

SPONSORSHIP PROPOSAL
**KICKFEST
LEAGUE**
20
26

NATIONAL FUTSAL SERIES

8-DAY NATIONAL BROADCAST RESIDENCY

A continuous 8-day takeover of Nepal's sports scene, broadcast live on Kantipur Max with over 1,200 minutes of airtime — reaching decision-makers, professionals, and the next generation simultaneously.

8

DAYS LIVE

576+

PLAYERS

1200+

MIN AIRTIME

64

TEAMS

THE VISION & BROADCAST SCALE

A continuous 8-day takeover of Nepal's sports scene with national live TV coverage and over 1,200 minutes of dedicated broadcast airtime.

1200+

MINUTES OF LIVE AIRTIME

250+

MINS DEDICATED COMMERCIAL
INVENTORY FOR SPONSOR INTEGRATION

8-Day Futsal Residency

A continuous 8-day takeover — sustained media presence unlike standard leagues.

National Broadcast

Kantipur Max: 8 straight days of Live TV, totaling over 1,200 minutes of airtime.

Phase 1 – Fin-Tek

32 teams of high-income professionals from Banking, Finance & FinTech sectors

Phase 2 – Inter-College

32 teams from Nepal's top universities driving massive digital adoption.

KANTIPUR MAX LIVE TV ASSETS

DIGITAL BROADCAST INTEGRATION

01 · CONTINUOUS

The Score Bug

Your logo integrated into the live match scoreboard clock for the entire duration of every game — permanent association with every second.

02 · 60 SEC / MATCH

Animated L-Band Wraps

High-impact animated graphics wrapping the live game feed twice per match (60s total), creating a complete brand takeover during active play.

03 · 6–10× PER MATCH

Replay Wipes

Branded transition graphics appearing during every goal or action replay — capturing viewers at peak excitement and emotion.

04 · ALL 8 DAYS

Bottom 3rd – MOTM

A sliding horizontal banner featuring your brand alongside “**Player of the Match**” stats and key match milestones every broadcast day.

TURN THE VENUE & ATHLETES INTO A MARKETING ZONE

ON-GROUND & JERSEY DOMINANCE

576+

PLAYERS

Jersey Center Logo

01

Title Partner

The most photographed asset; logo on the chest of all 64 team jerseys ensuring a 100% link between your brand and the athletes.

Fixed Perimeter Billboards

02

All Editions

10–12 professional 2D Flex/PVC units along the touchline ensuring constant presence in all wide-angle broadcast shots.

Jersey Sleeve / Shoulder

03

All Players

High-visibility placements optimized for player close-ups and high-frequency televised interviews throughout the residency.

Interview Backdrop

04

Press Zone

Step-and-repeat backdrop at the Post-Match/Press Zone, essential for daily news clips and social media virality.



DEDICATED BRAND-SPECIFIC CONTENT PRODUCTION

EXCLUSIVE CONTENT & MEDIA PRODUCTION

TITLE PARTNER - Maximum Exposure

4 Dedicated Brand-Specific Video Shoots

High-production hype videos & commercials

Tournament action with brand messaging

Exclusive Professional Photo Sessions

High-resolution galleries for all marketing

POWERED BY PARTNER - Prime Activation

2 Dedicated Brand-Specific Video Shoots

Tailored content on brand involvement

Brand activation throughout the league

Professional Photo Sessions

High-quality imagery for social media

ASSOCIATE / SUPPORTED - Solid Presence

1 Dedicated Brand-Specific Video Shoot

Social media brand mentions

1 Professional Photo Session

High-end on-ground photography

THE BOUNTY SYSTEM

PERFORMANCE BASED ACQUISITION

1,000+

VERIFIED USER ACQUISITIONS AT
FIXED PREDICTABLE COST

576+

AMBASSADORS

64

TEAMS

8

BROADCAST DAYS

0

RISK — ZERO LIABILITY

Bounty Mechanism

Forget traditional visibility; pay performance-based bounties for every verified sign-up you drive.

Micro-Influencer Network

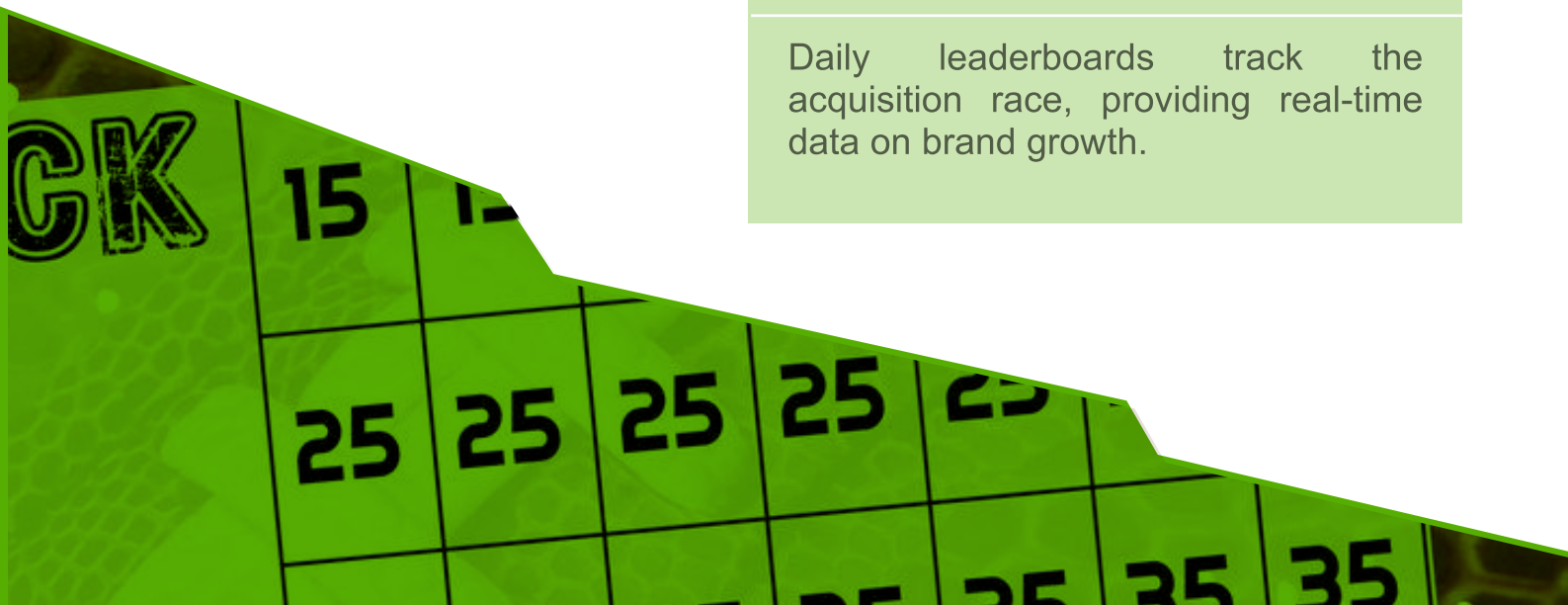
Turn 576 players and managers into incentivized ambassadors driving direct growth.

Registration Rebate

When teams hit user targets, payouts cover their Registration Rebates — 100% team engagement.

Real-Time Tracking

Daily leaderboards track the acquisition race, providing real-time data on brand growth.



OPERATIONAL INVESTMENT

World-class infrastructure backed by a professional operational budget.

NRs. 86,76,000

Total Project Investment

BUDGET CATEGORY	DETAILS	AMOUNT
Production & Broadcasting	8-day live broadcast, lighting, stadium displays, technical production	NRs. 52,00,000
Prizepool & Athlete Awards	Cash prizes, trophies, medals — Fin-Tek & Inter-College editions	NRs. 10,92,000
Logistics & Venue	Premier venues, medical equipment, transportation for 8-day residency	NRs. 11,40,000
Professional Manpower	Referee squads, medical personnel, volunteer force	NRs. 7,04,000
Operational Contingency	Reserve ensuring flawless broadcast & player experience quality	NRs. 5,40,000
TOTAL PROJECT INVESTMENT		NRs. 86,76,000

SELECT YOUR TIER

SPONSORSHIP TIERS — CHOOSE YOUR PARTNERSHIP

01 TITLE PARTNER **NPR. 58,00,000**

- Score Bug — Continuous every match
- Jersey Center Logo — All 64 teams
- 4 Dedicated Video Shoots
- 250+ min Commercial Inventory
- Animated L-Band Wraps (63*2)
- Interview Backdrop — All press zones
- Replay Wipes — 5 per match
- Bottom 3rd MOTM integration

02 POWERED BY PARTNER **NPR. 25,00,000**

★ Recommended

- Replay Wipes — 1 per match
- Jersey Sleeve / Shoulder branding
- 2 Dedicated Video Shoots
- Perimeter Billboards — Touchline
- Bottom 3rd MOTM integration
- Bounty System — User acquisition
- Professional Photo Sessions
- Animated L-Band Wraps (31*2)

03 ASSOCIATE / SUPPORTED **NPR. 5,50,000**

- 1 Dedicated Video Shoot
- 1 Professional Photo Session
- Digital overlay — Selected matches
- Perimeter — Limited placement
- Social media brand mentions

NEXT STEPS & CONTACT

LOCK IN YOUR PARTNERSHIP TODAY

We are currently in the final stages of selecting Category Exclusive partners for the 2026 National Series. Given the high-speed nature of the Kickfest League and the massive broadcast scale, we recommend locking in your preferred tier at your earliest convenience

Aaditya Gadai

CMO – FINSERVE EVENTS

*Kickfest National Series 2026
Broadcast Partner: Kantipur Max Nepal*



Finserve

Events