

Karnataka Ability Cricket League 2026 Sponsorship Proposal

Karnataka Ability Cricket League 2026

This proposal presents a historic wheelchair cricket league that celebrates talent, determination, and inclusion on one competitive platform. It is an inclusive sporting event that empowers para-athletes and showcases the spirit of equal opportunity through sport.

Organized by **Parishrama Divyang Sports Academy** and **Karnataka State Wheelchair Cricket Association**, this initiative brings together athletes, supporters, and communities in a powerful **celebration of resilience** and **sporting excellence**.

Opportunity

A landmark inclusive sports property with strong CSR alignment and meaningful community value.

Investment

₹25,00,000 total budget with flexible sponsorship tiers and partnership categories.

Reach

2,50,000+ impressions across spectators, streaming, media, and social platforms.

Impact

Directly empower 90 para-athletes while positioning brands as pioneers in inclusion.

Join us in making history.

Event Overview

Here's a snapshot of this groundbreaking event:

Event Name	Karnataka Ability Cricket League 2026
Location	Bengaluru, Karnataka
Format	Wheelchair Cricket Tournament
Total Participants	90 Para Players
Number of Teams	6 Teams
Team Composition	4-6 out-of-station players + Karnataka wheelchair cricket players per team

6

Teams

90

Athletes

4-5

Days

50K
+

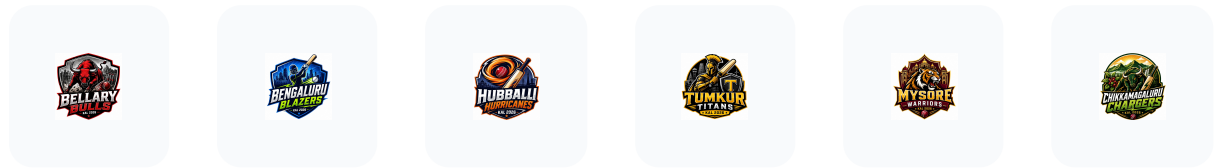
Viewers

Historic First: Karnataka's premier wheelchair cricket league bringing together 90 elite para-athletes across 6 competitive teams

Participating Teams

The league features six competitive teams with strong identities and local pride, creating a thrilling platform for elite wheelchair cricket.

The participating teams include **Mysore Warriors**, **Bengaluru Blazers**, **Tumkur Titans**, **Hubballi Hurricanes**, **Chikkamagaluru Chargers**, and **Bellary Bulls**, each proudly marked KAL 2026.



Each team represents a **city's pride** and will compete with passion, skill, and determination for the **championship title**.

Understanding Wheelchair Cricket

Wheelchair cricket is an inspiring **adapted version** of traditional cricket, specially designed for athletes with physical disabilities who use wheelchairs for mobility. The game follows the standard cricket format with thoughtful modifications that ensure fair play and competitive excellence.

Players showcase **remarkable skill**, agility, and strategic thinking while maneuvering their wheelchairs across the field. This sport powerfully demonstrates that **disability is not inability** – it celebrates athletic prowess, determination, and the unbreakable human spirit.

Wheelchair cricket has gained significant **international recognition** and is experiencing rapid growth across India. Karnataka has emerged as a **pioneering state** in developing world-class wheelchair cricket talent. The Karnataka Ability Cricket League 2026 represents a **historic milestone** in promoting inclusive sports in South India.



This tournament is more than just a sporting event - it's a **movement towards equality**, accessibility, and recognition of para-athletes' **extraordinary abilities**. Every match will inspire thousands and change perceptions about disability sports.

Organized By

- Parishrama Divyang Sports Academy
- Karnataka State Wheelchair Cricket Association

About Parishrama Divyang Sports Academy

Parishrama Divyang Sports Academy is a **pioneering institution** dedicated to empowering para-athletes and promoting inclusive sports across Karnataka. Established with a vision to provide **equal opportunities** in sports for persons with disabilities, the academy has become a beacon of hope and excellence in disability sports development.

The academy offers **world-class training facilities**, professional coaching, and comprehensive support systems for athletes with diverse abilities. Through systematic training programs and competitive exposure, Parishrama has nurtured numerous talented para-athletes who have represented Karnataka

and India at national and international platforms.

The academy works closely with government bodies, sports federations, and community organizations to create an inclusive sporting ecosystem. Their commitment to excellence and social impact has made them a **trusted name** in disability sports development.



Parishrama has been at the forefront of disability sports for **several years, transforming lives** through sports and creating pathways to excellence. Their expertise ensures this tournament will be executed with the **highest standards** of professionalism.

Key Achievements & Impact

200+

Para-Athletes
Trained

15+

Tournaments
Organized

90%

Athlete Retention
Rate

Trained over **200+ para-athletes** across multiple sports disciplines including wheelchair cricket, athletics, Wheelchair Basketball, Rugby, Para Badminton, Table tennis and adaptive sports

- Produced **state-level champions** who have won medals at Karnataka State Para Sports Championships
- Successfully organized 15+ district and state-level wheelchair cricket tournaments and training camps
- Partnered with Karnataka State Wheelchair Cricket Association to develop **grassroots programs** for wheelchair cricket development
- Provided specialized coaching and equipment support to economically disadvantaged para-athletes
- Established wheelchair cricket teams in 8+ districts across Karnataka, expanding reach and accessibility
- Conducted awareness programs in **50+ schools** and colleges promoting disability inclusion through sports
- Facilitated employment opportunities for para-athletes through sports quota and skill development programs
- We have successfully organized the National Wheelchair Cricket Championship in Bengaluru, with participation from eight state teams.
- Created a network of 30+ volunteer coaches and support staff dedicated to para-sports development
- Organized inclusive sports festivals bringing together **250+ participants** with and without disabilities
- Maintained a **90%+ retention rate** through comprehensive welfare and mentorship programs
- We successfully organized a Short Course Swimming Competition in Bengaluru, with the participation of 110 athletes.
- We successfully organized the National Wheelchair Cricket Championship in Bengaluru, where 8 state teams and over 120 para-players participated.



With a **proven track record** of excellence and impact, Parishrama Divyang Sports Academy brings **credibility, experience, and passion** to the Karnataka Ability Cricket League 2026. This tournament represents the culmination of **years of grassroots development** and athlete empowerment work.

Sponsorship Opportunity

This is a valuable opportunity to support **inclusive sports** while associating your brand with a meaningful and forward-looking social initiative.

By partnering with the league, sponsors can connect with diverse audiences, strengthen their commitment to corporate social responsibility, and achieve strong **brand visibility** throughout the tournament.

Your support will help create a lasting **social impact** by empowering para-athletes and promoting disability inclusion in sports.

Premium Partnership Opportunity

Align your brand with India's most impactful disability sports initiative while achieving measurable CSR goals and extensive brand visibility.

Event Budget & Sponsorship

Requirements

The Karnataka Ability Cricket League 2026 requires a total budget of **₹25,00,000** to deliver a **world-class tournament experience**. This investment covers all aspects from player welfare to venue management, ensuring professional execution and **maximum impact**.

₹25,00,000

Complete financial transparency: Every rupee is accounted for and directly contributes to creating a world-class tournament experience.

Detailed Budget Breakdown

Expense Head	Amount (₹)	Purpose
Venue & Infrastructure	2,00,000	Stadium rental, pitch preparation, seating arrangements, accessibility facilities
Player Accommodation	4,50,000	Hotel stays for 90 players (out-of-station teams) for 4-5 days
Food & Catering	5,00,000	Meals, refreshments, hydration for players, officials, and support staff
Jerseys & Equipment	1,00,000	Team kits, cricket gear, wheelchairs, protective equipment for 6 teams
Media & Live Streaming	3,00,000	Professional cameras, streaming platform,

		commentary team, graphics
Medical Support	1,50,000	Physiotherapists, doctors, first aid, ambulance services throughout tournament
Transportation	1,00,000	Local transport for players, officials, equipment between venues
Event Management	2,00,000	Coordination team, volunteers, logistics, security, hospitality
Marketing & Promotion	2,00,000	Social media campaigns, print materials, press releases, outdoor advertising
Branding & Signage	1,50,000	Sponsor boards, banners, venue branding materials
Awards & Certificates	1,00,000	Winner trophy, runner-up medals, player awards, participation certificates
Contingency Fund	50,000	Emergency reserve for unforeseen expenses

Every rupee is allocated **strategically** to ensure maximum impact and a **world-class tournament experience**.

Branding Locations & Activation Zones

Strategic branding across the venue ensures sponsors are seen by spectators, players, media teams, and digital audiences throughout the tournament. Each activation zone offers a different level of visibility, helping brands connect with both in-person and online engagement.

Location	Branding Type	Visibility Impact
Main Stadium	LED boards, boundary signage, pavilion branding	High - Visible in all match footage and photographs
Player Zone	Jersey logos, helmet stickers, wheelchair branding	Maximum - Constant visibility during play and close-ups
Entry Gates	Welcome arches, registration desks, ticket counters	High - First impression for all attendees
Media Center	Press conference backdrop, interview zones	Premium - Featured in all media coverage
VIP Lounge	Branded hospitality area, refreshment zones	Exclusive - Association with premium experience
Practice Grounds	Training facility signage, warm-up area boards	Moderate - Behind-the-scenes content opportunities
Digital Platforms	Website banners, social media graphics, live stream overlays	Massive - Reaches thousands online
Event Merchandise	T-shirts, caps, bags, water bottles	Long-term - Brand recall beyond the event

Digital coverage ensures your brand reaches audiences **far beyond the stadium**—connecting with viewers across Karnataka, India, and the global Indian diaspora. **Every match becomes a marketing opportunity.**

Sponsorship Categories

We offer flexible sponsorship opportunities designed to match different investment levels and branding objectives. Each category provides distinct benefits and visibility throughout the tournament.

Title Sponsor

₹10,00,000

Maximum visibility

Powered By

₹5,00,000

Premium branding

Associate Sponsor

₹3,00,000

Strong presence

Category	Investment	Key Benefits
Title Sponsor	₹10,00,000	Exclusive naming rights, maximum visibility, all branding locations, VIP hospitality
Powered By Sponsor	₹5,00,000	Co-branding on all materials, premium visibility, digital rights, hospitality passes
Associate Sponsor	₹3,00,000	Prominent branding,

		social media features, match-day activation, hospitality
Team Sponsor	₹2,00,000	Exclusive team association, jersey branding, team content rights (6 teams available)
Category Sponsor	₹1,10,000	Specific category ownership (e.g., "Powered by [Brand]" for streaming, awards, etc.)
Official Partner	₹1,00,000	Partner status, logo placement, social media mentions, event passes

All sponsorship packages are **customizable** based on your brand's specific requirements and marketing objectives. We welcome discussions about creating **bespoke partnership opportunities** that align with your **CSR goals** and brand values.

Tournament Impact & Reach

This league is designed to generate measurable visibility for sponsors while creating meaningful outcomes for para-athletes and the wider community. Its reach extends far beyond the venue through streaming, media coverage, and long-term digital storytelling.

Metric	Expected Reach
Live Spectators	5,000+ attendees across all matches
Digital Viewership	50,000+ views on streaming platforms
Social Media Reach	2,00,000+ impressions across platforms
Media Coverage	15+ news outlets (print, digital, TV)
Community Impact	90 para-athletes directly empowered
Geographic Reach	Pan-Karnataka with national attention
Event Duration	4-5 days of continuous brand visibility
Post-Event Content	6 months of highlight reels and success stories

Your sponsorship will **directly fund** equipment, training facilities, player welfare, and tournament operations. Every rupee invested creates **lasting impact** in the lives of para-athletes and their families.

₹25,00,000

Complete Tournament Investment

Transparent allocation across all operational areas

Partner With Us

We invite you to join this meaningful initiative and become a valued partner in creating history in wheelchair cricket. Your support will help build an unforgettable event that combines excellence in sport with purpose, inclusion, and lasting community impact.

This is more than a sponsorship—it's an **investment in social change, community empowerment**, and the future of inclusive sports in India. Your brand will be remembered as a **pioneer that stood for equality** and empowered para-athletes through sport.

Investment in social change — This is more than a sponsorship; it's an opportunity to shape community empowerment and the future of inclusive sports in India. Your brand will be remembered as a **pioneer that stood for equality** and empowered para-athletes through sport. **The time to act is now**—join us in **creating history** through the Karnataka Ability Cricket League 2026.

Contact Us

Let's Build Something Impactful Together

For sponsorship conversations, partnership opportunities, and event details, our team is ready to support you.

Contact	Details
Phone	+91 9739275828
Email	csr@parishramadivyangsportsacademy.org
Location	Bengaluru, Karnataka
Partnerships	CSR, sponsorship, and media collaborations
Response Time	Within 24 hours

Early sponsors and partners will receive priority consideration for premium branding placements, category rights, and launch visibility.