



SICCI CORPORATE PREMIER LEAGUE

CHENNAI - 2026

Premier Southern India Sports Tournament

Compete - Connect - Contribute

(Tentative Dates)



26th - 27th September 2026
Tournament

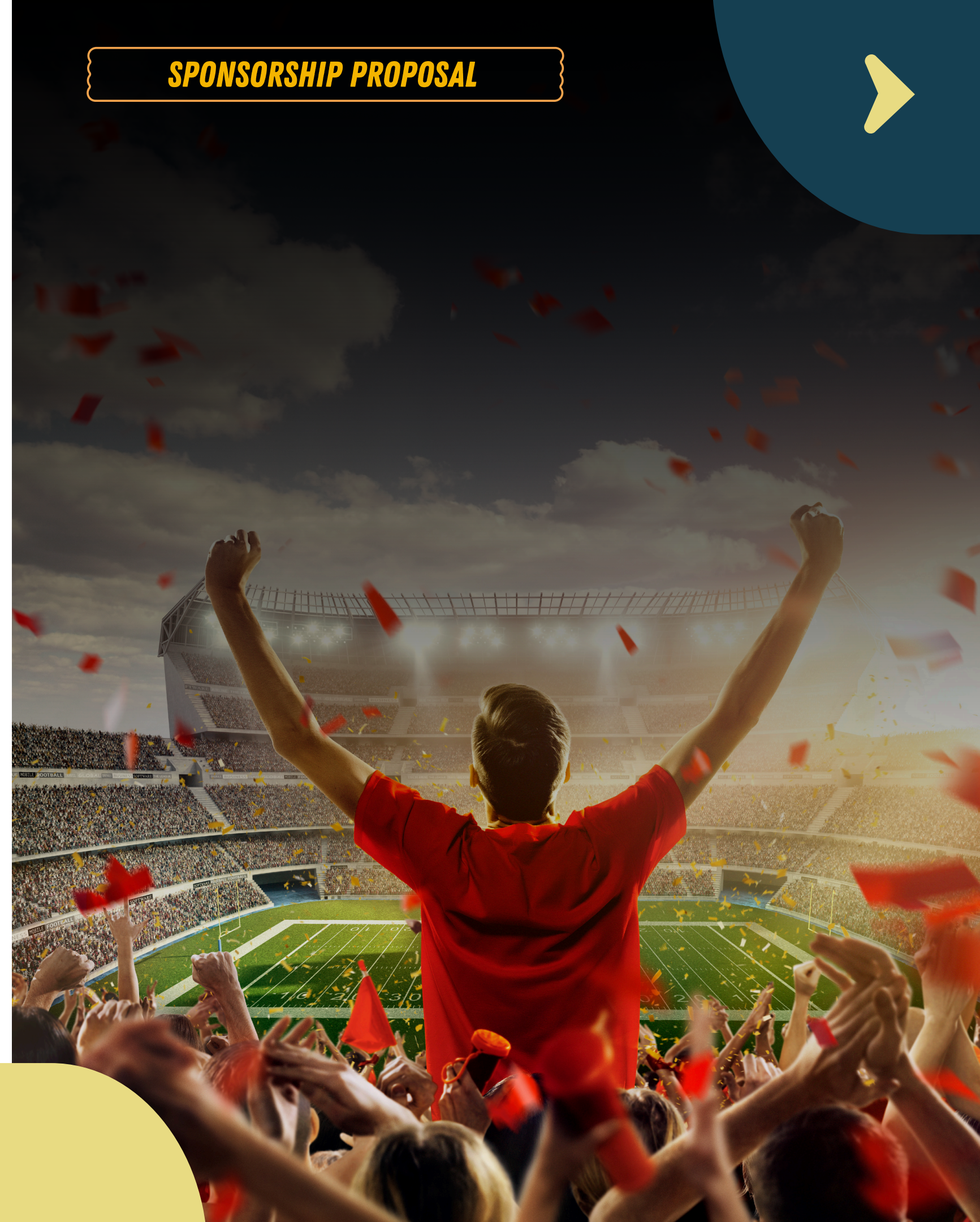


03rd October 2026
Awards Gala Networking Dinner

In Collaboration with



SPONSORSHIP PROPOSAL





EXECUTIVE SUMMARY

The SICCI Corporate Premier League (SCPL) 2026 is Tamil Nadu's premier multi-sport corporate championship that brings together corporates, MSMEs, startups, professionals, and industry leaders on a dynamic platform to promote employee wellness, teamwork, networking, and sportsmanship. Organized by the Southern India Chamber of Commerce & Industry (SICCI), one of India's oldest and most respected industry chambers established in 1909, SCPL serves as a unique platform where business meets sport, creating meaningful opportunities for collaboration, brand visibility, and corporate engagement.

Beyond competition, SCPL 2026 is designed to create a lasting social impact. In partnership with UNHCR, the United Nations Refugee Agency, the league promotes inclusion by encouraging refugee participation while supporting grassroots sports development across Tamil Nadu. Through corporate partnerships and community initiatives, SCPL aims to expand sporting opportunities for students from government schools, government-aided schools, other educational institutions, and refugee communities, fostering talent, encouraging healthy lifestyles, and building a more inclusive sporting ecosystem for future generations.

 **Pilot Edition | 116 Years of SICCI Legacy | 3 Years of Partnership with UNHCR**
16 Corporate Teams | 500+ Participants

SCPL's mission is to strengthen India's corporate community through the spirit of sport, building enduring partnerships, advancing employee well-being, and creating a sustainable legacy of grassroots sports development and social inclusion.



WHY SCPL?



Corporate Networking

Build meaningful relationships with business leaders, entrepreneurs, HR professionals, and decision-makers through the shared spirit of sport.



Inclusive Social Impact

Champion diversity and inclusion by supporting refugee participation in partnership with UNHCR, creating opportunities where sport brings communities together.



Employee Wellness

Promote healthier workplaces by encouraging teamwork, physical well-being, leadership, and employee engagement through competitive sports.



Grassroots Sports Legacy

Every partnership contributes towards strengthening grassroots sports by supporting aspiring athletes from government schools, government-aided schools, and refugee communities.

PARTNERSHIP BENEFITS

As an SCPL 2026 sponsor, your brand gains unparalleled visibility across uniforms, venues, and digital platforms — connecting you with top corporate decision-makers and industry leaders.

CORE BENEFITS:

Brand Visibility on Uniforms & Venues

Exclusive Corporate Networking Events

Media & PR Amplification

CSR & Social Impact

Year-Round Brand Association

Exhibition & Business Showcase

Sponsors receive customised activation opportunities, digital platform integration, and dedicated media campaigns — delivering measurable brand exposure and executive-level engagement throughout the SCPL 2026 season.



TITLE SPONSOR

₹ 10,00,000

BENEFITS INCLUDE:

- *Exclusive Naming Rights for SCPL 2026*
- *Premium Branding across all event venues, marketing collateral, and digital platforms*
- *Exclusive Jersey Branding with maximum logo visibility*
- *Complimentary Premium Exhibition Stall at a SICCI flagship event*
- *Year-Round Branding across four selected SICCI flagship events*
- *Integrated Media & Social Media Campaigns with dedicated promotional coverage*
- *Priority Brand Visibility on trophies, certificates, welcome kits, event merchandise, and giveaways*
- *Exclusive Stage, Backdrop & Awards Ceremony Branding*
- *VIP Networking Access with corporates, industry leaders, and government stakeholders*
- *Speaking Opportunity during the inauguration or awards ceremony (where applicable)*
- *Sponsor Activation Zone for product showcase and customer engagement*
- *Comprehensive PR & Media Coverage across print, digital, radio, television, and live streaming*
- **Complimentary Team Slot** – *One complimentary team entry in each sport category, subject to the respective tournament rules, eligibility criteria, and registration deadlines.*

Investment: ₹10,00,000 and above | Limited to ONE exclusive partner. Secure your partnership today and command the SCPL 2026 stage.



POWERED BY ₹7,50,000

BENEFITS INCLUDE:

- Powered By Partner recognition across SCPL 2026 branding
- Brand Visibility across two selected SICCI flagship events
- Complimentary Exhibition Stall at a SICCI flagship event
- Prominent Secondary Branding across event venues and branding assets
- Digital Promotions across the event website, social media, and email campaigns
- Venue Branding including backdrops, standees, registration area, and media walls
- Brand Visibility on selected event collaterals and promotional materials
- Sponsor Activation Space for product showcase and customer engagement
- Media & PR Recognition across print, digital, and social media coverage
- Networking Opportunities with corporates, industry leaders, and key stakeholders
- Complimentary Team Slot – One complimentary team entry in each sport category, subject to the respective tournament rules, eligibility criteria, and registration deadlines.

Investment: ₹7,50,000 and above | Limited to ONE exclusive partner. Secure your partnership today and command the SCPL 2026 stage.



CO-SPONSOR

₹ 5,00,000

BENEFITS INCLUDE:

- Complimentary Exhibition Stall at a SICCI Flagship Event
- Brand Visibility at one selected SICCI Flagship Event
- Prominent Event Branding across SCPL venues and collaterals
- Social Media Promotions across official SCPL & SICCI platforms
- Brand Visibility on event giveaways and takeaways
- Venue Branding including selected backdrops, standees, and registration areas
- Sponsor Recognition during the event and awards ceremony
- Networking Opportunities with corporates and industry stakeholders
- Complimentary Team Slot – One complimentary team entry in each sport category, subject to the respective tournament rules, eligibility criteria, and registration deadlines.

Investment: ₹5,00,000 and above | Limited to TWO exclusive partner. Secure your partnership today and command the SCPL 2026 stage.



ASSOCIATE SPONSOR ₹ 3,00,000

BENEFITS INCLUDE:

- Logo Visibility on official event collaterals and promotional materials
- Branding across selected SCPL event assets
- Digital Promotions through the SCPL website, social media, and email campaigns
- Complimentary Standard Exhibition Stall at a selected SICCI flagship event
- Brand Visibility at one selected SICCI flagship event
- Recognition during the event and networking opportunities
- Complimentary Team Slot – One complimentary team entry in each sport category, subject to the respective tournament rules, eligibility criteria, and registration deadlines.

Investment: ₹3,00,000 and above | Limited to FOUR exclusive partner. Secure your partnership today and command the SCPL 2026 stage.



SUPPORTING PARTNERS

Sponsorship Category	Partnership Value	Partnership Mode
Venue Partner	₹1,00,000	Cash / Barter
Digital & Technology Partner	₹75,000	Cash / Barter
Food & Refreshment Partner	₹2,00,000	Cash / Barter
Wellness & Hydration Partner	₹75,000	Cash / Barter
Media Partner	₹75,000	Cash / Barter
Merchandise & Apparel	₹1,00,000	Cash / Barter
Gifting Partner	₹75,000	Cash / Barter
Trophy & Awards Partner	₹75,000	Cash / Barter

BENEFITS INCLUDE:

- *High-Impact Brand Visibility across the event through category-specific branding.*
- *Logo Placement on selected event collaterals, digital platforms, and promotional materials.*
- *Official Partner Recognition in event announcements, stage mentions, and awards ceremony.*
- *Digital Promotion through the SCPL website and official social media channels.*
- *Networking Opportunities with corporates, industry leaders, and key stakeholders.*
- *Opportunity to Showcase Products & Services (where applicable).*
- *CSR & Community Impact Recognition through support for grassroots sports development and inclusive sporting initiatives.*
- **Complimentary Team Entry** – *One complimentary team entry in any one sport of the sponsor's choice*





MEDIA REACH & EXPOSURE

SCPL 2026 delivers unparalleled media visibility across broadcast, digital, and social platforms. Our multi-channel reach ensures your brand connects with millions of corporate decision-makers, sports enthusiasts, and business leaders nationwide.

EVENT & ON GROUND BRANDING

- ***Live Streaming***
- ***Professional Photography & Videos***
- ***LED Screens & Venue Branding***
- ***Jerseys & Event Collaterals***
- ***Exhibition Booths***
- ***Award Ceremony & Trophy Branding***

TRADITIONAL MEDIA

- ***Television News Coverage***
- ***Print Newspapers***
- ***Business & Trade Magazines***
- ***FM Radio Promotions***
- ***Press Conferences***
- ***Media Interviews***

SOCIAL MEDIA BRANDING

- ***LinkedIn Campaigns***
- ***Instagram & Facebook***
- ***YouTube Highlights***
- ***X (Twitter) Updates***
- ***Official Event Website***
- ***Email Marketing***

CORPORATE ENGAGEMENT

- ***CXO & Business Leader Networking***
- ***B2B Meetings & Business Opportunities***
- ***Sponsor Exhibition Booths***
- ***Product & Service Showcase***
- ***VIP Hospitality & Guest Engagement***
- ***Sponsor Activation & Brand Experience***

CUSTOM PARTNERSHIP OPTIONS

SCPL 2026 offers fully bespoke sponsorship solutions tailored to your brand's unique goals — from exclusive hospitality experiences to co-branded content campaigns and employee engagement programs.

BESPOKE PACKAGES:

Exclusive Hospitality & VIP Suites

Content Co-Creation & Brand Storytelling

Employee Activation & Engagement Programs

Flexible investment levels are available across all custom tiers. Our partnership team will craft a bespoke benefits package aligned with your brand objectives, budget, and audience — ensuring maximum ROI and lasting impact for SCPL 2026 sponsors.





COMMUNITY IMPACT

SCPL 2026 is committed to creating a lasting impact beyond the competition by using sport as a catalyst for inclusion, wellness, and community development. In partnership with UNHCR, the league promotes refugee inclusion while supporting grassroots sports initiatives for students from government schools, government-aided schools, and other educational institutions. Through the collective support of our sponsors and partners, SCPL aims to inspire future sporting talent, encourage healthier communities, and build a more inclusive and sustainable sporting ecosystem across Tamil Nadu.

VENUE BRANDING



STAGE BACKPROP BRANDING



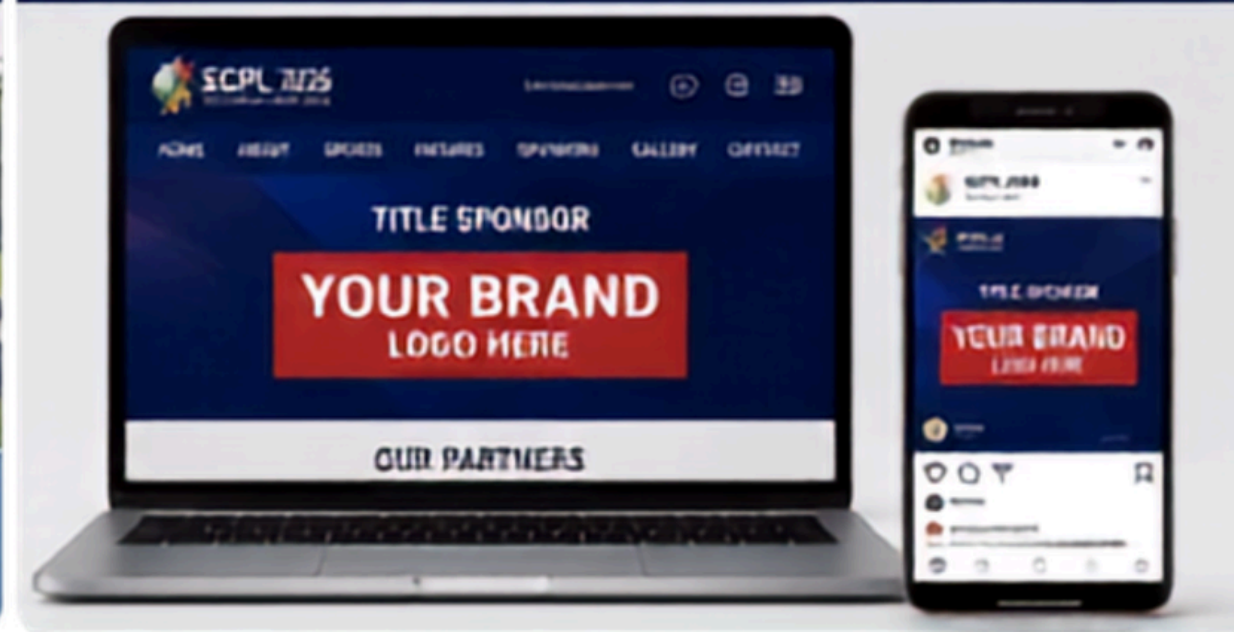
JERSEY BRANDING



ON-GROUND BRANDING



DIGITAL BRANDING



WELCOME KIT BRANDING



OTHER BRANDING TOUCHPOINTS



STRONGER BRANDS



WIDER REACH



GREATER IMPACT

TOGETHER, LET'S MAKE SCPL 2026 A GRAND SUCCESS!

NEXT STEPS

Ready to elevate your brand through the SICCI Corporate Premier League 2026? Secure your sponsorship today and join an elite circle of corporate leaders. Reach out to our partnerships team to receive your exclusive sponsor briefing pack and reserve your preferred sponsorship tier.



CONTACT US:

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THANK YOU

Thank you for considering a partnership with the SICCI Corporate Premier League 2026. We are honoured by your interest and look forward to building a powerful, lasting alliance that elevates your brand and unites corporate leaders through the spirit of sport.

