



2nd **AC MILAN**
JUNIOR CAMP
KATHMANDU

24 - 29 CHAITRA 2075 (7-12 APRIL 2019)
ANFA COMPLEX, SATDOBATO, LALITPUR

SPONSORSHIP PROPOSAL

In Collaboration with:



नेपाल सरकार
युवा तथा खेलकुद मन्त्रालय
राष्ट्रिय युवा परिषद्



Organized by:



Event Managed by:



ONE UP (P.) LTD.
EVENTS & MANAGEMENT SOLUTIONS

Dear Sir/ Madam,

Our company, Atlantic Sports and Management Pvt. Ltd. (Company Registration No. 159579/073/74) is an innovative company in the field of sports event and sports development in Nepal. We conduct various training camps and are continuously working for the development of sports culture in Nepal. Lately, we have been working in collaboration with an international sports company, the SSD POLISPORTEVENTI SRL, a technical and managing society chosen by AC Milan Camp, which has been conducting Milan Junior Camps locally and internationally. The Milan junior camps are vacation camps, which are set up in beautiful locations in cities all around the world. The program combines sport, fun and excursions with the oversight of the AC Milan Academy coaches.

Moreover, Atlantic Sports Management Pvt. Ltd. has a franchise agreement with AC Milan Camp / SSD POLISPORTEVENTI SRL and we have already conducted a successful AC Milan Junior Camp in Kathmandu, back in 2017. Since, the camp was one of its kind, we received an overwhelming participation for the event and the said event was broadcasted on the official channel of AC Milan football club and followed by thousands of people. Our company also received the prestigious Arch of Europe Award in Gold Category- 2017 in recognition of our commitment towards the first AC Milan Camp Junior Camp.

In succession to the 1st AC Milan Camp, we are planning a 2nd AC Milan junior camp from 7th to 12th April, 2019, for the success of which we are seeking interested sponsors. So, we would humbly request you to go through the details of this event, and consider being an invaluable part of it. Since we are confident that we are working for the benefit of every party involved in this program, we anticipate your positive response.

We have enclosed a preliminary proposal along with the letter. Thank you for your valuable time to review our proposal. We hope to hear from you soon.

Sincerely,



Ashish Upreti

Chairman & CEO

Atlantic Sports Management Pvt. Ltd.



Introduction

Atlantic Sports Management Pvt. Ltd. concerns itself with various aspects of sport and recreation, to make avail professional physical education and sports training and changing the way how sports is viewed in the country. We have been working in collaboration with many national and international institutions to develop the sector of sports in Nepal. To accentuate the value of sports in the country, we provide opportunities for players to expose themselves in an international platform and increase the chance of a career in the field. We also believe that it's important we channel our energy towards a just cause of improving youth participation in the sports sector.

Our services:

- National and international sports events: We organize national and international level of sports like football, cricket, basketball, golf and etc. We manage sports venue, marketing of tickets, accommodations of guests etc.
- Sports training: In collaboration with national and international level clubs and coaches, we organize sports training and bring in international platforms for players in the country.
- Corporate sports Events: We also help to organize sports events for corporate sectors like Banks, NGO/INGOS, and institutions. We prepare a detailed plan of all activities involved.
- Sports development centre: Atlantic Sports provides expertise training and skills to explore the full potential of a player and groom them for a career in sports. By doing so, we believe to develop a culture of professionalism in the sector of sports in the country.

Aim and objectives:

- To recognize and take advantage of the unique role of sport and active recreation in contributing to wide array community aspirations.
- To promote the opportunities that is in sports to the nation.
- To work with individuals and organizations inside the country and globally and establish strong partnerships in order to provide platform for development of sports in the country.
- To develop and deliver new and beneficial projects within the country in response to current need of the society.
- To develop and contribute in those areas of sports, where sole government involvement has not proved enough.



Associazione Calcio Milan, popularly known as AC Milan, is a professional football club in Milan, Italy, founded in 1899. Milan is one of the most successful clubs in Italy, having won a total of 30 domestic honors, in addition to their continental successes. Milan has earned the right to place a star on its jersey in recognition of the fact that it has won at least ten Scudetti. In addition, the club is permanently allowed to display a multiple-winner badge on its shirt as it has won more than five European Cups.

2nd AC Milan Junior Camp

After the success of the first AC Milan Junior camp in Nepal, we are presenting its second edition in April, 2019 in Kathmandu. AC Milan junior camps are weeklong camps that combine sport, fun and excursions with the oversight of the AC Milan Academy coaches. The Milan junior camp is organized in different cities worldwide. Participating in a Milan junior camp means an experience that guarantees sports activities, training and education in a healthy and safe environment to ensure a high level football experiences for kids under the age of 16. Last year, more than 100,000 children participated in this camp all over the world.

The event is one of its kind and Atlantic Sports Management is proud to present it to the masses of Nepal. Moreover, Atlantic Sports Management Pvt. Ltd. has made a franchise agreement with AC Milan Junior Camp/ SSD POLISPORTEVENTI. So, we are anticipating the support of other government as well as corporate institutions for the success of this historical event.

Targeted Audience

The audience will be from different academic background and age group (under 17). The children and guardians will be our customers. Furthermore, the program also attracts a huge number of football fans and players. And the program also includes recreational activities and performances by various musical bands which attracts a large number of youths.

Event Highlights

- One of the first and finest of its kind
- A collaboration with one of the best football clubs in the history of professional football
- Presence and involvement of participants from diverse academic and professional backgrounds
- Focus on individual skill-building and to develop a professional sports culture in the country
- Recreational activities and musical performances
- Extensive media coverage

Sponsorship Category

Sponsorship Title	Amount Rs.
Presenter	1,500,000
In Association with	1,000,000
Sponsor(s)	400,000
Official Partner(s)	275,000
Supporter(s)	175,000
Banner Sponsor(s)	50,000

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