

# देवभूमि का अग्रणी समाचारपत्र दिव्य हिमाचल



चक दे हिमाचल





# Concept

Divya Himachal is please to announce the third season of state's most popular sports event Divya Himachal Football League. In 3rd season also 8 to 10 teams of cities will fight for prestigious football tournament. A presentation of last year is attached for your ready reference.

We invite you to join this once in a year opportunity and showcase your brand through this event and it's various activities across state.

Trials to select various city teams will be held in all cities and Thereafter a 7 days residential tournament will be held with full pomp and show.

Winner team is awarded with 1 lac cash and various gifts.





# Eight teams of Football loving towns of Himachal

- Sirmour Royals
- Mandi Masters
- Kangra United
- Solan Panthers
- Hamirpur Heroes
- Kullu City
- Shimla Tigers
- Dharamshala Dazzlers





# Divya Himachal Football League 2018 Champion GOYAL MOTORS Sirmour Royals Team.



Runner Up Team  
Goyal Motors Solan  
Panthers



# Last Year Teams

GOYAL MOTORS



GOYAL MOTORS



GOYAL MOTORS









- ❖ League System Matches through Draw.
- ❖ Glittering Finale of Top 2 Teams.
- ❖ Video Recording & Broadcast through Satellite Channel.
- ❖ 4 Out of State players allowed in each Team.
- ❖ Trophy, Gift Hampers & Cash Prizes for Winners.
- ❖ Hundreds of invited young viewers.
- ❖ Widely publicized Promotional Campaign.



# Dance, Music & More



Himachali Cheers Leaders performing during the matches



Pahari Singer Kuldeep Sharma Performing during the final matches



Pahari Singer Sunil Rana Performing during the final matches





Each team is offered to sponsors and Team will be titled with Sponsor's Name e.g “ Goyal Motors Solan Panthers”.

Though team will be administrated and managed by Divya Himachal Only.

**Minimum Base Price per team per Session: Rs. 4.00 Lacs.**

**(11 Lac for 3 years)** (This cost to be paid to Divya Himachal)

All other costs involving personalized branding etc. would be extra for Sponsors.

❖ Local Pull out ads with Team Sponsors logo besides main ads of League.

❖ Local City Branding for Team

❖ 30 % Ad Space

❖ Cable / Radio / TV / Outdoor Team Publicity



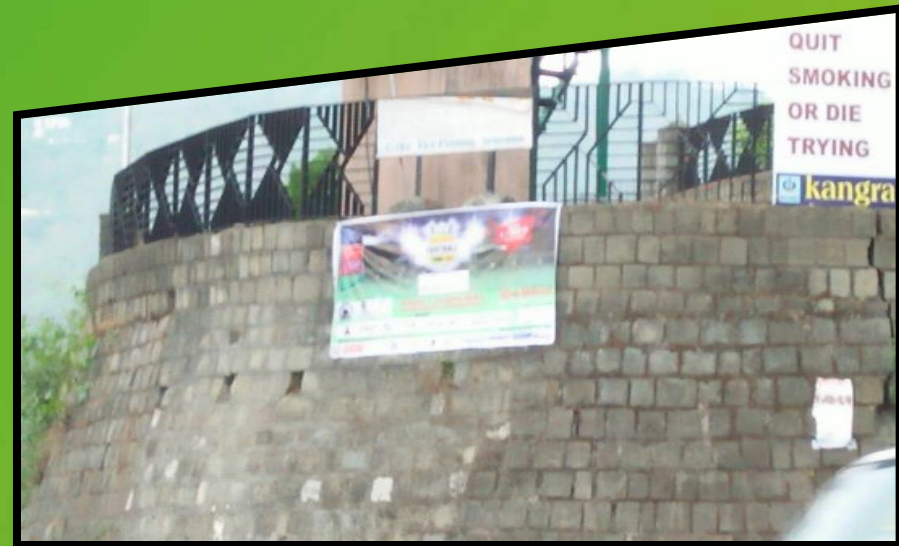
# Promotional Tools

1. Print ad
2. Posters
3. Radio/FM
4. Websites
5. Banners
6. Cable TV





# DHFL Branding Through Banners





# Branding Through Hoardings





# Sponsors Logo's on Jersey's





# Branding Through Posters





देवभूमि का अग्रणी समाचारपत्र

# दिव्य हिमाचल

www.divyahimachal.com      events@divyahimachal.com

Divya Himachal  
FOOTBALL

चक्र ६

LEAD SPONSOR

MAHANIDHI CONSTRUCTION  
Perfection is a Daily Ritual  
ESTD 1992, 2015

K.H. Hospital

प्रतिभा शिरीष

सिटी रोड्स  
CITY ROADS

PAI

AC SOHAN  
Kullu city

DAZZLE

PATHANIA  
RACER





# Branding Through Advertisement and Newscoverage in Divya Himachal Newspaper

## सांसें थमा देने वाले मैच में सिरमौर बना किंग

प्रदेश के अग्रणी मैत्रीय ग्रुप 'दिव्य हिमाचल' के स्पेक्टैलर मैच डेवट फुटबल लीग सीजन-2 का आयोजन रख फुटबल, गोयल मोर और सिरमौर ने घुमे ठुंके





# Matches





## Why with us....

- ❖ No. 1 Media Group of Himachal with largest circulated daily news paper and only English magazine of state.
- ❖ Leader in Events segment with nationally acclaimed 5 established event properties for talent scouting & talent promotion.
- ❖ Only Media Group of State offering its advertisers with innovative marketing concept of Events and enabling them to tap maximum market potential through experimental marketing.
- ❖ Year round events calendar with Events on ground in almost every nook and corner of the state.
- ❖ Multimedia Promotional campaigns for all events including Print Ads, Cable TV Ads in Entire Himachal through Cable Operators, Permanent Partnership with BIGFM, Outdoor, Web & Social Media.



- ❖ All Events associated with National Brands and backed by Industry's most famous names. These Includes, Miss India Organization of Times of India, Terrance Lewis Dance Company, Lalit Pundit Music Director, Mrs. Globe & Wow Foundation, Mr. India, Mrs. Punjab - Pride of Nation.
- ❖ Glorious track record of Talent coming from these platforms. Many of them are now making their way in Film, Television and Glamour Industry.
- ❖ Most cost effective and innovative way for Brand Promotion and Mass Communication.



## League Sponsors :

**League's Lead/Title Sponsorship : Rs. 10 Lacs.**

- 30 % Ad Space
- Minimum 30 Half page Advertisements of League
- Hoardings in prominent Locations – Distt. Headquarters
- Banners, Posters & Leaflets
- Cable / Radio / TV / Outdoor Event Publicity

**Other Sponsorship options: Co / Associate Sponsors 7-5 Lac**

**Team Owner : 5 Lac**



# Local Pullout Team Advertisements

मंडी के प्रतिभाशाली फुटबल खिलाड़ियों को मंडी टीम के माध्यम से मंच प्रदान करते हुए रोमांच महसूस कर रहे हैं। मुझे पूरी उम्मीद है दिव्य हिमाचल फुटबल लीग में मंडी टीम बेहतरीन प्रदर्शन करेगी।

चंद्रमोहन शर्मा  
प्रधानमंत्री, अखिल-हिमाचल प्रदेश एवं चंडीगढ़ विकास आयोग एनएच डेवलपमेंट सेक्टर



**Officer's Choice**  
SHOCH



**Divya Himachal FOOTBALL LEAGUE - 2018**  
चक दे हिमाचल  
2<sup>nd</sup> Season

**CHANDER MOHAN MANDI MASTERS**  
मंडी फुटबल टीम के लिए ट्रायल  
दिनांक: 27 अक्टूबर 2018  
स्थान: पड़डल मैदान, मंडी  
9:00 से 12:00 बजे तक  
स्थान: पॉलिटेक्निक कालेज, सुंदरनगर  
2:00 से 4:00 बजे तक  
आयु वर्ग: 16 + सीनियर  
संपर्क करें:  
अमल अग्रवाल: 94184-83010  
जसवीर सिंह ठाकुर: 93187-91865

GOYAL MOTORS SHAMU

GOYAL MOTORS Solan Panthers

GOYAL MOTORS STERMOUR Royals

GOYAL MOTORS Kinnaur FALCONS

AC SOHAN Kullu city

AMRIT COLLEGE

CHANDER MOHAN MANDI MASTERS

Mandi Masters

ASSOCIATE SPONSOR







दिव्य हिमाचल  
द्वितीय व अग्रणी समारोह  
ऑफिस आसानी के लिए संपर्क करें: 01892-307700

**हिमाचल के नं. 1 मीडिया ग्रुप की एक नई पराकृष्ट**

मानदार केच व नए प्रतिभाशाली खिलाड़ी

हिमाचल के फुटबल को हमारी कोशिश

सीन-सीन के तुरंत के साथ खबरदार फॉलोअप

कौनों में खलिय बनाने का मानदार उपहार

**Divya Himachal FOOTBALL LEAGUE - 2017**  
चक दे हिमाचल  
LEAD SPONSOR




**Proudly Welcome**  
The Hamirpur Football Team into the League



**प्रतिभागी टीमें**







**दिव्य हिमाचल**  
द्वितीय व अग्रणी समारोह  
www.divyahimachal.com events@divyahimachal.com

“हमीरपुर के प्रतिभाशाली फुटबल खिलाड़ियों को हमीरपुर टीम के माध्यम से मंच प्रदान करते हुए फीटिव कोचिंग क्लासिब रोमांच महसूस कर रहा है। मुझे पूरी उम्मीद है दिव्य हिमाचल फुटबल लीग में हमीरपुर टीम बेहतरीन प्रदर्शन करेगी।”




मनोज जोशी  
महाराष्ट्र सीनियर

दिव्या मेहत शर्मा  
बल्लभ सिंह  
सीनियर सीनियर

हमीरपुर टीम के चयन के लिए ट्रायल शीघ्र  
उपहार जानकारी के लिए संपर्क करें:  
94180-65253, 94189-70001, 93180-49234

नंबर 1 दिव्य हिमाचल

Miss Himachal

HIMACHAL AWAZ

DANCE HIMACHAL

Mrs. HIMACHAL

Himachal THIS WEEK

divyahimachal.com

Himachal List

AutoFair

Hamirpur Heroes









The logo features a large blue arrow pointing to the left, centered on a green background. The text "Solon Panthers" is written in white, bold, sans-serif font across the middle of the arrow.

**Solon Panthers**



# Shimla Tigers



