



**GoSports**  
FOUNDATION

JET AIRWAYS 

**PARTNERSHIP PROPOSAL**

# JET AIRWAYS AND GOSPORTS FOUNDATION

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WE ARE

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A **NON-PROFIT** VENTURE  
COMMITTED TO WORKING  
TOWARDS THE **DEVELOPMENT**  
OF INDIA'S MOST **TALENTED**  
**EMERGING** AND **ELITE**  
COMPETING IN **OLYMPIC**  
**PARALYMPIC** DISCIPLINES

OUR MISSION: TO EMPOWER INDIA'S FUTURE OLYMPIANS

BADMINTON

TRACK & FIELD

ARCHERY

FENCING

GOLF

BOXING

HOCKEY

SHOOTING

TABLE TENNIS

SWIMMING

AND MANY MORE

**WE ARE**

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**UNIFIED BY OUR BELIEF THAT SPORTING  
CHAMPIONS ARE CREATED WHEN THE  
RIGHT TALENT GETS THE RIGHT  
SUPPORT AT THE RIGHT TIME**

**OUR MISSION: TO EMPOWER INDIA'S FUTURE OLYMPIANS**

# WE ARE



# WE PROVIDE

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ATHLETE **MENTORSHIP** PROGRAMMES  
ATHLETE **SCHOLARSHIP** PROGRAMMES  
ATHLETE **EDUCATION** PROGRAMMES  
SPORTS **LAW & POLICY** SUPPORT

TRAINING & DEVELOPMENT	COMPETITION	TRAVEL	SEMINARS
MEDIA MANAGEMENT	KNOWLEDGE BUILDING WORKSHOPS	PR	
LEGAL SUPPORT FOR COMMERCIAL ENGAGEMENTS	MENTORSHIP		

THROUGH OUR: **PROGRAMMES** + **MENTORSHIP** + **SERVICES** + **GUIDANCE**

# OUR PROGRAMME OFFERING

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## RAHUL DRAVID ATHLETE MENTORSHIP PROGRAMME

- Customizing sporting interventions for athletes
- Inducting athletes, coaches, administrators into the Programme
- Initiating programmes to help athletes become change makers and give back to sport
- Conceptualizing and executing at least 100 new sports development projects in the next 10 years
- Assisting athletes towards excellence through improvements in their performances and world rankings

## PARA CHAMPIONS PROGRAMME

- Raise awareness of prevalent disability conditions in society and change general perceptions towards differently-abled individuals
- To create a sustainable model for para athlete development and pioneer Highlight incredible stories of achievements change in the para sports of Paralympians to promote sport as a narrative the country
- Highlight incredible stories of achievements of Paralympians to promote sport as a medium of empowerment amongst the differently abled in India
- To bring structure, planning and vision to the Indian Paralympic movement

## ATHLETE EDUCATION PROGRAMME

- Help athletes apply the analytical and problem solving skills learnt through their sport In everyday situations
- Empower athletes to deal with challenges of life positively and confidently by creating a support system
- Assist athletes in honing their soft-skills to make them employable even after their active playing careers
- Help coaches deal with challenges of working with athletes from different backgrounds and equip parents to better understand the challenges young athlete face



## **THE INDIAN PRIVATE SECTOR STILL DOESN'T CONSIDER SPORTS AS AN AREA FOR CORPORATE SOCIAL RESPONSIBILITY**

This in spite of the fact that the Companies Act made provisions to include “construction, renovation, maintenance of stadiums, gymnasiums and rehabilitation centers” as CSR activities



# THE PROBLEM



MAJORITY OF FUNDS  
ARE APPROPRIATED TOWARDS  
**TRAVEL AND COMMUTE**,  
LIMITING ATHLETE  
DEVELOPMENT

\*Size of the bubble corresponds to average funds spent per athlete round the year

WE ARE **SEEKING**

**A PARTNERSHIP**

**WE BELIEVE THAT ALL ROADS  
LEAD TO A DESTINATION, AND  
OUR DESTINATION IS THE  
OLYMPIC PODIUM**

We have our eyes set on Tokyo 2020, but the groundwork for Paris 2024 and LA 2028 games have already begun



OR MONETARY DONATION EQUIVALENT TO 120  
DOMESTIC & 30 INTERNATIONAL JPMILES

\* To be utilized strictly by Go Sports Foundation athletes, coaches, athlete escorts, team members, advisory board members & experts

# THE OPPORTUNITY

JET AIRWAYS 

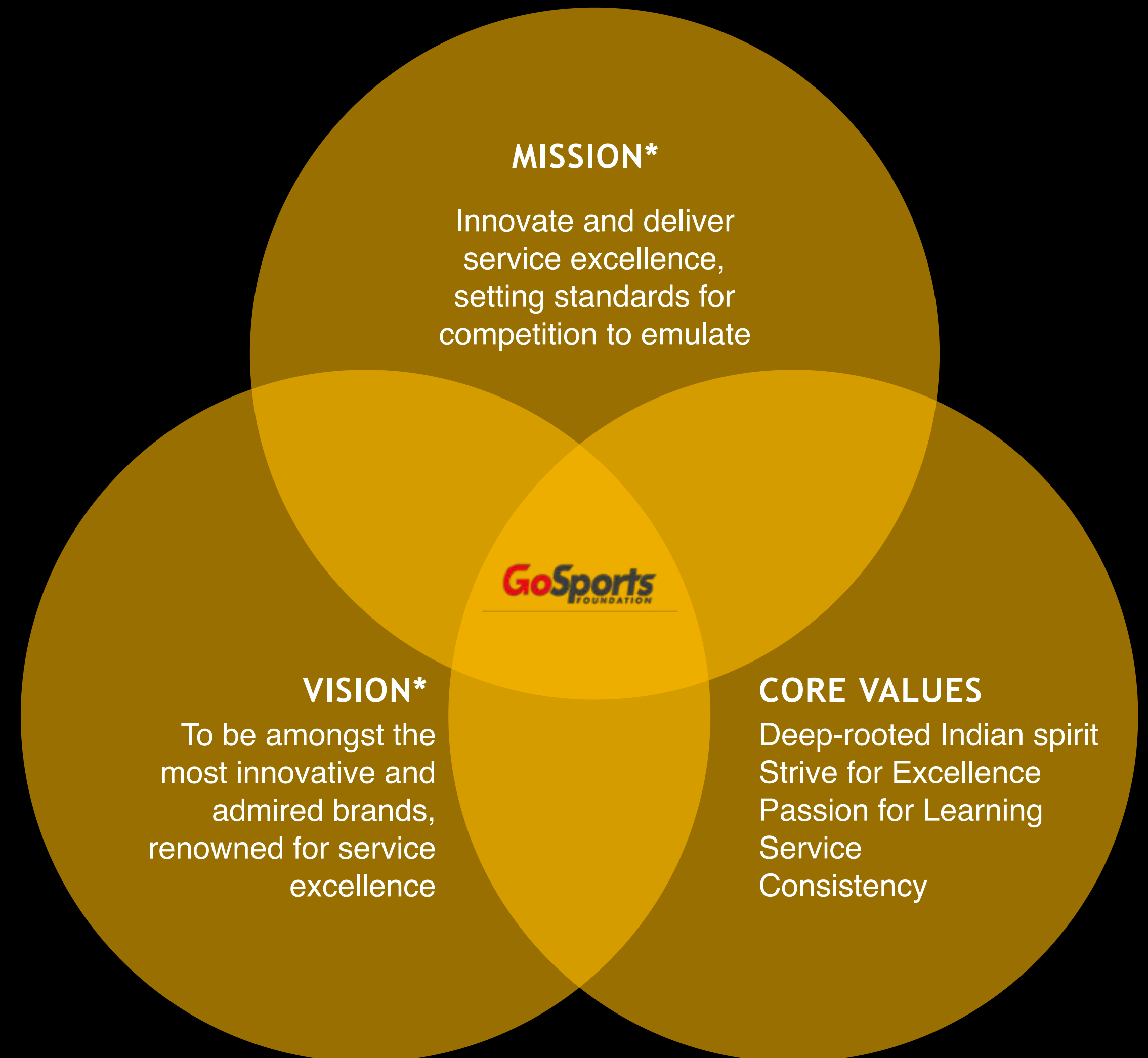
A fully-integrated partnership with Go Sports Foundation to provide seamless travel options for our athletes, coaches, athlete escorts, team members, advisory board members and experts. Dominant branding and leveraging impactful athletes and digital assets, will enhance brand awareness and CSR as well as drive passenger traffic as a result of this association

THE OFFICIAL AIRLINE PARTNER OF  
**GO**SPORTS FOUNDATION

# THE RIGHT FIT

## JUST LIKE YOU, OUR ATHLETES

- REPRESENT INDIA GLOBALLY
- STRIVE FOR EXCELLENCE
- CHALLENGE THE STATUS QUO
- ARE LEADERS IN EVERY DAY LIFE
- ARE CONSISTENT AND DELIVER RESULTS
- ARE THE EMBODIMENT OF THE INDIAN SPIRIT



# IT'S NOT JUST CSR, **IT'S BUSINESS**

## HERE'S WHAT THE MARKET HAS TO SAY ABOUT CAUSE MARKETING AND ASSOCIATION WITH A NON-PROFIT

# 91%

of consumers are likely to switch brands to one associated with a good cause, given comparable price and quality\*

# 61%

of consumers are willing to try a new brand, or one they have never heard of, because of its association with a particular cause\*

# 50%

of Indian consumers said they would be willing to reward companies that give back to society by paying more for their goods and services\*\*

India sees highest domestic air passenger growth in 2016: IATA

THE ECONOMIC TIMES

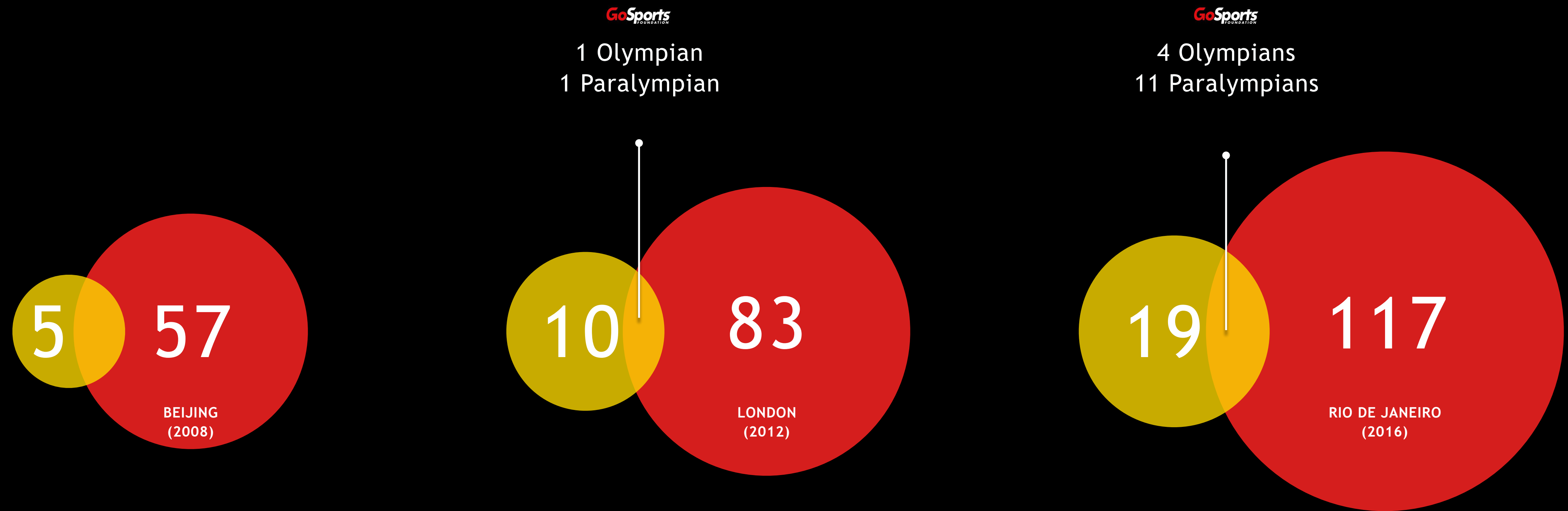
44% Indians will spend more on travel in 2017; are you one of them?

The Indian EXPRESS

\* 2015 Cone Communication/Echo Global CSR Study

\*\* Nielsen 2016 Consumer Who Care Study

# POINTS OF INTEREST: INDIAN PARTICIPATION AT THE GAMES



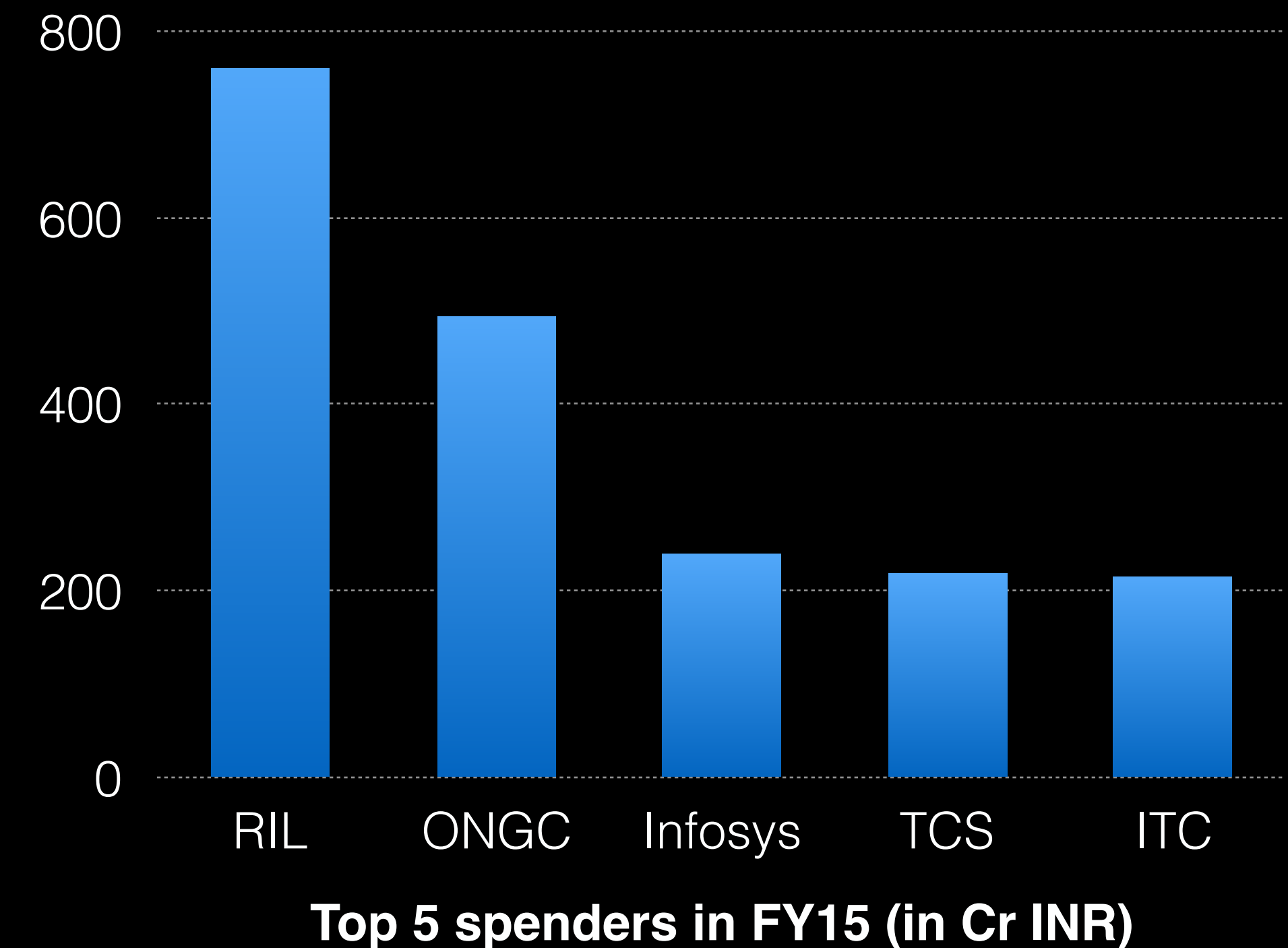
**219.35% INCREASE IN INDIAN REPRESENTATION SINCE BEIJING (2008)**

# POINTS OF INTEREST: THE COMPANIES ACT 2013

- India codified CSR spending for companies through clause 135 of the Companies Bill, 2012. The CSR Clause requires targeted companies to spend a prescribed formula-based amount on CSR, report on these activities, or explain why they failed to spend in annual board report.
- The clause applies to any company with:
  - ▶ a net worth of 500 Cr INR or more;
  - ▶ a turnover of 1,000 Cr INR or more; or
  - ▶ a net profit of 5 Cr INR or more.
- The clause requires companies to form a CSR Committee within board of directors that will devise, recommend, and monitor CSR activities, and the amounts spent on such activities. The composition of the CSR committee must be disclosed in annual board report.
- The company must spend at least 2% of its average net profits in preceding three financial years on government approved categories of CSR. The CSR Clause states that companies must give preference to local areas where the company operates.
- Schedule VII of the Companies Bill, quoted below, requires the CSR Committee to involve at least one of the following focus areas:
  - ▶ Eradicating extreme hunger and poverty;
  - ▶ Promotion of education;
  - ▶ Promoting **gender equality** and **empowering women**;
  - ▶ Reducing child mortality and improving maternal health;
  - ▶ Combating HIV, AIDS, malaria and other diseases;
  - ▶ Ensuring environmental sustainability;
  - ▶ Employment-enhancing vocational skills;
  - ▶ Social business projects;
  - ▶ Contribution to the Prime Minister’s National Relief Fund or **any other fund**.

★ When the Act was first passed, companies could only support “training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports” under CSR. In 2015, the umbrella was widened<sup>2</sup> to include “**construction, renovation, maintenance of stadiums, gymnasiums and rehabilitation centers**” as permissible CSR activities.

Exhibit<sup>1</sup>: CSR Spending of India Inc.



<sup>1</sup> Source: Institutional Investor Advisory Services Business Standard, FY15

<sup>2</sup> Source: Ministry of Youth Affairs and Sports

# AHEAD OF THE CURVE

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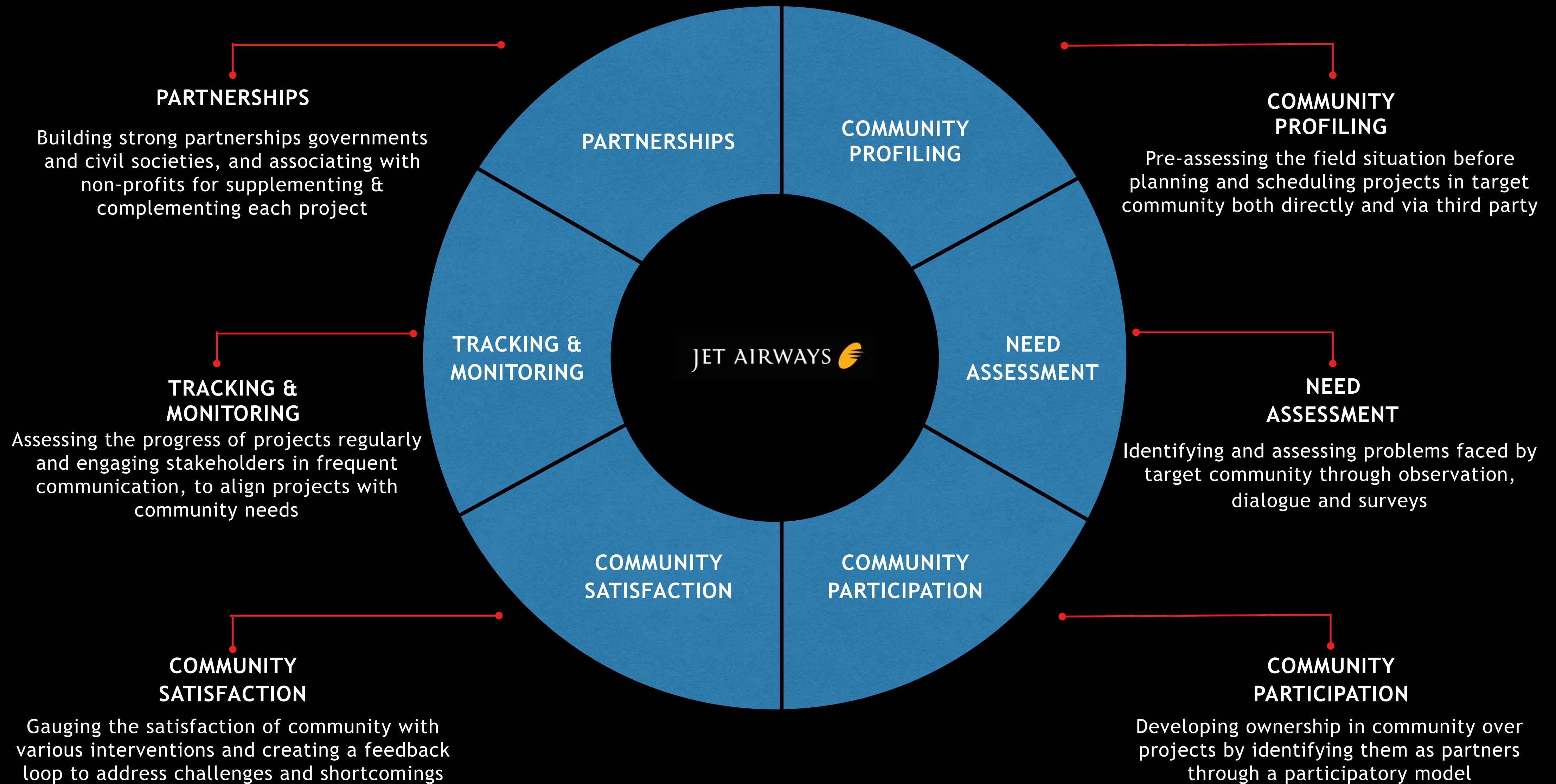
**HAS BEEN SPENDING 2% OF ITS NET PROFIT ON CSR EVEN BEFORE THE COMPANIES ACT 2013 CAME INTO BEING<sup>1</sup>**

SAVE THE CHILDREN	FLIGHTS OF FANTASY	WOMEN EMPOWERMENT	JOY OF GIVING WEEK
NANHI KALI	BUCKINGHAM PALACE DECLARATION	SHARK FIN BAN	FUEL CONSERVATION
TSUNAMI RELIEF FUND	GUJRATH EARTHQUAKE RELIEF FUND	FLASH FLOOD IN LEH	

<sup>1</sup> Source: KPMG CSR Report 2015



# JET AIRWAYS: APPROACH TO CSR



# MISSION **ALIGNMENT**

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**WE KNOW HOW  
IMPORTANT CSR IS TO  
YOU AND WE WISH TO  
HELP YOU ACHIEVE  
YOUR GOALS  
THROUGH THIS  
PARTNERSHIP**

Collaborate on matters close to our hearts

MARKETING

CO-BRANDING

COMMUNITY DEVELOPMENT

DIGITAL MEDIA

FELLOWSHIPS AND GRANTS

RETREATS



# WHAT WE BRING TO THE TABLE

- UNIQUE FAN DEMOGRAPHY
- FUTURE & CURRENT OLYMPIANS
- GOLD STANDARD
- THOUGHT LEADERS
- PIONEERING BRAND
- OPPORTUNITY

Access to very attractive and invested consumer demographic across the country

Sporting association

Unmatched quality and service

Reimagining Indian sports and its infrastructure and development

Future-forward. Truly transformative

Be part of Indian success at the Tokyo 2020 Olympic Games

Competitive sports has everything your company needs for mass media attention: **speed**, **thrill**, **drama** and **inspiring feats** of **athleticism**, therefore it has the ability to reach a desirable audience. The result of this, is a venture that promotes a movement that appeals to people of all ages making it possible to reach a broad audience that goes beyond the demography and power of a single sport or athlete

Our  
Partners:



**IndusInd Bank**



# THE ROAD **AHEAD**

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MARKETING INTEGRATION

ELITE ATHLETE PLATFORM

POWER TO PERFORM

WORKSHOPS & TRAINING

MULTIPLY SOCIAL IMPACT

FUTURE PROGRAMMES & INITIATIVES



# MARKETING INTEGRATION

## ACCESS TO UP TO FIVE (5) GSF ATHLETES FOR MARKETING PURPOSES AND PHOTOSHOOTS

OPPORTUNITY FOR JET AIRWAYS TO LEVERAGE SELECTED\* TALENT POOL FOR MARKETING

Co-branded program elements include:

- In-flight magazine
- Digital assets (social videos, posts and media)
- Posters and brochures
- T-Shirt sleeve branding (Appendix A)\*\*
- Certificates
- Website signage (year-long logo presence)

\* Subject to availability

\*\* Subject to T&C of a non-profit sponsorship agreement as allowed by the Indian Law

# ELITE ATHLETE PLATFORM

## DIGITAL BRAND AWARENESS THROUGH ATHLETES INVOLVED IN AFFLUENT SPORTS

Work with some of our elite athletes to enhance brand awareness of your premium services: First-class, Business-class and JetPrivilege

- Athletes to document and post social-friendly content, check-ins from lounges and shout-out to Jet Airways every time they fly the airlines through this partnership ([Appendix B](#))
- Incorporate the use of a relevant & mutually agreed upon hashtag within such posts, for eg: [#JetSetGo](#) ([Appendix C](#))



Note: Golf, Billiards and Motorsports are considered elite sports (played by the affluent) and working with these athletes to create digital-first collateral (posts, tweets, stories) enhances brand visibility and elevate market image

\*A year-on-year comparison done for every month since January by some travel firms for ET revealed bookings in the Business-class segment jumped by up to 75 per cent

# WORKSHOPS & TRAINING

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## 2-DAY FITNESS, POSTURE AND MENTAL CONDITIONING ONCE EVERY QUARTER

We understand the amount of mental and physical stress the cabin crew and the pilots endure over the course of their flights

- Two of our top experts will conduct 2-day weekend workshops for Jet Airways cabin staff and pilots in the city of your choice, once every three (3) months
- Workshops will be conducted around mental conditioning, meditation, endurance and posture to best suit the participants' demanding work environment
- Jet Airways will select 20 participants to be part of the first workshop and have a 20% escalation for the subsequent workshops
- One (1) Go Sports athlete to participate in the workshop and share their experience enduring extreme challenges, every quarter

**POWER TO PERFORM**

# **JET AIRWAYS STAFF INCENTIVES**

**REWARD THE TOP PERFORMING STAFF MEMBERS  
BY HAVING THEM PARTICIPATE IN A ONCE-IN-  
LIFETIME LUNCH MEETING WITH A GO SPORTS  
FOUNDATION ATHLETE OF THEIR CHOICE**

- 90-minutes of personal interaction with the athlete\*
- Go Sports Foundation signed merchandise for all attendees
- Buffet lunch for all attendees
- Gift bags for all attendees



# MULTIPLY SOCIAL IMPACT (OPTION 2)

## INSPIRE THE NEXT GENERATION OF TALENT BY WORKING WITH JET'S EXISTING CSR PARTNERS

JET AIRWAYS SUPPORTS SAVE THE CHILDREN INDIA (NGO) THROUGH GRANTS AND DONATIONS, WHICH IT INTURN ALLOCATES TO PROVIDING KIDS WITH SPORTING EQUIPMENT AND TRAINING

- Partner with initiatives such as 'Save The Children India<sup>1</sup>' and 'Nanhi Kali<sup>1</sup>' to create an opportunity for young and underprivileged kids to receive sporting mentorship and guidance
- Initiate annual bootcamp. This will serve as a launchpad for children with talent and exceptional sporting abilities
- Year-round support: Provide expertise, training modules and assist in building sporting curriculums for children through NGO
- Two (2) Go Sports athletes to visit, interact and inspire children at the annual bootcamp

<sup>1</sup> Source: JetPrivilege ([www.jetairways.com](http://www.jetairways.com))  
Image source: JetPrivilege

# FUTURE FORWARD (OPTION 2)

## BECOME AN INVESTED PARTNER TO EMPOWER THE NEXT GENERATION OF SPORTING TALENT

JOIN US IN CREATING FUTURE PROGRAMMES AND OPPORTUNITIES FOR INDIAN ATHLETES

- Partner with GSF to realize the Indian Olympic dream by initiating athletic and mentorship programmes with legends of the game
- Right of First Refusal (RoFR) to be the 'Title partner of our next programme'
- Opportunity for Jet Airways CSR to extend the 'Joy of Giving' from weekly initiative to yearly
- Jet CSR and Foundation to participate in structuring the programme



JET AIRWAYS 

&

**RAHUL DRAVID**  
**ARE LOOKING TO FORM**

A TEAM TO LEAD FOR CHANGE

WOULD YOU LIKE TO JOIN THEIR TEAM?

# PARTNERSHIP SUMMARY

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## OPTION 1

### MARKETING INTEGRATION

- Access to up to five (5) Go Sports Foundation athletes for marketing purposes
- Co-branded photoshoots for In-flight magazines, social media, posters, certificates and brochures
- Sleeve branding
- Website signage

### ELITE ATHLETE PLATFORM

- Social media shout-outs (posts, pictures, videos) and check-ins
- Use of hashtags to drive visibility and awareness

### WORKSHOP AND TRAINING

- 2-day fitness, posture and mental conditioning once every quarter courtesy GSF coaches and fitness experts
- Jet Airways will select 20 participants to be part of the first workshop and have a 20% escalation for the subsequent workshops
- One (1) Go Sports athlete to participate in the workshop and share their experience enduring extreme challenges, every quarter

### POWER TO PERFORM

- 90-minutes of personal interaction with the athlete\*
- Go Sports Foundation signed merchandise for all attendees
- Buffet lunch for all attendees
- Gift bags for all attendees



# PARTNERSHIP SUMMARY

## OPTION 2

### MARKETING INTEGRATION

- Access to up to five (5) Go Sports Foundation athletes for marketing purposes
- Co-branded photoshoots for In-flight magazines, social media, posters, certificates and brochures
- Sleeve branding
- Website signage

### ELITE ATHLETE PLATFORM

- Social media shout-outs (posts, pictures, videos) and check-ins
- Use of hashtags to drive visibility and awareness

### WORKSHOP AND TRAINING

- 2-day fitness, posture and mental conditioning once every quarter courtesy GSF coaches and fitness experts
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### POWER TO PERFORM

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### MULTIPLY SOCIAL IMPACT

- Partner with existing affiliates to create opportunities for young and underprivileged kids to receive sporting mentorship and guidance
- Year-round support: Provide expertise, training modules and assist in building sporting curriculums for children through NGO
- Two (2) Go Sports athletes to visit, interact and inspire children at the annual bootcamp

### FUTURE FORWARD

- Right of First Refusal to new Go Sports Foundation initiatives, scholarships and programmes
- Opportunity to associate with future olympians and medal winners



# INVESTMENT SUMMARY



150 FLIGHTS PER YEAR

10 DOMESTIC PER MONTH

3 INTERNATIONAL PER MONTH

## OPTION 1:

YEAR 1: 50,00,000\*

YEAR 2: 52,50,000\*

YEAR 3: 55,12,500\*

5% ESCALATION YoY

## OPTION 2:

YEAR 1: 55,00,000\*

YEAR 2: 56,65,000\*

YEAR 3: 58,34,950\*

3% ESCALATION YoY

THE OFFICIAL AIRLINE PARTNER OF **GO**SPORTS FOUNDATION

# WE AIM HIGH

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JOIN US AND BE THE WIND BENEATH  
THE WINGS OF OUR ATHLETES

FOR MORE INFORMATION, PLEASE CONTACT

AKASH BHAT

[avb2128@columbia.edu](mailto:avb2128@columbia.edu)



# APPENDIX A

## LOGO VISIBILITY DURING MEDIA EVENT AND PRESS CONFERENCES



LOGO BRANDING ON GO SPORTS FOUNDATION MERCHANDISE (SLEEVE)



LOGO BRANDING ON GO SPORTS FOUNDATION MERCHANDISE (SHORTS)





# APPENDIX B



## ELITE ATHLETE PLATFORM: MOCK TWEET AND WHY IT WORKS

- Success story and rise of athletes
- Appealing to (affluent) Golf enthusiasts
- Brand recognition





# APPENDIX C



## INSTAGRAM STORIES:

- Brand awareness
- Memorable hashtag
- Visibility of Jet Airways destinations

Image source: Jet Airways