CGC UNIVERSITY MOHALI
Shaping Tomorrow, Today

25+ Years of legacy

ASSOCIATION OF INDIAN UNIVERSITIES

DIRECTORATE OF SPORTS
CGC UNIVERSITY, MOHALI

ALL INDIA INTER-UNIVERSITY CHAMPIONSHIP 2026

AIIU

CANOEING & KAYAKING

SPONSORSHIP & PARTNERSHIP PROPOSAL

DATES : 1 NOV – 6 NOV, 2026

VENUE : SUKHNA LAKE, CHANDIGARH

POWER. PRECISION. PADDLE.



ABOUT

CGC UNIVERSITY, MOHALI

CGC University, Mohali (formerly CGC Jhanjeri) is among North India's most progressive and reputed institutions of higher education. Committed to academic excellence and innovation, it has emerged as a hub for aspiring professionals and leaders.

Extensive collaborations with top national and international organizations provide robust placement opportunities, industry exposure and skill-based training to students.

25+ Years of legacy

30,000+

STUDENTS ACROSS DIVERSE FIELDS

- Engineering
- Management
- Pharmacy
- Law
- Commerce
- Humanities
- Sciences

WHAT IS

AIIU CANOEING & KAYAKING?



The All India Inter-University (AIIU) Canoeing & Kayaking Championship is a national-level water sports competition where university teams from across the country race in canoe and kayak events, competing in men's and women's categories.

- SPEED
- ENDURANCE
- BALANCE
- TEAMWORK

FOR SPONSORS

A high-impact platform for engagement, brand positioning and brand visibility.

A young, energetic, fitness-driven audience of athletes, coaches, officials and spectators, connecting your brand with Gen Z and millennial consumers.

THE CHAMPIONSHIP AT A GLANCE

AIIU 2026

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PAN-INDIA
UNIVERSITIES

CANOE + KAYAK
BOAT CLASSES

MEN & WOMEN
CATEGORIES

SOLO & TEAM
RACES

WHY PARTNER WITH US?

ON-GROUND ENGAGEMENT

- Dedicated stalls for product demos & sampling at the venue
- Brand-hosted contests & giveaways for athletes and spectators
- Branded zones at the start/finish line and podium ceremonies

DIGITAL EXPOSURE

- Story mentions
- Tagged reels
- Video shoutouts
- Dedicated brand-featured posts
- Live streams
- Race highlights

BRAND VISIBILITY

Your logo on promotional materials:

- Banners
- Event arches
- Social media (Instagram)

SPONSORSHIP TIERS

FOUR WAYS TO PARTNER

TITLE SPONSOR	₹10 LAKH+ & ABOVE	Title Sponsor naming rights · 1 complimentary stall · Prominent branding at podium, start/finish line, entrance & screens
POWERED BY	₹10 LAKH	Maximum reels + maximum posts · 1 complimentary · Logo on official team ID cards · 2 person accommodation.
ASSOCIATE SPONSORS	₹5 LAKH	5 reels + 5 posts · 1 complimentary · Logo on official posters and guides
SUPPORTED BY	₹2 LAKH	2 reels + 3 posts · Dedicated stall / activation space



SPONSORSHIP TIERS

TITLE SPONSOR

₹10 LAKH+ & ABOVE

1 COMPLIMENTARY STALL

- Highest-level brand association with AIIU Canoeing & Kayaking 2026, including official **Title Sponsor naming rights**.
- Prominent branding across the podium, start/finish line, entrance, screens, key locations & event creatives.
- Dedicated brand stall + on-ground activation for direct student engagement.
- Extensive social media & promotional visibility: reels, posts, tags and event media coverage.
- Brand mentions during key announcements, finals and medal ceremonies.
- Logo on the official team ID cards.

POWERED BY

₹10 LAKH

MAXIMUM REELS + MAXIMUM POSTS

SOCIAL MEDIA PROMOTION, TAGS & EVENT CONTENT

1 STALL

COMPLIMENTARY

- Premium brand association with AIIU Canoeing & Kayaking 2026 and its Instagram profile.
- Strong logo visibility at the podium, start/finish line, entrance, screens and key locations.
- Dedicated brand stall for direct student engagement and on-ground promotion.
- Brand promotion and visibility across major race-day activities and announcements.
- College page promotion + 5 dedicated promotional posts on social media platforms.
- Logo on the official team ID cards.

ASSOCIATE SPONSORS

₹5 LAKH

5 REELS + 5 POSTS

SOCIAL MEDIA PROMOTION, TAGS & EVENT CONTENT

1 STALL

COMPLIMENTARY

- Dedicated brand stall for direct student engagement and on-ground promotion.
- College page promotion + 5 dedicated promotional posts social media platforms.
- Logo on official posters and guides.

SPONSORSHIP TIERS

SUPPORTED BY ₹2 LAKH

- **Digital Promotion:** 2 promotional for strong digital visibility among students and young audiences.
- **Social Media Exposure:** 3 promotional posts during event promotion.
- **Dedicated Stall:** a designated stall/activation space for product promotion, sampling, games, contests, registrations or student engagement.
- **On-Ground Branding:** brand logo and promotional branding across selected event assets and approved locations.
- **Student Engagement:** direct interaction with students through the stall and promotional activities.
- **Brand Association:** association with the championship across relevant promotional and race-day communication.
- **Digital + Physical Reach:** online exposure and on-ground visibility to maximize brand awareness and engagement.



LET'S PARTNER

CONTACT US

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