

# 23<sup>rd</sup> Asia Masters Athletic Championship - 2025



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**23<sup>rd</sup> Asia Masters Athletic**

**Championship - 2025**

**CHENNAI, TAMIL NADU**

**5th - 9th November 2025**

An Event By  
Masters Athletic Federation Of India



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## Sponsorship Proposal

23rd ASIA MASTERS ATHLETICS CHAMPIONSHIPS 2025  
Chennai, Tamil Nadu | 5th – 9th November 2025

Greetings from the Asian Masters Athletics Championships 2025 Local Organizing Committee,

We are delighted to share that India has been awarded the honor of hosting the prestigious 23rd Asia Masters Athletics Championships (AMAC) 2025, under the aegis of the Asia Masters Athletics (AMA) and will be organized by Masters Athletics Federation of India (MAFI) which is the National Governing Body in India for all Masters Athletics Activities. This grand international sporting event will take place at Jawaharlal Nehru Stadium 1 and 2, in Chennai, Tamil Nadu, from 5th to 9th November 2025.

This championship is a major highlight on the International Masters Athletics calendar and will witness participation from over 30 Asian countries, with an estimated 5,000 to 6,000 athletes across various track and field disciplines.

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The 2025 edition of AMAC not only celebrates athletic excellence among masters' athletes but also presents a unique and powerful opportunity for brands, businesses, and organizations to gain unparalleled visibility and engagement with a wide and diverse audience comprising international athletes, dignitaries, officials, media and sports enthusiasts from India and around the world.

We believe this championship is also a significant platform to highlight India's capability in hosting global sporting events and in particular, to showcase Tamil Nadu's world-class sporting infrastructure, its culture of inclusivity and its emergence as a global destination for sports.

### **Chief Patron & Brand Ambassador**

We would like to mention that **Thiru. Udhayanidhi Stalin** Deputy Chief Minister & Minister of Youth Welfare & Sports Development, Government of Tamil Nadu has agreed support the AMA Championships and also be the Chief Patron of the Organising Committee. We are happy to announce Mr. ARYA (Cine Actor) the Brand Ambassador of the 23rd Asia Masters Athletics Championships 2025, Chennai, India.

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## Sponsorship Opportunities

We invite you to partner with us as a valued Sponsor or Strategic Partner for the 23rd Asia Masters Athletics Championships 2025. As a sponsor, your organization will enjoy:

- ▶ Brand Exposure to a pan-Asian and global audience.
- ▶ On-ground Branding Opportunities across venues, athlete zones, media backdrops, and digital platforms
- ▶ Exclusive Access to VIP networking opportunities and press coverage.
- ▶ Community Engagement through CSR, health and fitness initiatives associated with the event.
- ▶ Recognition in all official championship publications and press releases.

Multiple sponsorship tiers are available such as Title Sponsor, Platinum, Gold and Silver, each offering unique branding, engagement and hospitality privileges.

1. TITLE SPONSOR : Rs.70,00,000/-
2. PLATINUM SPONSOR : Rs.50,00,000/-
3. GOLD SPONSOR : Rs.30,00,000/-
4. SILVER SPONSOR : Rs.10,00,000/-

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## 23RD ASIAN MASTERS ATHLETICS CHAMPIONSHIPS EVENT PARTICULAR

1	Stadiums Booking 5 Days
2	Event Officials 100 & 50 Volunteers Food, Hotel & Travel
3	New - Track & Field Equipment Purchase
4	Event Officials Charges 100 Nos x 6 Days x Rs.2500
5	Event Junior Officials Charges 50 Nos x 6 Days x Rs.1500
6	Stadiums / Venue Arrangements, Decorations & Stage Setup
7	Event Management and Media - Promotions
8	MAFI Officials Food with Accommodation for 6 Days
9	AMA Officials 2 Malaysia, 2 Thailand & 2 Singapore Flights, Hotel, Food
10	WMA Officials 1 Germany, 1 Mexico & 1 USA Flights, Hotel, Food
11	International Level 2400 Medals
12	6000 Participation Certificates, 2000 Merit Certificates laminated
13	Records Room & Staff, Computers and Stationery

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## 23RD ASIAN MASTERS ATHLETICS CHAMPIONSHIPS EVENT PARTICULAR

14	Photography, Videography and Event Albums
15	Championships 2025 Launch Program with Entertainment
16	40 Mobile Toilet Facilities including Rental and Transportation
17	Photo-finish Camera & M-Scale Rental & Transportation Charges
18	Designing and Printing AMAC 2025 Materials
19	AMAC 2025 Cultural Program and Opening Ceremonies
20	6 Months LOC Organising Travel, Food, Meetings & Training
21	AMA, WMA & MAFI Local Transportation Vehicles for 7 Days 15 Members
22	LOC Official Blazers 40 Nos x Rs.5000
23	LOC Operations Two Staff x Rs.50,000 x 6 Months
24	Boarding & Lodging for Secretaries of 30 Countries x 7 days x Rs.5000
25	Inaugural Day Banquets for 30 Countries & AMA Officials

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## VISIBILITY OF THE SPONSOR

As a sponsor or strategic partner for the 23rd AMA Championships 2025, your organization will gain unparalleled visibility and engagement with a diverse, global audience. Sponsorship with us is not just a branding opportunity but it's a gateway to meaningful connections, community involvement, and international recognition.

Each sponsorship tier offers distinctive visibility, Sponsorship benefits:

### 1. TITLE SPONSOR

**"Presented by [Your Brand]"** – This is the highest level of sponsorship, ensuring maximum brand prominence. **Visibility Includes:**

- ▶ Event will be named after the TITLE SPONSOR - 23rd Asia Masters Athletics Championships 2025".
- ▶ All event Collaterals (Signages, Medals, Merit Certificates) will carry the INTEGRATED LOGO UNIT of the TITLE SPONSOR .
- ▶ Your brand will reach 30 Countries within Asia and may reach other affiliated Countries of WMA.

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- ▶ Prime logo placement across all physical and digital assets including stadium banners, athlete bibs, backdrops, and event merchandise.
- ▶ AMAC 2025 will be featured in print, and digital media through PR .
- ▶ Priority branding at opening and closing ceremonies .
- ▶ Full-page advertisement in official souvenir .
- ▶ Lead position on event website with a dedicated sponsor page.
- ▶ Speaking opportunity at the opening ceremony .
- ▶ Any other visibility the Title Sponsor wishes to have may be discussed with LOC .

Title Sponsor Logo Placement	Title Sponsor
Trophies	Yes
Medals	Yes
Certificates	Yes
Souvenir	Yes
Registration Platform	Yes

## 2. PLATINUM SPONSOR

High-level branding with premium exposure and hospitality benefits Visibility

Includes:

Your logo will feature on the main event backdrop, stage banners, merit certificates, and across all official communication and press releases.

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- ▶ Prominent logo placement across venue branding, promotional materials.
- ▶ Recognition in press releases and social media campaigns.
- ▶ Full-page feature in official souvenir.
- ▶ Exclusive invites to VIP events and networking opportunities.
- ▶ Dedicated feature in email campaigns and digital newsletters.

### 3. GOLD SPONSOR

Strong brand presence with access to key engagement zones Visibility Includes:

- ▶ Logo placement on event signage, select banners, and digital screens.
- ▶ Half-page ad in official souvenir booklet.
- ▶ Social media mentions and logo presence on website sponsor section.
- ▶ Recognition in post-event media and press releases.
- ▶ Access to VIP seating and hospitality lounges.

### 4. SILVER SPONSOR

Cost-effective visibility with meaningful brand engagement Visibility Includes:

- ▶ Logo presence on event collaterals and select on-site branding.
- ▶ Quarter-page ad in event booklet.
- ▶ Mention in official event website and social channels.
- ▶ Passes for networking events and VIP areas.

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## COUNTRIES PARTICIPATING IN 23RD ASIAN MASTERS ATHLETICS CHAMPIONSHIPS

Sl.No.	COUNTRIES	Sl.No.	COUNTRIES
1	Bangladesh	16	Nepal
2	Brunei Darussalam	17	Pakistan
3	People's Republic of China	18	Philippines
4	Hong Kong, China	19	Singapore
5	India	20	Sri Lanka
6	Indonesia	21	Chinese Taipei
7	Iran	22	Tajikistan
8	Japan	23	Thailand
9	Kazakhstan	24	Turkmenistan
10	Korea	25	United Arab Emirates (u.a.e.)
11	Kyrgyzstan	26	Uzbekistan
12	Lebanon	27	Palestine
13	Malaysia	28	Kingdom of Saudi Arabia
14	Mongolia	29	Jordan
15	Myanmar		

**Join Us in Making History**

For more details please feel free to contact the below Officers:-

**D. David Premnath**

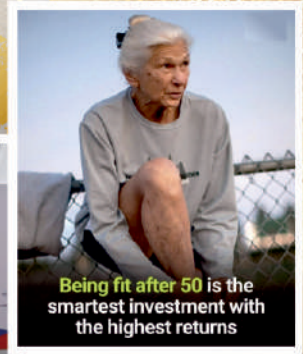
Secretary General

Masters Athletics Federation of India

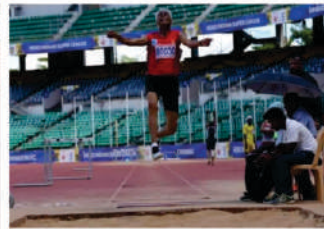
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OLDER.

IT'S A  
PRIVILEGE  
DENIED  
TO MANY.



Being fit after 50 is the  
smartest investment with  
the highest returns



## 27<sup>th</sup> Asia Masters Athletic

Championship - 2025

CHENNAI, Tamil Nadu

5<sup>th</sup> - 9<sup>th</sup> November 2025

An Event By

Masters Athletic Federation Of India

