

DATE: 10th March 2019
VENUE: Jaipur Polo Ground,
Race Course, New Delhi.
TIME: 2 p.m. onwards



GENERAL SPARROW CUP

PRIDE • POWER • PRESTIGE



2019

EXCLUSIVELY MARKETED BY

Shabnam Singhal
Managing Partner, Sirius D&E



About Sirius D&E

Website : sirius-ed.com

Sirius D&E, a seasoned brand honed with over a decade of business experience, is the leading global player in creating and managing high-end realty assets. The name behind India's most coveted luxury malls, retail destinations and opulent residencies, we currently enjoy the position of a preferred real estate consultant for domestic and international luxury projects. Having truly demonstrated our flair across all stages of a real estate project including conceptualization, planning, execution, positioning, marketing and management, Sirius D&E has emerged to be a comprehensive service provider with an all encompassing approach and unmatched experience.

About Sirius Luxury Affairs

Website : siriusluxuryaffairs.com

Sirius Luxury Affairs offers those planning an wedding, an exhilarating blend of élan, extravagance and the modern day aficionado's penchant for luxury. Like a page out of a self- written fable. Sirius Luxury Affairs presents bespoke comprehensive wedding solutions that celebrate the most important day of your life. Apart from weddings, Sirius Luxury affairs presents comprehensive solutions for all sorts of events that you plan to host. Our Bespoke approach ensures that your events transpire your personal style, elegance and class apart patterns.



About
OUR EXCLUSIVE
MARKETING PARTNER

- ❖ Shabnam Singhal is the Managing Partner of SIRIUS D&E which is a luxury International Property Consultant belonging to Singhal group of companies.
- ❖ Singhal belongs to top 100 families of India having a strong political and business background.
- ❖ Sirius D&E is a part of a multi diversified Singhal group of companies involved in various fields such as Biotechnology, Software Developments, Real Estate. Our Group companies are i.e. Biotech International Ltd., Computronics International Ltd., Chemical International Ltd, Vipps Centre, Manvi Investment among others.
- ❖ Ms Singhal has diversified experience in the group of companies and has been in the industry for over 2 decades and achieved success in product development and marketing.
- ❖ Sirius D & E also have an exclusive mandate for Delhi One Luxury retail (Four Seasons Retail) and now mandated for Four Seasons Pvt Residencies and various other luxury hotels and malls. It is the largest Four Season project on this side of the planet.
- ❖ Under Singhal's leadership Sirius has pioneered the Luxury real estate in India is now diversified into the exclusive realm of Luxury events with Sirius Luxury Affairs.
- ❖ Sirius Luxury Affairs offers customized services for quintessential luxury weddings, events & soirees that are designed to resonate with individual's personal style, elegance and standards.



Ms. Shabnam Singhal
Managing Partner/Owner
Sirius D&E and Sirius Luxury Affairs
www.sirius-ed.com
www.siriusluxuryaffairs.com

THE GENERAL SPARROW POLO CUP

The General Sparrow Polo Cup was presented by Mrs. Sonia Rajindar Singh in memory of her Late husband Maj. Gen. Rajindar Singh “Sparrow”, MVC** to General VK Singh, PVSM, AVSM, YSM, ADC, Chief of the Army Staff and President Army Polo & Riding Club during a presentation ceremony at President Body Guard Officers’ Mess on 04 Mar 2011 & was started by Mr. Jai Shergill(grand son of General Sparrow) & Ms. Sunayana Chibba(Social entrepreneur).

The schedule of the tournament are as under :

March 9th, 2019 1400 hrs Exhibition Match
1500 hrs Prize distribution of Exhibition match
1530 hrs Final Match
1645 hrs Trick Riding display/Prize distribution
1700 hrs High Tea



PROPERTY OF - SUNAYANA CHIBBA

Social entrepreneur, a fashionista & a social activist, Ms. Sunayana Chibba's single minded aim of promoting polo in India was the reason behind her coming on board as a Promoter of the tournament. As a founder of various polo tournaments earlier, this time her objective has been to bring world class polo to the people of this country. Her dedication & passion towards this sport is impressive & inspiring!



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MEDIA COVERAGE- ALL SPONSORS





'Milne ka bahaana', polo pe hai jaana!



Milne ke baad
The headline of the article reads: "Milne ke baad...". The text continues with details about the polo match and the social gathering. It mentions that the event was held at the Delhi Polo Ground and was attended by many celebrities and royalty. The article also highlights the participation of young women players and the cheering support from the audience.



THE KING OF SOCIAL!

Indiatimes.com
Ranked as the most engaging site on Facebook GLOBAL!

1. Facebook	10,000,000
2. Twitter	5,000,000
3. LinkedIn	2,000,000
4. MySpace	1,000,000
5. YouTube	500,000
6. Dribbble	100,000
7. Flickr	50,000
8. SoundCloud	20,000
9. DeviantArt	10,000
10. Last.fm	5,000

Love +



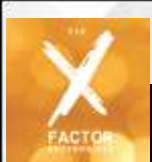






GUEST LIST

- Very prestigious guests of the city.
- Ministers
- Ambassadors
- Bureaucrats
- Celebrities
- Entrepreneurs
- Designers



SPONSORSHIP OPPORTUNITIES

- Title Sponsor
- Co Sponsor
- Associate/Team Sponsor
- Gift Sponsor
- Catering Partners
- Decor Partners

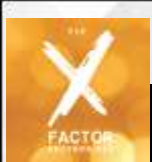


TITLE SPONSOR

The title Sponsor will receive premiere positioning and visibility through out the event, the organizer of General Sparrow Cup Polo will work with the title sponsor to consistently showcase its brand in a meaningful and relevant manner

- Category Exclusivity -Title Sponsors logo will appear before the General Sparrow Cup Polo in all promotional and advertising communication
- On Ground/Field product presence and branding**
- Larger logos placed at the top of all sponsor logo strips at the event venue
- Ten** passes to an Exclusive Designated Area in Premium VVIP Lounge
- 45** Complimentary VIP Passes to the Event
- VVIP Guest List Management**
- Four** PA Announcements
- Throw Ball Opportunity**
- Car Parking
- Eight** Field Boards
- Logo Inclusion on the Entrance Arch
- Logo Inclusion on All promotional Materials
- 2 Panaromial Board 30x 10





CO- SPONSOR

- Brand “ownership” of the event plus Category and industry EXCLUSIVITY
- **On Ground/Field product presence and branding**
- Larger logos placed at the top of all sponsor logo strips at the event venue
- **Five** passes to an Exclusive Designated Area in Premium VVIP Lounge
- **35** Complimentary VIP Passes to the Event
- Two PA Announcements
- Car Parking
- Four Field Boards
- Logo Inclusion on All promotional Materials
- 1 Panaromial Board 30x 10





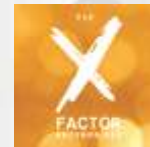
ASSOCIATE/ TEAM SPONSOR

- Brand “ownership” of the event plus Category and industry EXCLUSIVITY
- **On Ground/Field product presence and branding**
- Larger logos placed at the top of all sponsor logo strips at the event venue
- **Two** passes to an Exclusive Designated Area in Premium VVIP Lounge
- **25** Complimentary VIP Passes to the Event
- One PA Announcements
- Car Parking
- Two Field Boards
- Logo Inclusion on All promotional Materials
- 1 Panaromial Board 20x10



PRINT AMPLIFICATION PLAN

Publication	Topic	Size	No. of Advt	Total Space	Page Position
LTOI	Pre Buzz- Get Ready to Experince the Royalty				
LTOI	Meet The Team				Page 3
LTOI	Tournamnet Annuncement		2		
LTOI	Half Page Event Covergae	800 Sq Cm	3	2400	Page 3



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RADIO AMPLIFICATION PLAN

Radio Channel	Topic	Time	Slots	Days	Format	When
Radio Mirchi Delhi	Experience the Royalty	Peak Hours	5		5 Jingle	20 Days Prior
Radio Mirchi Delhi	Tournament Annoucement	Peak Hours	5		5 Jingle/RJ Mentions	15 Days Prior
Radio Mirchi Delhi	Players Bytes	Peak Hours	5		5 Bytes/R J Menitons	10 Days Prior
Radio Mirchi Delhi	Contest for Passes	Peak Hours	4		RJ Mentions and 5 Running the Contest	5 Days Prior



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OUTDOOR AMPLIFICATION PLAN

Sites Required		
Total Sites Needed	Total Number of Days	Creative Change
9	40	Every 10 Days
Sites Positioning		
Within City	Entry Points	Highway
6	2	1



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IN-CINEMA AMPLIFICATION PLAN

Number of Cinemas	Standees at Ticket Counter	Standees at The Entrance	Slides before the Show
PVR-3	2	2	1
Wave-1	2	2	1
SRS-1	2	2	1
Total	30	30	As per the shows



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OUR PREVIOUS PARTNERS



Mercedes-Benz



JOHNNIE WALKER.



HOTELS • PALACES • RESORTS • SAFARIS



SHAHNAZ HUSAIN



WAVE Infratech





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