KHURDA ROAD HALF
MARATHON BHUBANESWAR

Overview Of The Marathon

The Khurda Half Road Marathon Bhubaneswar is a flagship fitness event scheduled for June 1st, 2025, bringing together runners, fitness enthusiasts, and communities across Odisha. Hosted by IIT Bhubaneswar and the Indian Railways, this high-energy event aims to inspire a healthier lifestyle and strengthen community bonds through the spirit of running.

📍 **Key Details:**
Date: June 1, 2025 (Sunday)

Time: 4:30 AM - 8:00 AM
Starting Point: Railway Stadium
Finish Line: Railway Stadium via IIT Bhubaneswar

Age Category: 8 year & above

Registration Fee: As per category

(Online)

What Participants Will Receive :
-Supreme Quality T-Shirt

-Finisher Medal
-Post Race Refreshment
-BIB with Timing Chip

-Participation e-Certificate

-RFID Tracking System for Fair Results

-Race Day Photographs

This event is not just a race—it's a movement for health, fitness, and unity. It's designed to be accessible, inclusive, and full of energy from start to finish!

Event **Objective**

The Khurda Road Half Marathon Bhubaneswar is more than just a race — it's a purpose-driven event designed to promote fitness, community unity, and social impact.

01 Promote a **Healthy Lifestyle**

Encourage people of all ages (18-60) to adopt running and fitness as a part of their daily routine

02 Foster **Community Engagement**

Bring together participants, volunteers, institutions, and local businesses to create a sense of unity and collaboration within Jatni, Khordha, and the greater Bhubaneswar area.

03 Drive **Social Awarness**

Use the marathon as a platform to raise awareness around health, eco-consciousness, and inclusivity, including women's participation and environmental responsibility.

04 Encourage Sports **Culture in Odisha**

Build a growing culture of competitive and recreational running, making Odisha a key destination for fitness and athletic events.
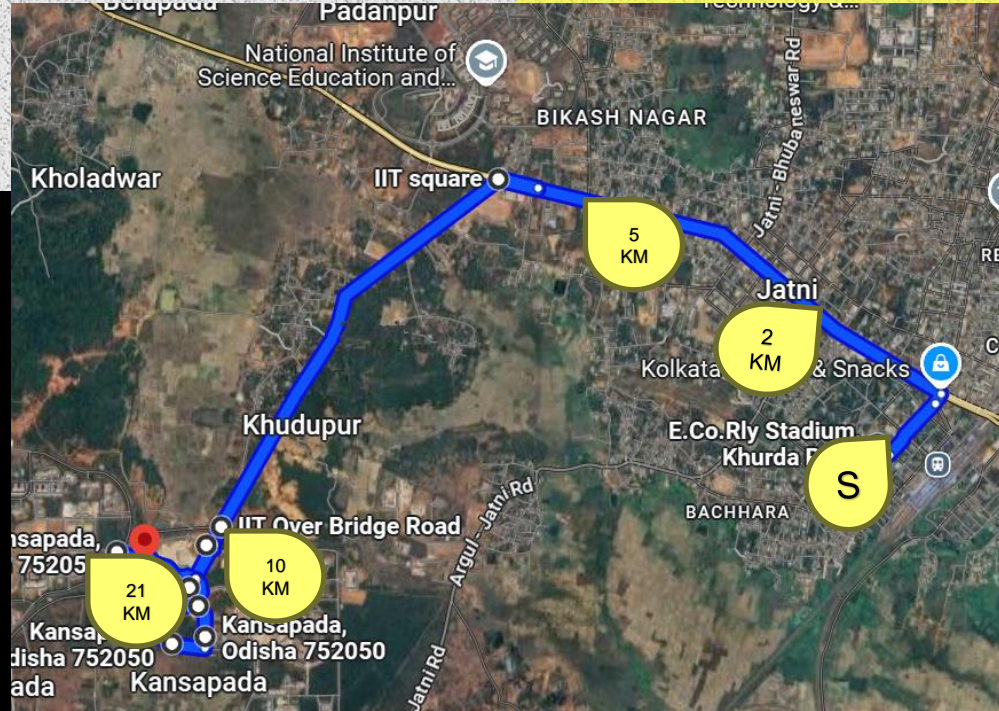
Event Details

 1-Date & Time
2-Venue & Route
3-Eligibility
4-Registration
5-Runner Kit Includes
6-Technology
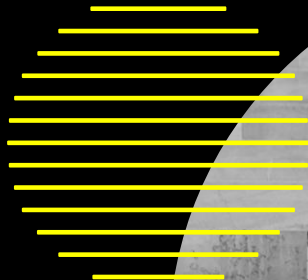
Venue & Route Map

- **Starting Point**: Railway Stadium
- **Finish Point**: Railway Stadium via IIT Bhubaneswar
- **Route Length**: 2/5/10/21 KM

Eligibility

The Khurda Road Half Marathon Bhubaneswar is designed to be **inclusive**, **accessible**, and **open to all eligible runners** within a defined age group.

➤ **Age Requirement:**
• Open to individuals aged **8 to 60 years**
• Participants must fall within this age range **as of June 1, 2025**

➤ **Health & Fitness:**
• Participants must be **physically fit** and **mentally prepared** to complete the chosen race category
• A **self-declaration** of fitness will be required during online registration

➤ **Gender & Background:**
• Open to **all genders**
• **No restriction on profession or background**—students, working professionals, homemakers, etc. are all encouraged to join

➤ **Identification:**
• Valid **government-issued ID proof** required during registration (Aadhar, PAN, etc.)
• Participants must bring ID on event day for verification if needed
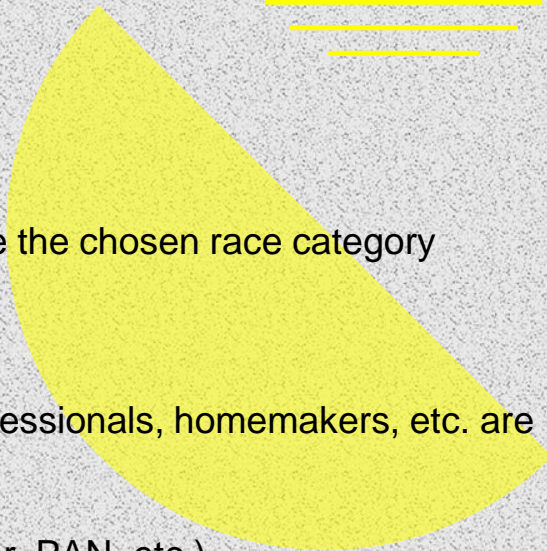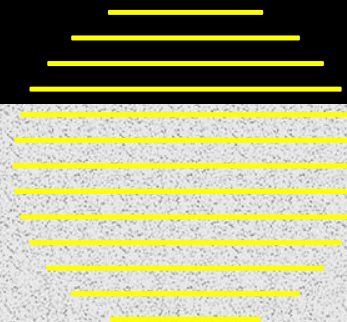
Registration

How to Register ?

- **Mode:** Online Registration Only
- **Registration Link:** khurdaroadhalfmarathon.com
- **Deadline:** *15th May 2025*

📢 **Note for Participants**
- First come, first serve basis—limited slots only!
- Participants must carry their digital pass or ID on the event day

Registration Fee

21 KM – 699/-

10 KM- 599/-

05 KM- 499/-

02 KM- 499/-

Confirmation

Upon successful registration, you'll receive:
✓ **Confirmation Email**
✓ **Confirmation Message**

Note: *Participants will get their kiit 1-2 days before at designated kit collection centers available in Bhubaneswar and Jatni*

Technology

To ensure a professional, fair, and data-driven experience, the **Khurda Road Half Marathon Bhubaneswar** will use modern tech tools for race management and tracking.

RFID Timing System

- Each participant will receive an RFID-enabled bib or chip as part of their kit
- This chip will be scanned at:
- Start line
- Mid-point (optional checkpoint)
- Finish line
- Provides accurate race timing down to the second for every runner

Result Display

- LED display screens may show real-time data at the finish line
- Public announcements for top finishers and category leaders

Fairness & Transparency

- Prevents cheating or shortcuts
- Results are auto-generated with minimal manual intervention

Prize Distribution

To recognize and reward excellence the Khurda Road Half Marathon offers **cash prizes** for the top 3 performers, along with appreciation for every participant.

Cash Prizes for Top Finishers

21.1 KM	MALE		FEMALE	
Category	18-50 Years	50 Years and Above	18-50 Years	50 Years and Above
Winner	12000	12000	12000	12000
1st Runner Up	9000	9000	9000	9000
2nd Runner Up	6000	6000	6000	6000

10 KM	MALE		FEMALE	
Category	18-50 Years	50 Years and Above	18-50 Years	50 Years and Above
Winner	10000	10000	10000	10000
1st Runner Up	7000	7000	7000	7000
2nd Runner Up	5000	5000	5000	5000

➢ **Notes:**
➢ Participants must finish within the set race duration (4:30 AM – 8:00 AM) to be eligible
➢ Winners must present a valid ID for prize collection

Sponsorship Benefits & Categories

Partnering with the Khurda Road Half Marathon gives your brand **high-impact visibility**, **community goodwill**, and direct access to a wide and engaged audience.

Sponsor Categories:

➢ **Co-Presenting Sponsor**

➢ **Powered By Sponsor**

➢ **Category Sponsor (T-shirt, Medal, Food, Transport)**

➢ **Associate Sponsors**

Sponsor Benefits

1. Extensive Brand Visibility
- ➤ Logo placement on event banners, backdrops, and standees, Participant t-shirts and medals, Digital platforms (website, social media), e-Certificates and bib numbers
- ➤ Branding at starting point, checkpoints, and finish line

2. Wide Media Coverage
- ➤ Promotion via local newspapers, FM radio, and social media ads
- ➤ Sponsor mention in press releases, reels, stories, and influencer videos

3. Direct Consumer Engagement
- ➤ On-ground stalls or booths for sampling, demos, or lead generation
- ➤ Access to **hundreds of active participants** and their networks

4. Association with Reputed Institutions
- ➤ Your brand aligns with IIT Bhubaneswar, Indian Railways, and government support—adds credibility and prestige.

5. Corporate Social Responsibility (CSR) Value
- ➤ Support for fitness, wellness, and youth empowerment initiatives
- ➤ Strong community impact and positive brand recall

6. Long-Term Branding
- ➤ Event content (videos, reels, photos) will feature sponsor logos and will remain live for long-term marketing mileage.

SPONSOR CATEGORIES (Premium Sponsors)

Co-Presenting Sponsor

➢ Co-branding on key collaterals
➢ Logo on digital + print materials
➢ Booth space & on-stage mentions
➢ Exclusive Exhibit Area of 20ft x 20ft
➢ Dedicated social media posts

20 LAKHS

10 LAKHS

Powered By Sponsor

➢ Co-branding on key collaterals
➢ Logo on digital + print materials
➢ On-stage mentions
➢ Branding slots in social media posts

SPONSOR CATEGORIES (Category Sponsors)

Category-Wise Branding Options 05 LAKHS

Category	Branding Opportunity
👕 T-shirt Sponsor	Logo on all participant tees
🥇 Medal Sponsor	Branding engraved/printed on medals
🍱 Food Sponsor	Branding on food boxes/counters
🚌 Transport Sponsor	Logos on event buses/trains & pickup zones
📜 Certificate Sponsor	Logo printed on all certificates

➢ Great for niche marketing and targeted visibility
➢ Each category gets focused shout-outs during promotions

SPONSOR CATEGORIES (Associate Sponsors)

Associate Sponsors
➤ Ideal for **local businesses or start-ups**

Logo featured on:
➤ Event posters, venue branding, social banners

Option to:
➤ Include goodies, coupons, or flyers in runner kits
➤ Set up **demo tables** or banners at the venue
➤ Group mentions on stage & social platforms

03 LAKHS

Promotion & Marketing Plan

We've designed a **360° promotional strategy** to ensure **maximum reach** across online, offline, and on-ground channels.

	/ PLAN A	/ PLAN B	/ PLAN C
Digital Promotions	Social Media Campaigns	Online Registration & Website	Email & WhatsApp Marketing
Offline Promotions	Hoardings	Radio & TV Promotions	Newspaper & Press Releases
On-Ground & Community Engagement	Campus & Gym E-invites	Pre-Event Promotion	Sponsor-Led Activations

Digital **Promotions**

Social Media Campaigns:

➢ Platforms: **Instagram, Facebook, YouTube, X (Twitter)**

➢ Regular posts, reels, countdowns, live stories

➢ **Influencer collaborations** & athlete shout-outs

➢ Geo-targeted ads in Bhubaneswar, Khordha & nearby districts

Online Registration & Website:

➢ Easy mobile-friendly registration via website & QR codes

➢ Live updates, sponsor logo display, event gallery

➢ SEO-optimized content for discoverability

Email & WhatsApp Marketing:

➢ Personalized invites to fitness groups, runners, colleges

➢ Broadcast lists for updates and event reminders

Offline Promotions

Hoardings:

➢ High-traffic areas: markets, colleges, gyms, malls.

➢ City Centers, Khordha for maximum local visibility.

Radio Promotions:

➢ Tie-up with FM stations for daily promos and RJ talks.

Newspaper & Press Releases:

➢ Ad inserts + editorial coverage in local and regional newspapers.

➢ Coverage of sponsor announcements, press briefings.

On-Ground & Community Engagement

Campus & Gym Drives:

➢ Invitation to local fitness centers, universities & youth clubs

➢ Flyer distribution, booth activation, word-of-mouth

Pre-Event Activities:

➢ Leaflet Inserts Promotion

➢ Influencer Marketing

Sponsor-Led Activations:

➢ Sponsor booths with product demos, giveaways, selfie zones during event

➢ Standees at Sponsors place for quick registration.

Thank You