

**GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA**

UNSTARRED QUESTION NO:3803
ANSWERED ON:17.08.2010
SPONSORSHIP FOR COMMONWEALTH GAMES
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Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) the details of sponsorship deals signed with Public Sector Undertakings (PSUs) and private firms for the Commonwealth Games;
- (b) the role of Australian firm sports Marketing and Management in managing sponsorship;
- (c) whether any firm has got commission for sponsorship deals with PSUs; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN MINISTRY OF YOUTH AFFAIRS & SPORTS (SHRI PRATIK PRAKASHBAPU PATIL)

(a): The details of sponsorship deals concluded with Public Sector Undertakings and private firms by the Organizing Committee(OC) are as under:

Name of Public Sector Undertakings/Private firm Sponsorship Level Sponsorship Amount

1. Air India Partner Rs. 50 Cr. (Value in Kind)
2. NTPC Partner Rs. 50 Cr.
3. Central Bank of India Partner Rs. 50 Cr.
4. Hero Honda Partner Rs. 38 Cr
5. Tissot Sponsor Rs. 4.4 crore Cash + Rs. 15 crore (Value in Kind)
6. Agility Logistics CO-Sponsor Rs. 1.5 crore cash + Rs. 11 crore (Value in Kind)
7. Coca Cola India Pvt. Ltd. Co-Sponsor Rs. 5 crore cash + Rs. 10.7 crore (Value in Kind)
8. TATA Motors Sponsor Rs. 24.6 crore (Value in Kind)
9. Amity University Co-Sponsor Rs. 5.00 crore (Value in Kind)
10. Reebok CO-Sponsor Rs. 9.85 crore (Value in Kind)

In addition to these, Indian Railways and Power Grid Corporation have committed Rs. 100 crore and Rs. 10 crore respectively.

(b): Organising Committee entered into an agreement on 25-07-2007 with M/s Sports Marketing and Management Pvt. Limited (SMAM), a company incorporated under the law of Singapore appointing it as OC's marketing strategy services consultant and the sole and exclusive negotiator and procurer of sponsorship and licensing contracts and as its exclusive supplier of sponsorship management and licensing services. SMAM was required to prepare a marketing plan for sponsorship for approval by the Commonwealth Games Federation (CGF). It was to contact corporate for generating sponsorships. The Sponsorship Agreements assigning the Rights and Benefits were to be prepared by them and thereafter they were required to undertake client servicing for ensuring delivery of various Rights and Benefits, contracted under the Agreement. A time -bound target of USD 122 million was agreed to in the contract subsequently revised to USD 240 million by a letter dated 4-1-2008.

(c) & (d): No firm has, so far, been given any commission in respect of sponsorship deals of Delhi 2010 concluded with PSUs.