

Sponsorship and Partnership Brochure

RUN FOR FITNESS. **RUN FOR FUN.**

Introducing 21.1K Half Marathon



Event Overview:

We are thrilled to announce the **Tata Steel Jamshedpur Half Marathon 2024**, a marquee event in Jamshedpur run will take place on **24th November 2024** at Jamshedpur.

The event will feature four categories:

- **2 km Anand Run** – A family-friendly, spirited run to engage all age groups.
- **5 km** – A test of endurance and speed for budding runners.
- **10 km** – An exciting challenge for intermediate runners.
- **21 km Half Marathon**– For the first time ever in Jamshedpur, this premier race (21.0975 km) will challenge seasoned runners to push their limits in an unforgettable journey through the city.

TATA STEEL
JAMSHEDPUR
Half Marathon 

NOV 24, 2024

Fitness is Fun, Just Run

Under the Aegis of



Route certification by



We are happy to announce that the event is in due approval of Athletes Federation of India (AFI) and the route is in due process to be certified by Association of International Marathons and Distance Races (AIMS)

We invite you to join us in celebrating this landmark event as a proud sponsor and partner, with a chance to connect your brand with a growing community of fitness enthusiasts in one of India's most industrially significant cities.

History of the Jamshedpur Run:

The Jamshedpur Run has grown to become a hallmark of the city's commitment to health and wellness, bringing together thousands of participants from across the region. Launched under the vision of promoting fitness in the industrial hub of Jamshedpur, the annual event has witnessed significant participation year on year. With each edition, we have seen an increased sense of community spirit, and 2024



Jubilant run by pacers and participants in 8th edition of Jamshedpur run-a-thon

promises to be no different, especially with the exciting addition of the 21 km Half Marathon for the first time

In the previous edition, participants from 18 states took part in this prestigious event and embraced the spirit of run at Jamshedpur. With a humble participation of around 3000 in 1st edition to 6000+ participants in the previous edition, our hopes are only raging high as we expect a participation in huge number.



Previous year winners awarded by Tata Steel CEO & MD Mr. T.V. Narendran

Famous personality to join the event:

Jyothi Yarraji (born 28 August 1999)[2] is an Indian track and field athlete from Andhra Pradesh. She specializes in 100 metre hurdles and she won the silver medal in the 100m hurdles in the 2022 Asian Games at Hangzhou, China. She also holds the Indian national record in 100 metre hurdles at 12.78s.

She joined in the 8th edition of Jamshedpur Half Marathon, 2023 and her presence had boosted the moral and spirits of all the participants. We are wishing her all the best in all her future endeavours.



Jyothi Yarraji | Image from Sportstar, The Hindu | RITU RAJ KONWAR

The long journey of Tata Steel in running event:

In India, Tata Steel spearheads the corporate promotion of sports through its relentless and constant encouragement to professional sportspersons, amateurs and its own employees to pursue sports and excel. The Company has been one of the foremost corporate promoters of Indian sports – having built academies for football, archery, athletics, hockey and sport climbing. The local community has always been at the core of the sports activities that Tata Steel supports.

The Company's RUN initiatives - Tata Steel Kolkata 25K (TSK 25K), Tata Steel Noamundi Half

Marathon, Tata Steel Jamshedpur Half Marathon, Tata Steel Bhubaneswar Half Marathon, Tata Steel Meramandali Half Marathon, bring the communities together and enabling a healthier tomorrow. The Tata Group has a significant involvement in the field of sports and is actively engaged in promoting and organising the Tata Mumbai Marathon, one of the largest marathons in Asia, held annually in Mumbai and the Tata Consultancy Services (TCS) World 10K, that takes place in Bengaluru and attracts both professional and amateur runners from different parts of the world.



TSK25: A euphoric event at Kolkata

Why become a sponsor or partner?



Jamshedpur run, an event where people from all sections of society come together for common cause

Sponsoring the Tata Steel Jamshedpur Half Marathon provides a unique opportunity to align your brand with one of the most respected companies in India, Tata Steel, and showcase your commitment to health, fitness, and community. As a sponsor or partner, your brand will be associated with an event that draws significant media attention, attracts participants from diverse demographics, and garners the involvement of Tata Steel employees and their families.

By becoming a sponsor, you will:

- **Gain visibility:** With 6000+ participants and spectators, your brand will be front and centre across various promotional materials, social media platforms, and event signage.
- **Build goodwill:** Align with an event that promotes health, wellness, and community spirit, while reinforcing your brand's social responsibility.
- **Network:** Connect with key figures from industrialist of Jamshedpur, local businesses, and Jamshedpur's vibrant community

Note: More details on the sponsorship and partnership are available in the sponsorship letter

Some of our Last year Sponsors



Join Us in This Exciting Journey!

The Tata Steel Jamshedpur Half Marathon 2024 will be a landmark event in the city's sporting history, and your sponsorship and partnership can make it even more special. We encourage you to become part of this exciting venture and contribute to the community's well-being. Together, let's celebrate fitness, camaraderie, and the spirit of sportsmanship.

Here is a summary of the Jamshedpur run:

Date	November 24, 2024
Venue	JRD Tata Sports Complex, Jamshedpur
Categories	21 km (Half Marathon), 10 km, 5 km, and 2 km (Ananda Run)
Expected Participation	6800+ runners
Previous Editions	Last year's noteworthy participant: Jyoti Yarraji Year 2023: 6200+ participants and 1500+ volunteers Year 2022: 5800+ participants and 1400+ volunteers Year 2019: 5,000+ participants, 1,400+ volunteers

For more details on sponsorship opportunities or to discuss how we can tailor our sponsorship packages to meet your specific needs, please reach out to us at : shuvam.nayak@tatasteel.com

Join Hands, Empower the City. Partner with us to make Tata Steel Jamshedpur Half Marathon 2024 a resounding success. Together, let's inspire a healthier, more active community.

Let's run together towards a better tomorrow!

