



SPONSORSHIP DECK

RUN - EXPLORE - CONNECT

Sports Tourism | Marathons | Offbeat Destinations

Turning running events into destination experiences.

Partner with India's destination-running pioneer and put your brand on the country's most scenic start lines.

SPORTIVE (Real Sports India) | Kolkata, India
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WHO WE ARE

MORE THAN A RUN. IT'S AN EXPERIENCE.

SPORTIVE, also known as Real Sports India, is a Kolkata-based sports tourism venture that conceptualises, organises and manages marathons, trail runs and destination-based sporting experiences across India. Our flagship concept, RUNSAFARI, combines running events with travel, adventure, culture and local experiences - participants don't just visit a destination, they experience it through the run.

We work with tourism departments, district administrations, local communities and brands to take professionally managed racing to India's lesser-known destinations - and to bring national visibility, tourism revenue and livelihood opportunities back to them.

OUR FOOTPRINT

24+

EVENTS DELIVERED & IN DEVELOPMENT

12+

STATES & TERRITORIES

1000s

RUNNERS & TRAVELLERS

SELECTED EVENTS & RUNSAFARI PROJECTS

- > Sundarban Tiger Marathon - West Bengal
- > Kolkata Half Marathon - West Bengal
- > Lachen Marathon - North Sikkim
- > Temi Tea Trail - Sikkim
- > Bomdila Hill Marathon - Arunachal Pradesh
- > Karbi Anglong Assam Half Marathon (World Tourism Day 2025)
- > Mawphlanur RUNSAFARI - Meghalaya
- > Vanghmun Cleanest Village Half Marathon - Tripura
- > Bhaderwah Snow RUNSAFARI - Jammu
- > Kargil Vijay Diwas Run - Kargil
- > Dooars RUNSAFARI (with Tata Structura) - West Bengal
- > Mandarmani Beach Marathon - West Bengal
- > Gnathang Valley Vibrant Village Marathon - Sikkim
- > Kibithoo Vibrant Village RUNSAFARI - Arunachal Pradesh
- > Charaideo Maidam RUNSAFARI (UNESCO site) - Assam
- > Mawlynnong RUNSAFARI - Meghalaya
- > Hmuifang Half Marathon - Mizoram
- > Mainpat Hill Half Marathon - Chhattisgarh
- > Longewala RUNSAFARI - Jaisalmer
- > New destinations in development: Odisha, Bihar, Jharkhand

THE AUDIENCE YOUR BRAND MEETS

ACTIVE. AFFLUENT. EXPERIENCE-DRIVEN.

RUNSAFARI participants are urban runners and travellers aged roughly 20-50: professionals, entrepreneurs, defence personnel, students and fitness communities from metros and tier-2 cities across India. They travel to events with family and friends, stay 2-3 nights, and spend on accommodation, food, transport and local experiences.

TWO CORE PARTICIPANT PROFILES

THE CHALLENGE SEEKER

Energetic. Adventurous. Travel-driven. Experienced amateur runners chasing new routes, distances and destinations.

THE EXPERIENCE SEEKER

Curious. Motivated. Discovery-oriented. First-time destination runners combining fitness with travel and exploration.

WHAT BRINGS THEM TO THE START LINE

FITNESS

TRAVEL

CULTURE & HERITAGE

PARTICIPATION

ADVENTURE

DESTINATION DISCOVERY

SOCIAL INTERACTION

A BREAK FROM ROUTINE

Every event is amplified across SPORTIVE's social channels (Facebook: runsafari | Instagram: udsportive), runner communities, PR coverage and partner networks - giving sponsors multi-week visibility before, during and after race day.

CHOOSE YOUR PARTNERSHIP TIER.

TITLE / PRESENTING PARTNER

Naming rights - 'Event Name presented by Your Brand'. The deepest association across one event or the RUNSAFARI season.

- + Brand name in official event title & all communication
- + Largest logo: main backdrop, start/finish gantry, finisher medals
- + Logo on T-shirt front, race bibs, finisher certificates
- + Logo in event film, official photos & aftermovie
- + Homepage + event page logo on SPORTIVE website
- + Dedicated social media campaign & PR mentions
- + Prime activation stall at expo & finish zone
- + VIP hospitality, stage time at prize ceremony
- + First right of refusal for next edition

GOLD / POWERED BY PARTNER

High-visibility association for brands that want strong on-ground + digital presence.

- + Logo on main backdrop & start/finish gantry
- + Logo on T-shirt back & hydration stations
- + Event page logo + sponsor section on website
- + Social media posts & event film logo
- + Activation stall in expo/finish zone
- + VIP passes & prize ceremony mention

SILVER / ASSOCIATE PARTNER

Solid brand presence across race day and digital assets.

- + Logo on main backdrop & route signage
- + Finisher certificate logo
- + Website sponsor listing & social mentions
- + Announcement mentions on race day

SUPPORT / COMMUNITY PARTNER

For local businesses & institutions joining the destination ecosystem.

- + Logo on website event page
- + Venue signage & social media mention
- + Community & volunteer engagement

WHAT YOUR BRAND RECEIVES.

DELIVERABLE	TITLE	GOLD	SILVER	SUPPORT
Event naming rights	YES	-	-	-
Main stage & finish gantry branding	YES	YES	-	-
Finisher medal & T-shirt logo	YES	YES	-	-
Race bib & certificate branding	YES	-	YES	-
Event film & official photography	YES	YES	-	-
Website homepage + event page	YES	YES	YES	YES
Social media campaign & PR	YES	YES	YES	YES
Activation stall / expo space	YES	YES	-	-
Route & hydration station branding	YES	YES	YES	-
VIP hospitality & ceremony presence	YES	YES	-	-
Community & volunteer engagement	YES	YES	YES	YES

Custom packages, in-kind partnerships (hydration, nutrition, gear, travel, hospitality), destination-promotion projects and multi-event season partnerships are available on request.

LET'S CREATE THE NEXT DESTINATION RUN.

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