



President
Sardar Khan
Senior Vice President
M. Aleem Agha

Vice President
Muhammad Amin Nasir
General Secretary
Romis Ali

Friday, May 18, 2012
Ref: STBA/120010-1

Dear Sir

Subject: Sponsorship – 3rd Ranking Bowling Tournament 2011 – 6th to 8th July 2012

Sindh Tenpin Bowling Association (STBA) invites your Organization at an exciting opportunity to organize prestigious series of ranking events in every quarter of the year with the name of **3rd Ranking Bowling Tournament** at “Royal Rodale Club, DHA, Karachi. The Championship will be held under auspices of **Pakistan Tenpin Bowling Federation** and about 100 participants, in under Maters, Amateur, Doubles, Trio Team Event & Inter Media Category will participate.

The salient segments of the events are as under:-

• No. of Participant	–	Over 100 Participant in Diff Categories
• Event Categories	–	Singles (Masters, Amateur), Doubles, Trio, Team Event & Inter Media
• Expected audience to witness	–	1000 / day Approx
• Venue for the Games	–	Royal Rodale Club
• Personage	Opening Closing Ceremony	Director Sindh Sport Board Sports or Youth Minister of Sindh

Event Significance *The event was successfully conducted two (2) times with the marvelous participation of audience, participants, media and high government and private dignities*

Maximum Coverage	High Participation	High Standard	Quality Entertainment	Award Winning Status
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The association needs your attention to support this highly enthralling and esteemed series of events. We have invested our efforts to provide you an opportunity for your brand to enhance its image and identity.

• Title Sponsor	PKR 500,000/-	• Co-Sponsor	PKR 350,000/-
• PIN Sponsor (200)	PKR 300,000/-	• Team Branding	PKR 250,000/-
• Award Sponsor	PKR 200,000/-	• Banner Standees	PKR 30,000/-

The Privileges for the Sponsor

- Tournament Title
- Logo on participant Teams playing kits, trophies, presentation platform & promotional materials
- Sponsor representation at the ceremony platform.
- Sponsor's logo placement on the Website STBA & PTBF www.stba.org.pk

You are an important part of the answer

We propose giving the entire event, the widest possible exposure to all forms of media to reach out to millions of enthusiast fans from all walks of life, which will help project the sporty initiative loving side of the corporation sponsoring the event.

Together, we'll build towards a better Society and Culture. By promoting such sports with same spirit and pace will help in sustaining the image of Sports as “Icon of Pakistan”.

Thank you for taking the time for supporting healthy sport.

Sincerely yours

Romis Ali
General Secretary
Cell: 0300 9239261





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estimated EXPENDITURE

3rd STBA Ranking Bowling (Tournament 2011)

Bowling Alley 3 days , 800 Games @ 200 PKR							160,000.00
Score Board & Branding Panaflex Scoring Board for Team & Single event & Backdrops, Presentation Platform & Banners (Consumable)							21,000.00
Oil for Bowling Lane (Consumable)							11,000.00
Awards Cash Award, Wining Trophies, VIPs & General Shields (20 No.) & Best Bowler Award (02), Gift Hamper & lucky Draws (20 Draws)							186,000.00
Prize	Winner	Runners-up	3 rd	4 th	5 th	6 - 10 th	Top Scorer
Master Single	15,000	8,000	5,000	3,500	2,500	1,000	2,000
Amateur single	10,000	5,000	4,000	2,500	2,000	1,000	2,000
Doubles	10,000	5,000	-	-	-	-	-
Trio	9,000	6,000	-	-	-	-	-
Team Event	12,000	5,000	-	-	-	-	-
Inter Media	5,000	3,000	-	-	-	-	-
Score 265 +		Bowling Ball		Score 250+		5,000	
Score 240 +		2,500		Score 230+		1,000	
Kits T-shirts for 80 Players and 10 Officials @ 450							40,500.00
Photography							8,000.00
Allowance to Jury & 2 Referee, 2 Judges @ 1000/day							12,000.00
Allowance to Sub Committees Members & Workers @ 500/day (10)							25,000.00
Opening & Closing Ceremony Award Ceremony, Refreshment, Venue & Decoration, Sound System,							60,000.00
Misc.							50,000.00
TOTAL						573,500/-	





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executive summary

Name of Event:	3rd STBA Ranking Bowling Tournament 2012
Tentative Date:	6 th to 8 th July 2012
Location: & Venue:	Royal Rodale Club Karachi
Tentative Players:	80 – 150.
Estimated Cost:	PKR 573,500.00
Chief Guest:	yet to be finalized (Sports Minister of Sindh)
Target Audience:	Estimated number of audience - 2,000 / day
Admission Charges:	FREE to the public to witness
Patronage by:	Sindh Sports Board (SSB)
The Organizer:	Sindh Tenpin Bowling Association (STBA)
Certified by:	Pakistan Tenpin Bowling Federation (PTBF)
The Event Consultant:	MUAR Sports & Leisure International
Tentative Media:	Channels: PTV, GEO Super, Geo News, TV One, Express News, AJJ TV, APNA TV, Dawn News TV, SammaTv, Metro One, Waqt News, Vibe Tv etc Newspapers: Daily Jang, Daily The News, Daily Express, Daily News, Express Tribune, Daily Observer & etc Radio: Radio 1 FM 91, etc.
Feature:	Athletes (over 100) from all over Sindh, in Amateur, Master, Doubles, Trio & Team Events categories are participating in the fascinating sporty event
Achievements:	



- **Maximum Coverage:** 1st Interleague Ranking Bowling Tournament 2010 received extensive coverage of media, whereby GEO News, GEO Super, News One, Metro 1, Samaa TV, Dawn News, Apna News, and AJJ TV, comprehensively observed and reported the event with collaboration of STBA.
- **Highly Graded Event:** The event was graded as remarkable towards establishing a framework of strong collaboration and coordination of Sindh Sports Board, STBA, emerging bowling talent of Karachi and the media making the event a success and a milestone in the history of Bowling
- **Historical Landmark:** Sindh Tenpin Bowling Association (STBA) engraved a landmark in the history of bowling in Sindh as well as in Pakistan by successfully organizing 1st Sindh InterLeague Bowling Tournament under the auspices of Sindh Sports Board where 36 Athletes played in Open Amateur Singles, Open Master Singles, & Team Events. (Sindh Green, Sindh White, Sindh Blue, Sindh Red and Sindh Yellow)
- **Award & Achievements:** The team Sindh earned major chunk of top Awards in National Tournaments like, 5th & 4th National Tenpin Bowling Championship, 7th Azadi Cup, Mohtarma Banezir Buttho Shaheed NTBC, and Pakistan Day Cup, even participated in International events with remarkable performance. Also Achieve 10th highest score in 45th Bowling world cup thus lay down a unique distinction in the history of Pakistan Bowling.

