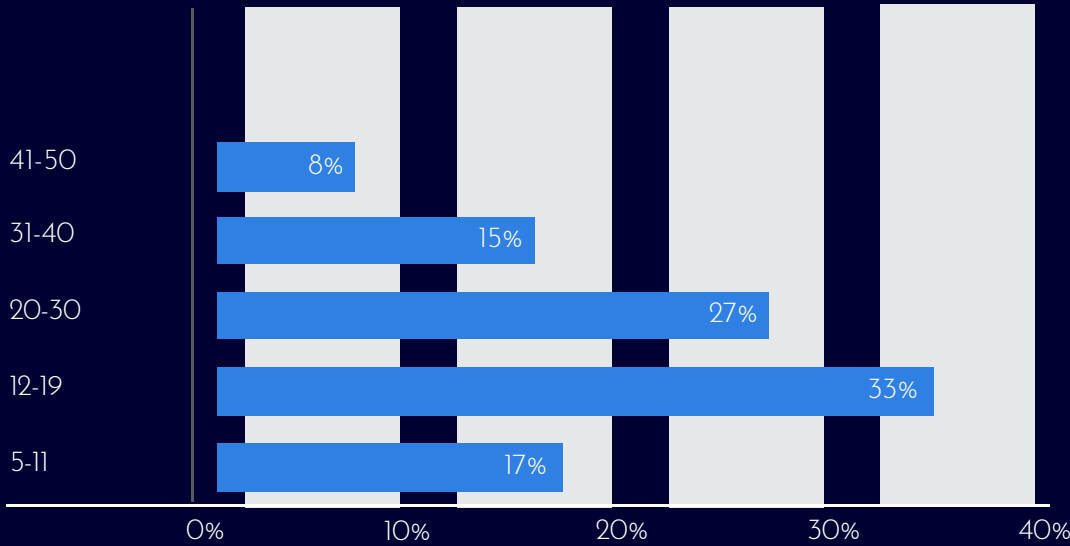


## ATTENDANCE AT MAJOR TOURNAMENTS & EVENTS



# FAMILIES DATA

## FAMILIES AGE-WISE BREAKUP

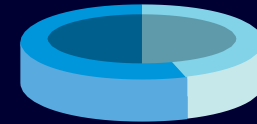


PROGRAM

- GROWTH SINCE 2017: 75%
- TOTAL FAMILIES TODAY: 1.5K+
- AGE RANGE: 5-60

FAMILY AVG QUARTERLY SPEND: Rs 35,000

MALE: 64% FEMALE: 36%





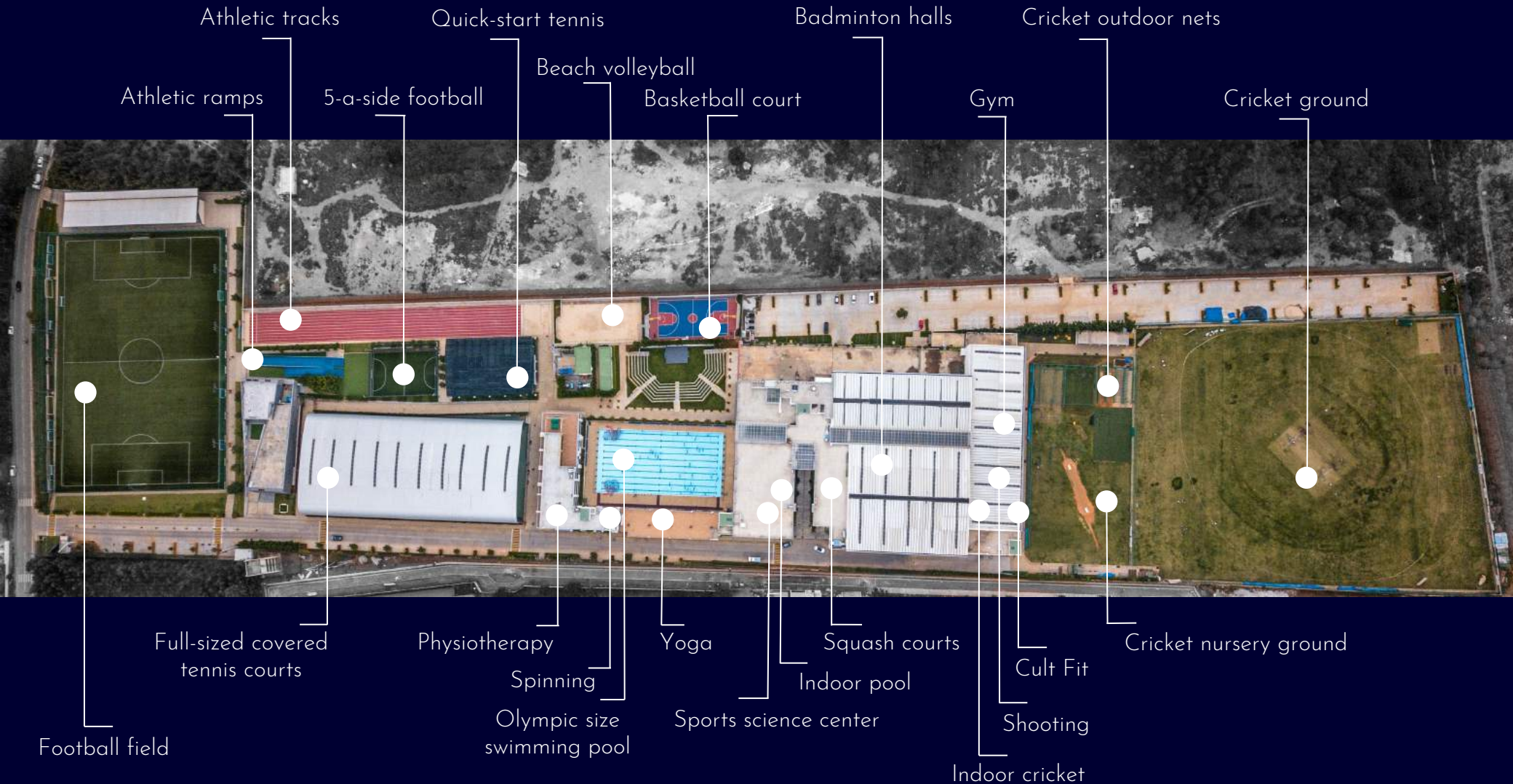
# OPPORTUNITIES AT CSE

- Reach the desired market demographic
- Target youth, semi-professional and professional sports organizations
- Visibility and interaction with national and international teams
- Collaboration through cross marketing, sales, promotional campaigns, socially responsible events, unique sporting events, co-branding etc.
- Access to various opportunities to collaborate with CSE's academies and other partners/users
- Visibility of the brand through sports personalities and users on different local, national and international media platforms
- Customized corporate membership packages for the partner's top management
- Visibility through marketing and branding collaterals: naming rights, environmental branding, individual facility branding, collaboration at high participation events, merchandising, creating a landmark sports museum and branding at high footfall areas
- Media and other platform visibility: all CSE offline and online promotion (official website, Facebook, Instagram, Twitter, YouTube, newsletters, audio and other platforms)
- Additional benefits: discounted rates for CSE event venues for any corporate activities, priority invitation for partner top management for National and International sporting events at CSE etc.





# MASTER LAYOUT OF THE CENTRE





# SPONSORSHIP MODELS

EXCLUSIVE & NON EXCLUSIVE  
NAMING RIGHTS | INDIVIDUAL ARENAS | INDIVIDUAL COURTS



# EXCLUSIVE NAMING RIGHTS OF THE CENTRE | POWERED BY



CO-NAMING OF  
PADUKONE - DRAVID CENTRE FOR SPORTS EXCELLENCE

RS. 1 CRORE PER YEAR FOR A MINIMUM DURATION OF 4 YEARS







## EXCLUSIVE NAMING RIGHTS OF THE CENTRE | ADDITIONAL BENEFITS



- Exposure through 1400+ consecutive days of branding
- 2 large hoardings visible throughout the facility
- 20% of branding spaces in all locations
- Exclusive retail and/or marketing spaces during events

- Visibility through all CSE marketing communications
- Exclusive invitations to all events and tournaments
- Corporate membership add ons

ADDITIONAL BENEFITS ARE INCLUDED IN THE PRICE FROM THE PREVIOUS SLIDE





# EXCLUSIVE NAMING RIGHTS OF SPORTS MUSEUM



- Co-naming of 'Hall of Fame' sports museum
- Opportunity to curate the sports museum
- Exposure through 2800+ consecutive days of branding
- Large branding banner space at the sports museum
- 20 % of environmental branding inside the sports museum

- Museum staff merchandising
- Retail space inside the sports museum
- Exclusive invitations to all events and tournaments
- Corporate membership add ons

RS. 25 LAKHS PER YEAR FOR A MINIMUM DURATION OF 8 YEARS



# EXCLUSIVE SPONSORSHIP OF INDIVIDUAL ARENA: FOOTBALL | TENNIS



- Exposure through regular competitive tournaments, daily coaching programs, camps, educational and recreational activities and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with exclusive naming and branding rights, banners on sidelines, walls and fence nets, bench ads, ground branding, ads in the changing rooms, hallways and restrooms, seating area branding, other branded areas etc. as options, corporate membership add ons

- Exposure through 600+ athletes, other users and visitors, with 1400+ consecutive days of branding, a focal point of the facility that provides prime visibility
- Sponsorship benefits with exclusive naming and branding rights, banners on sidelines, backdrops and fence nets, court branding, ads in the changing rooms and restrooms, seating area branding, other branded areas etc. as options, corporate membership add ons
- Opportunity to support upcoming tennis talents

RS. 25 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





# EXCLUSIVE SPONSORSHIP OF INDIVIDUAL ARENA: SWIMMING | AMPHITHEATRE



- Exposure through 1000+ athletes, other users, visitors, regular International, National and State swimming events, with 1400+ consecutive days of branding, a focal point of the facility that provides prime visibility
- Sponsorship benefits with exclusive naming and branding rights, banners on sidelines and walls, pool branding, ads throughout washrooms and hallways, seating area branding, other areas etc. as options, corporate membership add ons
- Exposure through more than 500 users, visitors, sports, cultural, music, art, corporate events and recreational activities, with 1400+ consecutive days of branding, a focal point of the facility that provides prime visibility
- Sponsorship benefits with exclusive naming and branding rights, banners on walls, stage branding, seating area branding etc. as options, and discounted rates on all events, corporate membership add ons

RS. 25 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





## INDIVIDUAL ARENA SPONSORSHIP: FOOTBALL | TENNIS



- Exposure through 1000+ athletes, other users, visitors, competitive tournaments, daily coaching programs, camps, educational, recreational activities, and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines, walls and fence nets, bench ads, ground branding, ads in the changing rooms, hallways and restrooms, seating area branding, other branded areas etc. as options

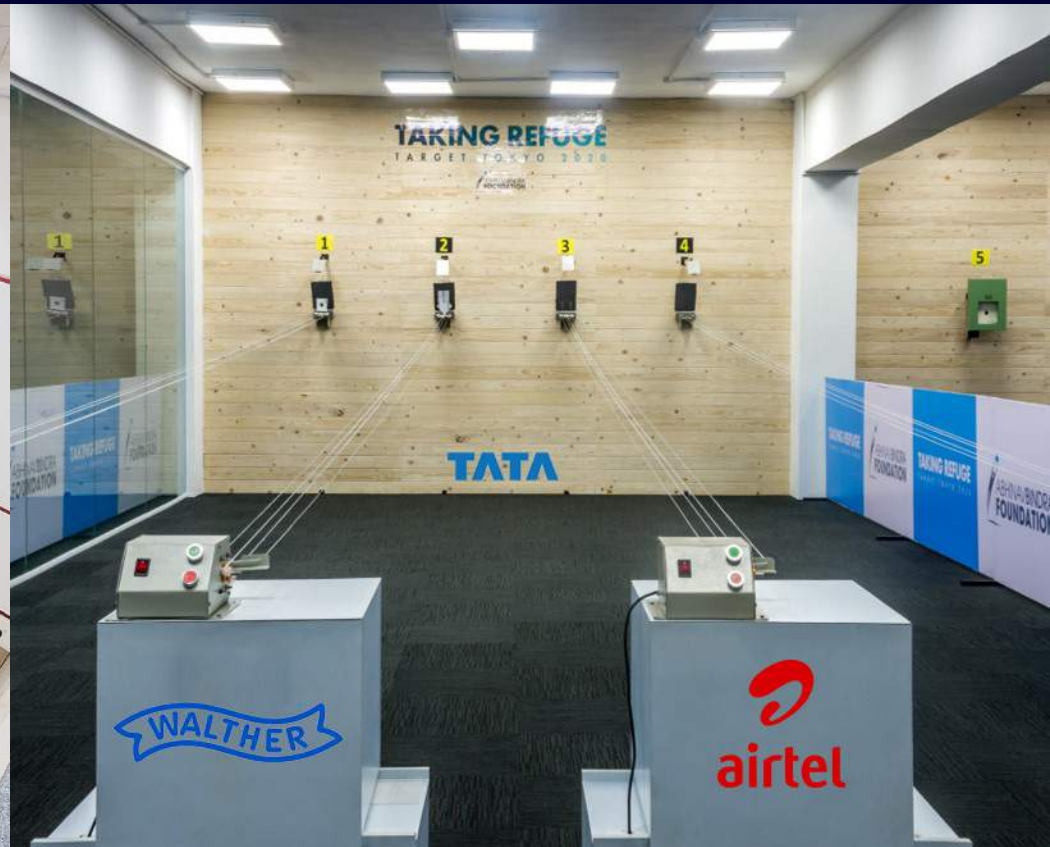
- Exposure through 600+ athletes, other users and visitors, ITF, AITA tournaments, coaching programs, camps, corporate events and recreational activities, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines, backdrops and fence nets, bench ads, court branding, ads in the changing rooms and restrooms, seating area branding, other branded areas etc. as options
- Opportunity to support upcoming tennis talents

RS. 15 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





# INDIVIDUAL ARENA SPONSORSHIP: SQUASH | SHOOTING



- Exposure through competitive tournaments, daily coaching programs, camps, recreational activities and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and walls, bench ads, ads in the restrooms and throughout the hallways, viewing gallery area branding, other branded areas etc. as options

- Exposure through more than 100 athletes, users, visitors, beginners, intermediate and advanced levels, daily coaching programs, camps, recreational activities and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and walls, bench ads, floor branding, seating area branding, viewing gallery area branding, other branded areas etc. as options

RS. 15 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS



# INDIVIDUAL ARENA SPONSORSHIP: 5-A-SIDE FOOTBALL | QUICK START TENNIS



- Exposure through more than 300 athletes, users, visitors, camps, beginners coaching programs, corporate tournaments and recreational activities, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and fence nets, ground branding, seating area branding, other branded areas etc. as options

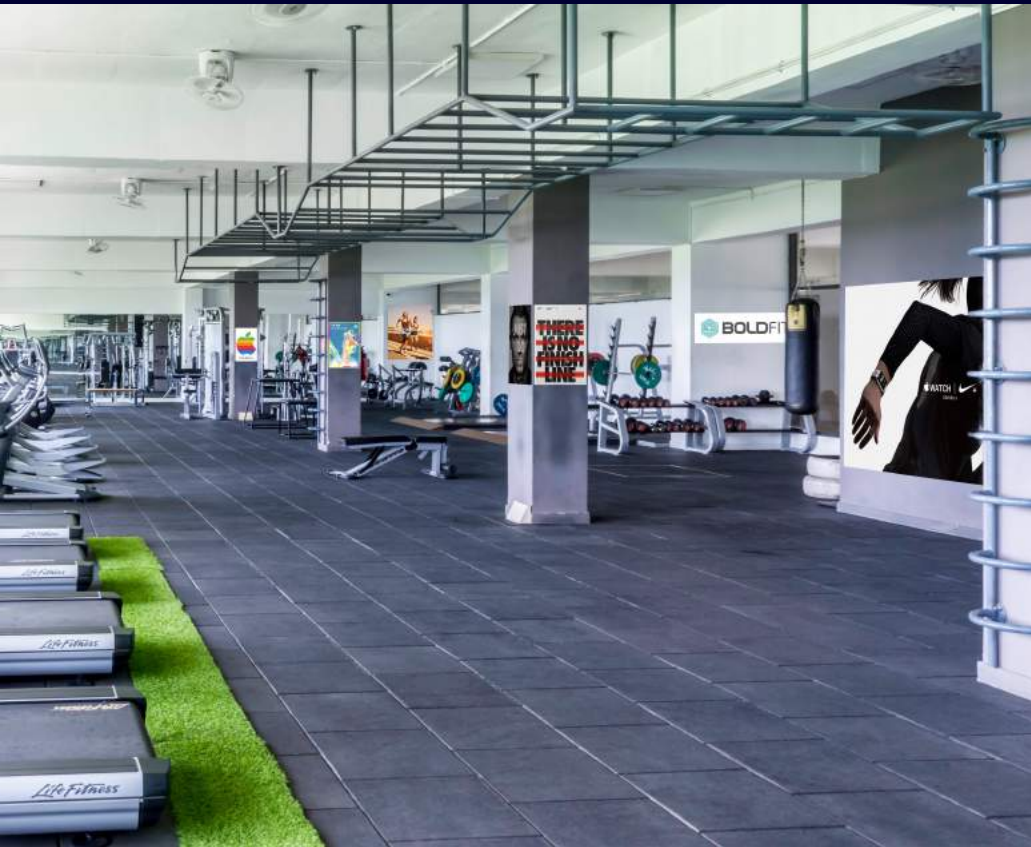
- Exposure through more than 350 athletes and visitors, beginners coaching programs, corporate tournaments, camps and recreational activities, with 1400+ consecutive days of branding, a focal point of the facility that provides prime visibility
- Sponsorship benefits with banners on sidelines, walls, fence nets, court branding, seating area branding, other branded areas etc. as options

RS. 10 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





# INDIVIDUAL ARENA SPONSORSHIP: FITNESS | BEACH VOLLEYBALL



- Exposure through more than 500 athletes, other users, strength & conditioning coaching programs and recreational activities, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on walls, bench ads, floor branding, reception area branding, ads in the changing rooms, hallways and restrooms, seating area branding, other branded areas etc. as options
- Opportunity to associate brand with fitness & health

- Exposure through more than 100 athletes, other users, visitors recreational activities, corporate tournaments, and strength & conditioning coaching programs, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and walls, net branding, seating area branding, other branded areas etc. as options

RS. 5 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS



# INDIVIDUAL ARENA SPONSORSHIP: ATHLETIC TRACK | INCLINE RAMPS & STEPS



- Exposure through more than 300 athletes, users, visitors, recreational activities, various sports camps, strength & conditioning coaching programs, and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and walls, ground branding, seating area branding, other branded areas etc. as options

- Exposure through more than 150 users, visitors, recreational activities, various sports camps, strength & conditioning coaching programs, and corporate events, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on fence nets and walls, ground branding, other branded areas etc. as options

RS. 5 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





# INDIVIDUAL COURT SPONSORSHIP: BADMINTON | TENNIS



- Exposure through more than 500 athletes, users, visitors, National and State level competitions, camps and corporate events with 1000+ participants, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines, walls and nets, bench ads, court branding, ads in the changing rooms, restrooms, physio and store rooms, hallways, viewing gallery area branding, other branded areas etc. as options
- Opportunity to sponsor multiple courts

- Exposure through ITF, AITA and corporate tournaments, coaching programs, camps and recreational activities, with 1400+ consecutive days of branding, a focal point of the facility that provides prime visibility
- Sponsorship benefits with banners on sidelines, backdrops and fence nets, court branding, ads in the changing rooms and restrooms, seating area branding, other branded areas etc. as options
- Opportunity to sponsor multiple courts

RS. 3 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS





# INDIVIDUAL COURT SPONSORSHIP: SQUASH | BASKETBALL



- Exposure through National and State level tournaments as well as beginners, intermediate and advanced levels daily coaching programs, camps, corporate events and recreational activities, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines, walls, bench ads, ads in the restrooms and hallways, viewing gallery area branding, other branded areas etc. as options
- Opportunity to sponsor multiple courts

- Exposure through State level competitions, coaching programs, camps, corporate tournaments, and recreational activities camps with more than 300 participants, with 1400+ consecutive days of branding
- Sponsorship benefits with banners on sidelines and walls, court branding, seating area branding, other branded areas etc. as options

RS. 2 LAKHS PER YEAR FOR A MINIMUM DURATION OF 4 YEARS



# ACADEMY PARTNERS

INFOSYS FOUNDATION-PADUKONE  
BADMINTON ACADEMY



Powered By  
**cult.fit**

SIX CRICKET



DOLPHIN AQUATICS

INFOSYS FOUNDATION-PADUKONE  
BADMINTON ACADEMY



BANGALORE YOUTH  
FOOTBALL LEAGUE



BOCA JUNIORS INDIA



PETER BURWASH INTERNATIONAL  
TENNIS ACADEMY



AKANKSHA SINGH  
BASKETBALL



ELITE SHOOTING ACADEMY



CSE SQUASH CENTRE



# FITNESS PARTNERS



**ABHINAV BINDRA TARGETING PERFORMANCE CENTRE**



Fitness • Rehabilitation • Sports Medical Center

**VESOMA SPORTS MEDICAL CENTER**



**CULT FIT**



**AKSHAR YOGA**



**CHAKRA ATHLETICA**



**SAMIKSHA CENTER**





# SPONSOR PARTNERS



far beyond ordinary



*Passion For Excellence*



believe. become



## BUSINESS AND EDUCATIONAL CLIENTS

- Infosys
- Oracle
- Wipro
- PriceWaterHouseCooper (PWC)
- L&T Technology
- J P Morgan
- Tata Consultancy Service
- ABB India
- 3M
- SLK Software
- Hindustan Petroleum Corporation Limited
- Page Industries
- DNA
- Hyundai
- Mu Sigma
- Northern Trust
- Razor Pay
- Decathlon
- Trident Automobiles
- T D Power Systems
- Total Environment
- Unlistedkart
- Spacematrix
- RSP Design Consultants
- ESKO
- CII
- YPO
- Srishti Institute
- Stonehill International School
- Presidency College



## EVENTS 2020-2021

Karnataka State  
Swimming  
Championships  
2021

National  
Archery Camp  
by OGO 2021

AIFF D License  
Coaching Certificate  
2020

AFC Goalkeeping  
Level 1 Course 2021

Elite Badminton  
League  
2020

AITA Men's 1L  
Tennis  
Tournament  
2021

Karnataka State  
Masters Games  
Badminton and  
Tennis 2021

Karnataka  
State Pistol and  
Rifle Shooting  
Championship  
2021

All India  
Senior Ranking  
Badminton  
Tournament  
2020

# Swimming National Team Camp by Swimming Federation of India 2021

All India Senior Ranking  
Tournament  
2020

Srishti Holistic Education  
Program  
2020/2021

National Invitational  
Swimming Championships  
2021

AITA Women's 1L  
Tennis Tournament  
2021



## EVENTS 2018-2019

Tata Inter-Group  
Tournament 2019

ICSE National  
School Games  
2018 & 2019

Indoor Cricket  
Tournament  
2019

Srishti Holistic Education  
Program  
2017/2018/2019

Parikrama  
Football  
Champions  
League  
2018 & 2019

OGQ Excellence  
Program  
2018 & 2019

UTR Tennis  
Tournament  
2019

Adidas  
Uprising  
Football  
2018

HP Intra Unit  
Badminton  
Tournament  
2018

AFC Football C License  
Course 2018

Asian Age Group  
Championships

AIFF D License  
Coaching Certificate  
2018 & 2019

Bangalore  
Squash  
Open  
2019

2019

All India Senior  
Ranking Badminton  
Tournament 2019

All India  
Junior Ranking  
Badminton  
Tournament  
2019

Asian Games

Badminton Association  
of India Camp  
2018 & 2019

Blind Cricket &  
Blind Football  
2019

Swimming  
Qualifiers  
2018

U-19 English Cricket  
Team Tour 2018

Wheelchair  
Tennis  
2019





CHOWDIAH MEMORIAL  
HALL CENTRE FOR CULTURE  
ESTD. 1980

NRITYAGRAM  
VILLAGE CENTRE FOR  
DANCE  
ESTD. 1990

RANGA SHANKARA  
CENTRE FOR PERFORMING ARTS  
ESTD. 2004

PADUKONE - DRAVID  
CENTRE FOR SPORTS EXCELLENCE  
ESTD. 2017

# THE CITY OF BANGALORE



**BE YOUR BEST**

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'Skill-for-India'