

SUNDAY, 07 SEPTEMBER 2025

TIME - 5:30 ONWARDS

VENUE :
PARADE GROUND
DEHRADUN

DOON YOUTH FOUNDATION

Present

DEHRADUN AGAINST DRUGS

ORG. BY-



SCAN TO REGISTER



D.A.D

2025

10km
Timed Run
Fee 1200/-

05km
Timed Run
Fee 900/-

03km
Fun Run (Non Timed)
Fee 400/-

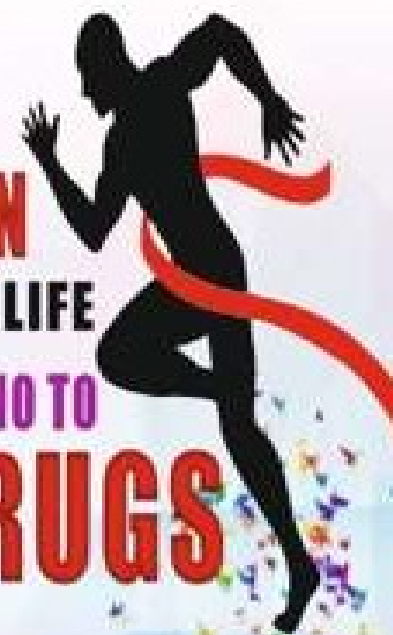
Deliverables : T-Shirt, Medal, Certificate, Timing Bib,
Refreshments, Photography, Hydration on Route etc.



**RUN
FOR LIFE**

SAY NO TO

DRUGS



OUR PARTNERS



FOR MORE DETAILS & SPONSORSHIP :

8077751322

8449546368 | 9528140689



Table of Contents

1. WHAT IS THE D.A.D HALF MARATHON	3
2. EVENT HIGHLIGHTS.....	4
3. EVENT DEMOGRAPHICS	5
4. PARTNERING WITH THE D.A.D HALF MARATHON	6
5. SPONSORSHIP CATEGORY	7
6. TITLE SPONSORSHIP	8
7. POWERED BY	9
8. CO-POWERED BY	9
9. SPONSORED BY	10
10. CO-SPONSORED BY	10
11. SPORTS PARTNER	11
12. MEDICAL PARTNER.....	11
13. FOOD PARTNER	12
14. GOVT SPONSOR	13
15. MEDIA PARTNER	14
16. FIRENDLY SPONSORSHIP	15
17. CONTACT US	16

DEHRADUN VALLEY

Dehradun Valley, nestled between the Ganga and Yamuna rivers in Uttarakhand, is renowned for its scenic beauty and pleasant climate. Surrounded by lush forests and the Shivalik Hills, it is a gateway to popular hill stations and spiritual sites. Dehradun blends natural charm with rich history and vibrant culture.

D.A.D HALF MARATHON

Our Objective is to promote - The first-ever DAD – Dehradun Against Drugs Marathon to raise awareness against drug abuse & fitness . This impactful event brought together youth, citizens, and leaders to promote a healthy, drug-free lifestyle. The marathon symbolized unity, strength, and the collective commitment to building a better future.

“RUN FOR LIFE , SAY NO TO DRUGS”

FIT DOON HIT DOON

EVENT HIGHLIGHTS

Race Categories

- **10KM Marathon:** For advanced and seasoned runners
- **5KM Run:** For intermediate runners, fitness groups, and families
- **3KM Fun Run:** For beginners, families, children and casual runners

Goal: Engaging all fitness levels and age groups, making this marathon inclusive and community-oriented

**“RUN FOR LIFE ,
SAY NO TO DRUGS”**



EVENT DEMOGRAPHICS

Set against the backdrop of Dehradun's lush valleys, forests, and the foothills of the Himalayas, participants will experience some of the most picturesque routes in Uttarakhand.

Participants will get the chance to run amidst nature, experiencing the unique geography and tranquil scenery that defines Dehradun.

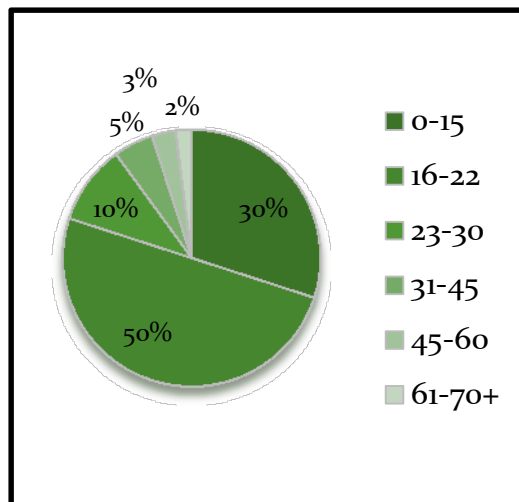
Audience: Fitness enthusiasts, students, families, and professionals

Expected Participants: 2,500+ runners, with 3,000–4,000 attendees, including spectators

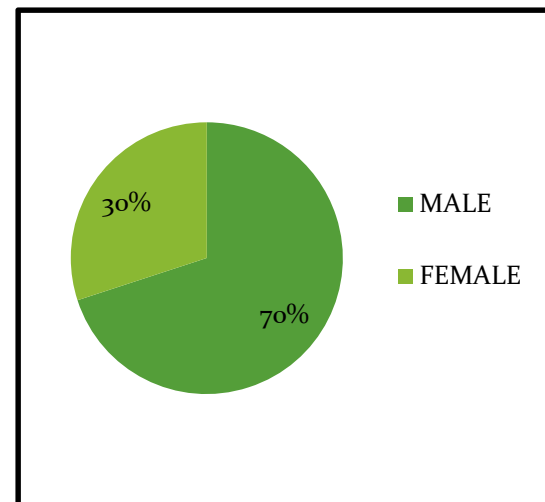
Age Range: 10–60+ years

**TOTAL
PARTICIPANTS
2500+**

**AGE
DEMOGRAPHICS**



**GENDER
DEMOGRAPHICS**



PARTNERING WITH THE D.A.D. HALF MARATHON



Sponsoring the **D.A.D. HALF MARATHON** offers your brand significant visibility and a powerful association with health, fitness, and community spirit.

This event will attract a diverse and health-conscious audience, with extensive media coverage across regional and national channels.

Positioned in the scenic valley of Dehradun, the marathon presents sponsors with on-site branding, booths, and direct engagement opportunities.

Aligning with the event also highlights your brand's commitment to community development and sustainability, as the race promotes eco-friendly initiatives .

Sponsorship strengthens brand reputation, builds goodwill and fosters long-term connections within the community.

SPONSORSHIP CATEGORIES

- **Title Sponsor**
- **Powered By**
- **Co-Powered By**
- **Sponsored By**
- **Co-Sponsored By**
- **Medical partner**
- **Food Partner**
- **Media Partner**
- **Sports Partner**
- **Friendly Sponsorship**
- **Government Sponsorship**
- **Other offerings (In-kind support, promotional gifts, etc.)**

TITTLE SPONSOR (₹1.50 LACS)

➡ Benefits:

- ✚ Exclusive branding as the “Title Sponsor” on all event materials
- ✚ Prominent logo placement on certificates, race kits and official apparel
- ✚ Full-page feature in event brochures and marketing materials
- ✚ Booth at the venue and exclusive media opportunities
- ✚ Brand exposure across social media and registration platforms

➡ **Commitment:** Sponsorship amount and promotion of the event within sponsor networks

POWERED BY (₹1.00 LACS)

➔ Benefits:

- ✚ Co-branding as “Powered By” sponsor across all promotional materials
- ✚ Logo on medals, certificates, race kits and select event banners
- ✚ Featured inclusion in social media announcements and press releases
- ✚ Booth at the venue for brand engagement and product sampling

CO-POWERED BY (₹75 K)

➔ Benefits:

- ✚ Logo placement as “Co-Powered By” on limited race kit materials, certificates, website and event banners
- ✚ Mention in social media and promotional announcements
- ✚ Booth access for audience engagement

➔ **Commitment:** Sponsorship amount and promotion of the event within sponsor networks

SPONSORED BY (₹50 K)

➔ Benefits:

- + Branding as “Sponsored By” on select banners and social media
- + Social media mentions and limited placement on event materials and race kits

CO-SPONSORED BY (₹30 K)

➔ Benefits:

- + Logo placement as “Co-Sponsored By” on advertisements and event banners
- + Mention in social media and promotional announcements

➔ **Commitment:** Sponsorship amount and promotion of the event within sponsor networks

VENUE PARTNER

➔ Benefits:

- ✚ Exclusive branding as the “**venue partner**” with branding on all event materials
- ✚ Prominent logo placement on stage-backdrop, certificates, gifts.
- ✚ Full-page feature in event brochures and marketing materials
- ✚ exclusive media opportunities
- ✚ Brand exposure across social media and registration platforms

➔ **Commitment:** Supply of equipment like sound system ,lightening, stage and sitting area for guests, audience and judges. promotion on brand website, gifts for winners.

SPORTS PARTNER

➔ Benefits:

- ✚ Exclusive branding as the “sports partner”, with branding on participant kits
- ✚ Full-page feature in event brochures and marketing materials
- ✚ Booth at the venue and exclusive media opportunities
- ✚ Brand exposure across social media and registration platforms
- ✚ Sampling opportunities and banners at medical registration area/counters
- ✚ On-site product showcase opportunities

➔ **Commitment:** Supply of all type of sports equipment, t-shirts for players and officials/team, promotion on brand website, etc.

MEDICAL PARTNER

➔ Benefits:

- ✚ Exclusive branding as the “Medical partner,” with branding on participant kits
- ✚ Full-page feature in event brochures and marketing materials
- ✚ Booth at the venue and exclusive media opportunities
- ✚ Brand exposure across social media and registration platforms
- ✚ Sampling opportunities and banners at medical area/registration area/counters
- ✚ On-site product showcase opportunities

➔ **Commitment:** Supply of all type of medical requirement, medical support staff, promotion on brand website, etc.

FOOD /WATER PARTNER

➞ Benefits:

- ✚ Exclusive branding as the “Food/Water Partner,” with logos on all distribution areas
- ✚ Prominent logo placement on race kits and official apparel
- ✚ Brand exposure across social media and registration platforms
- ✚ Sampling opportunities and banners at Food/Water counters

➞ **Commitment:** Provision of food/water, beverages and snacks for participants and volunteers

GOVT SPONSORSHIP

➔ Benefits:

- ✚ Recognition as the government sponsor, reinforcing D.A.D Half marathon to be held at dehradun.
- ✚ Opportunities for VIP addresses at opening and closing ceremonies
- ✚ Prominent logo placement on certificates, gifts, race kits and official apparel
- ✚ Exclusive branding as the “Govt Partner,” with logos on all event materials and press releases
- ✚ Brand exposure across social media and registration platforms

➔ **Commitment:** Financial support, infrastructure and assistance with permits and safety logistics

MEDIA PARTNER

➔ Benefits:

- ✚ Official recognition as the “Media Partner” with exclusive branding
- ✚ Prominent logo placement on race kits and official apparel
- ✚ Brand exposure across social media and registration platforms
- ✚ Logo on press releases, banners and promotional materials
- ✚ Dedicated media area for live event coverage and interviews

➔ **Commitment:** Event coverage through pre-event publicity, live coverage, video and photography coverage for event and post-event recaps.

FRIENDLY SPONSORSHIP

➔ Benefits:

- ✚ Social media mention as a “Supporting Partner”
- ✚ Branding on select banners and social media promotions

➔ **Commitment:** Financial or in-kind support, such as volunteer resources or promotional materials.

OTHER OFFERINGS


➔ Benefits:

- ✚ Booth rentals, product sampling and promotional giveaways
- ✚ Logo on promotion materials, in race materials etc.

➔ **Commitment:** Customizable options based on specific sponsor requirements.



CONTACT US AT

: 8077757322, 8449546368,
9568251238, 7895327986

doonyouthfoundation@gmail.com; ngogodscreation@gmail.com

mother NGO of

DOON YOUTH FOUNDATION