COMMERCIAL & LOCAL CSR PARTNERSHIP PROSPECTUS

AIC TITANS CUP

MULTI-LEVEL BANKING ECOSYSTEM SPONSORSHIP

GENTLEMEN 25K · LADIES 15K · 70:30 PRIZE RATIO · LOCAL CSR

AURIUM SPORTS



105 NRB-LICENSED BFIS · 7 REGIONAL HUBS · LOCAL GRASSROOTS CSR & COACH JOBS

Sponsorship & CSR Prospectus

Partner with Nepal's four-class banking football championship across 7 regional hubs and the Aurium Sports Local CSR Design Manifesto — empowering underprivileged girls and hiring local licensed coaches across all 7 Provinces.

5 CHAMPIONSHIPS

Types A, B, C, D + Finale

7 REGIONAL HUBS

KTM + 6 Provincial Corridors

LOCAL CSR RANGES

NPR 100k–500k / BFI by Class

EXECUTIVE SUMMARY

Commercial dominance meets decentralized local CSR impact.

The **AIC Titans Cup** is Nepal's premier multi-tier corporate football property created by **Aurium Sports / The Aurium Academy** exclusively for all **105 Nepal Rastra Bank (NRB)-licensed Banks and Financial Institutions**.

Spanning three prime Nepali calendar windows — **Shrawan** (Type A Commercial & Type B Development Banks), **Kartik** (Type C Finance & Type D Microfinance), and **Magh** (**Clash of the Titans – The Bankers Finale**) — and operating across **7 Regional Tournament Hubs** (Kathmandu, Banepa/Kavre, Biratnagar/Itahari, Janakpur/Birgunj, Chitwan/Hetauda, Pokhara, and Butwal/Kohalpur), the property delivers seven months of C-suite B2B networking and nationwide consumer visibility.

Crucially, every tournament integrates the **AIC Titans Cup CSR Design Manifesto**: participating BFIs invest class-calibrated CSR grants (**Class A: NPR 350k–500k · Class B: 250k–400k · Class C: 150k–300k · Class D: 100k–200k**) deployed **100% locally** in their operating districts to train underprivileged youth (50%+ girls) and create paid jobs for local licensed coaches.

— Commercial & CSR Partnerships Desk · Aurium Sports

PROSPECTUS LEDGER

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THE PROPERTY AT A GLANCE

105 financial institutions. 7 regional hubs. 125–159 local coach jobs created.

A nationwide commercial and social-impact platform anchored in verified NRB BAFIA institutional counts across all 7 Provinces.

20

TYPE A COMMERCIAL

Expected CSR: NPR 350k–500k / bank

17

TYPE B DEVELOPMENT

Expected CSR: NPR 250k–400k / bank

17

TYPE C FINANCE

Expected CSR: NPR 150k–300k / inst.

51

TYPE D MICROFINANCE

Expected CSR: NPR 100k–200k / MFI

7

REGIONAL QUALIFIER HUBS

58 out-of-valley HQs play in nearby cities

18.9M–32.1M

LOCAL CSR POTENTIAL

1,997–3,312 youth (50%+ girls) + 125–159 coaches

7m / 10m Broadcast Clock
Fast 7m halves (20m slots) in League play; 10m halves (35m slots) across all Knockouts, Semis, 3rd Place & Finals.

Female Promotion Mandate
Ladies Division entry fee set at NPR 15,000 (vs. NPR 25,000 Gentlemen) + 50%+ underprivileged girls & female coaches in CSR.

70:30 Prize Pool Governance
Minimum 50% of collected fees forms the Stage 1 prize pool, paid exclusively to Winner & Runner-Up in a 70:30 ratio.

WHY BANKING FOOTBALL & LOCAL CSR, WHY NOW

C-suite decision-makers. All-7-Province grassroots employment.

Connect your brand simultaneously with Nepal's highest-earning corporate workforce and a decentralized youth & coach-employment movement across all 7 Provinces.

01

Direct B2B access to Bank CEOs, Associations, HR & CSR Committees

Bank Chairpersons, CEOs, NBA/DBAN/NFIA/NMBA leadership, HR Directors, and CSR Heads attend matchdays and the Magh Finale Executive Lounge.

02

Nationwide presence across 7 Regional Tournament Hubs

Beyond Kathmandu Valley, reach regional banking leaders and communities in Banepa/Kavre, Biratnagar/Itahari, Janakpur/Birgunj, Chitwan/Hetauda, Pokhara, and Butwal/Kohalpur.

03

Local CSR deployment for underprivileged girls & licensed coaches

Every BFI's CSR contribution (NPR 100k–500k by class) stays in its local operating districts — equipping underprivileged girls and funding 125–159 local licensed coach jobs.

04

Multi-hub live broadcast & digital content engine

Live multi-camera streams, scoreboard lockups, and vertical Reels/Shorts tagged to participating banks across Shrawan, Kartik, and Magh.

WHO YOU WILL REACH

C-suite executives, salaried bankers, local coaches & grassroots girls.

Three high-value audience layers spanning Kathmandu headquarters, 7 regional tournament hubs, and rural/municipal CSR centers.

AUDIENCE 01 · B2B

Bank Executives & Associations

CEOs, COOs, HR Directors, IT Chiefs, and CSR Committee Chairs across all 105 NRB-licensed institutions and 4 BFI Associations.

AUDIENCE 02 · CONSUMER

Salaried Banking Professionals

Gentlemen and Ladies banking squads plus tens of thousands of branch colleagues across 7,000+ BFI branches nationwide.

AUDIENCE 03 · LOCAL CSR

Youth, Girls & Local Coaches

1,997–3,312 underprivileged children (50%+ girls) and 125–159 local ANFA/AFC-licensed coaches employed across 7 Provinces.

105

NRB-LICENSED BFIS

47 HQs in KTM · 58 HQs in Regional Hubs

125–159

LOCAL COACH JOBS

Paid ANFA/AFC local coaching stipends

1,997–3,312

CSR YOUTH & GIRLS

50%+ underprivileged girls quota

THE THREE-SEASON ANNUAL CALENDAR

Seven months of tournament & local grassroots CSR activation.

A continuous three-wave championship arc across Kathmandu and regional hubs, combined with 48 weeks of local coaching clinics.

WAVE 1 · SHRAWAN (JULY / AUGUST · POS 9–19)

Type A & Type B Championships + Regional Dev. Bank Pods + CSR Wave 1

20 Commercial Banks (NPR 350k–500k CSR) and 17 Development Banks (NPR 250k–400k CSR) compete across Kathmandu and regional hubs; local licensed coaches hired across all 7 Provinces.

WAVE 2 · KARTIK (OCTOBER / NOVEMBER · POS 9–18)

Type C & Type D Championships Across 7 Regional Hubs + CSR Wave 2

17 Finance Companies (NPR 150k–300k CSR) and 51 Microfinance Institutions (NPR 100k–200k CSR) compete in Kathmandu, Banepa/Kavre, Koshi, Madhesh, Chitwan, Pokhara, and Butwal/Kohalpur.

WAVE 3 · MAGH (JANUARY / FEBRUARY · POS 11–16)

Clash of the Titans Finale & “Future Titans” National CSR Showcase

Top 2 qualifiers from each class contest the 6-day Magh Finale (7m group / 10m knockout halves). Day 5 features the underprivileged girls & boys Exhibition Match & Local Coach Honours.

POST-FINALE · WITHIN 14 DAYS

Audited ROI & NRB Statutory CSR Utilization Dossier

Delivery of commercial broadcast/impression logs and CA-audited NRB CSR utilization certificates for every partner bank.

WHERE YOUR BRAND APPEARS

On the pitch, in 7 regional hubs, across thousands of grassroots kits.

Every partner package integrates venue dominance, banking kit touchpoints, live broadcasts, and provincial CSR co-branding.

ON THE GROUND

7 Hubs & CEO Lounge

- Center-circle & turf perimeter boards
- Kathmandu & 6 regional hub stage backdrops
- B2B product showcase & sampling booth
- Executive CEO Lounge at Magh Finale

ON THE PLAYERS

Bank, Coach & Girls Kits

- Front-of-chest & sleeve bank bib lockups
- **1,997–3,312 underprivileged youth CSR kits**
- **125–159 Local Licensed Coach tracksuits**
- Titan Rolling Shield & MOTM plaques

ON THEIR SCREENS

Broadcast & AGM Reels

- Live stream scoreboard & replay stings
- Co-branded Corporate Football Passports
- Provincial CSR Documentary Impact Reels
- Official handbooks & association dossiers



MULTI-LEVEL PARTNERSHIP PACKAGES

Commercial rights & local CSR tiers.

Choose complete 5-tournament Umbrella dominance, targeted single-tier ownership, or the Class-Calibrated Local CSR Fellowship (NPR 100,000 to 500,000) led by Aurium Sports.

PACKAGE 01 · EXCLUSIVE · 1 PARTNER

Umbrella Title Partner

NPR 3,000,000 All 5 Tournaments

EXCLUSIVE · 1 PARTNER

Complete parent-brand ownership across Types A, B, C, D (across all 7 regional hubs) and the Clash of the Titans Bankers Finale — plus Lead Co-Branding on the National Local CSR & Coach Employment Initiative.

KEY COMMERCIAL & CSR RIGHTS

- **Umbrella Naming Rights:** "[Brand] Presents AIC Titans Cup & Clash of the Titans Finale"
- **Lead CSR Co-Branding:** Title recognition on the 7-Province Grassroots Girls & Local Coach Fellowship
- **Primary chest branding** on official match bibs across all 5 tournaments & regional hubs
- **Center-circle & 6 prime perimeter boards** at every matchday venue
- **100% live broadcast scoreboard** & title-card lockup across all streams
- **Presents the Titan Rolling Shield** & CSR Excellence Plaque at the Magh Gala
- **Prime double B2B booth** + 10 VIP Executive Lounge passes
- **First right of renewal** for the next annual cycle

PACKAGE SNAPSHOT

Scope	**All 5 Events + 7 Hubs**
Match Clock	**7m League · 10m KO**
Category Exclusivity	**Full Ecosystem**
Perimeter Boards	**6 / Venue**
VIP Gala Passes	**10**
Bundled Savings	**~35% vs Standalone**

PACKAGE 02 · UP TO 4 SECTOR PARTNERS

Umbrella Powered-By Partner

NPR 1,250,000 All 5 Tournaments

UP TO 4 SECTOR PARTNERS

Year-round category exclusivity across all four NRB banking leagues, 7 regional hubs, and the Bankers Finale — ideal for Telecom, Automobile, Insurance, or FinTech/Card leaders.

KEY COMMERCIAL & CSR RIGHTS

- **Co-branded lockup:** "AIC Titans Cup Powered by [Brand]" across all 5 events
- **Full annual sector exclusivity** (blocks competitors across Types A–D & Finale)
- **Sleeve branding** on official match bibs + 4 perimeter boards per venue
- **Broadcast replay & goal-graphic sponsor** across all live streams
- **Co-presents the Day 5 "Future Titans" CSR Grassroots Girls & Boys Showcase**
- **Dedicated B2B activation booth** at Shrawan, Kartik & Magh venues
- **6 VIP Executive Lounge invitations** & full post-event ROI report

PACKAGE SNAPSHOT

Scope	**All 5 Events + 7 Hubs**
Exclusivity	**100% Sector**
Kit Placement	**Sleeve**
Perimeter Boards	**4 / Venue**
VIP Gala Passes	**6**
ROI Dossier	**Full Audited**

PACKAGE 03 · 1 FINALE PARTNER (IF NOT BUNDLED)

Clash of the Titans Finale Title

NPR 1,000,000 Magh Grand Finale

1 FINALE PARTNER (IF NOT BUNDLED)

Own the 6-day culminating championship in Magh where the Champion and Runner-Up of Types A, B, C and D battle for banking supremacy.

KEY COMMERCIAL & CSR RIGHTS

- **Finale Naming Rights:** "Clash of the Titans – The Bankers Finale Presented by [Brand]"
- **Front-of-kit branding** for all 16 qualified Gentlemen & Ladies finalist squads
- **6 perimeter boards + main stage backdrop** across all 6 Magh matchdays
- **VIP CEO, Association Presidents & HR Director Lounge** co-hosting rights
- **On-stage presentation** of the Gentlemen & Ladies Finale Champions trophies
- **Finale Presenting Tier also available:** NPR 350,000 (4 slots) · Associate: NPR 150,000

PACKAGE SNAPSHOT

Scope	**Magh Finale (6 Days)**
Finalist Teams	**16 Elite Squads**
Match Clock	**7m Group · 10m KO**
Perimeter Boards	**6 Prime**
VIP Lounge	**Co-Host**
Alt. Finale Tiers	**350k / 150k**

PACKAGE 04 · TYPES A, B, C, D & BANK CSR

Individual Class & Local CSR Tiers

NPR 100K–600K Single Class / Local CSR

TYPES A, B, C, D & BANK CSR

Target a single banking league (NPR 450k–600k Commercial Title) or enroll your BFI's statutory CSR fund in the local grassroots girls & licensed coach employment program (NPR 100k–500k by BFI class).

KEY COMMERCIAL & CSR RIGHTS

- **Type A Commercial Title (20 Commercial Banks):** NPR 500,000 (Presenting: 250k · Associate: 100k)
- **Type B Commercial Title (17 Development Banks):** NPR 450,000 (Presenting: 200k · Associate: 100k)
- **Type C Commercial Title (17 Finance Companies):** NPR 500,000 (Presenting: 220k · Associate: 100k)
- **Type D Commercial Title (51 Microfinance BFIs · 7 Hubs):** NPR 600,000 (Presenting: 250k · Associate: 100k)
- **Expected Local BFI CSR Ranges (Led by Aurium):** Class A: **NPR 350k–500k** · Class B: **NPR 250k–400k** · Class C: **NPR 150k–300k** · Class D: **NPR 100k–200k**
- **100% Local Deployment:** Funds train underprivileged girls/youth & hire local licensed coaches in the BFI's operating districts

PACKAGE SNAPSHOT

Class Title	**NPR 450k–600k**
Class Presenting	**NPR 200k–250k**
Class A Local CSR	**NPR 350k–500k**
Class B Local CSR	**NPR 250k–400k**
Class C Local CSR	**NPR 150k–300k**
Class D Local CSR	**NPR 100k–200k**

MASTER COMMERCIAL & LOCAL CSR MATRIX

Compare partnership rights.

Differentiated deliverables across Umbrella, Single-League, and Local BFI CSR Fellowship tiers. All figures are proposed valuations (NPR).

DELIVERABLE / RIGHT	Umbrella Title NPR 3.0M · All 5	Umbrella Cat. NPR 1.25M · All 5	Finale Title NPR 1.0M · Magh	Class Title NPR 450k–600k	Local BFI CSR NPR 100k–500k
Naming rights	**Full Ecosystem**	**Powered By**	**Finale Only**	**Single Class**	Local CSR Center
Parent brand crest lockup	**Primary**	**Secondary**	**Finale Crest**	**Class Crest**	CSR Roll of Honour
Bib / jersey branding	**Front Chest**	**Sleeve**	**Finale Chest**	**Class Bibs**	**Local Youth & Coach Kits**
Turf perimeter boards (7 Hubs)	**6 / Venue**	**4 / Venue**	**6 (Finale)**	**4 (Class/Hub)**	Local Hub Board
Live stream scoreboard & stings	**100% Title**	**Replay Sting**	**Finale Title**	**Class Stream**	Local CSR Feature
Underprivileged girls & youth trained	**National Lead**	**Showcase Host**	**Finale Escorts**	Optional Add-On	**12 to 50 Youth / BFI**
Local licensed coaches employed	**National Lead**	**Co-Presented**	**Finale Honours**	Optional Add-On	**1 to 2 Local Coaches / BFI**
Trophy & award presentation	**Titan Shield**	**Boot & MVP**	**Finale Cups**	**Class Cups**	**CSR Honours Plaque**
Sector exclusivity	**Full Annual**	**Full Annual**	**Finale Window**	**Class Window**	Open to All 105 BFIs
NRB CSR Audit & ROI Dossier	**10 VIP · Full**	**6 VIP · Full**	**8 VIP · Full**	**4 VIP · Class**	**CA Audited NRB Cert.**

THE CSR DESIGN MANIFESTO · LOCAL GRASSROOTS IMPACT & COACH EMPLOYMENT

Goals for Good: Local football ecosystems for underprivileged girls & local licensed coaches.

Under the AIC Titans Cup CSR Design Manifesto led by Aurium Sports, every participating BFI's statutory CSR contribution is ring-fenced and deployed directly at the local level in that BFI's operating districts — empowering underprivileged youth (50%+ girls) and creating paid local jobs for licensed football coaches.

NRB BFI TIER	BFIS	EXPECTED LOCAL CSR / BANK	LOCAL LICENSED COACHES	YOUTH & GIRLS / BANK	LOCAL DEPLOYMENT TERRITORY
Type A · Commercial	20	**NPR 350,000 – 500,000**	**2 Coaches** (1M, 1F)	**35 – 50 Youth** (50%+ Girls)	Provincial & underserved branch districts (7 Provinces)
Type B · Development	17	**NPR 250,000 – 400,000**	**1–2 Local Coaches**	**25 – 40 Youth** (50%+ Girls)	HQ & regional hubs (Koshi, Madhesh, Chitwan, Pokhara, Butwal)
Type C · Finance Co.	17	**NPR 150,000 – 300,000**	**1 Local Coach**	**15 – 30 Youth** (50%+ Girls)	Municipal school clusters (KTM, Lalitpur, Pokhara, Hetauda, Janakpur, Rajbiraj)
Type D · Microfinance	51	**NPR 100,000 – 200,000**	**1 Community Coach**	**12 – 22 Rural Youth** (60%+ Girls)	Rural wards (Kavre, Koshi, Madhesh, Chitwan, Gandaki, Lumbini, West)
Full Ecosystem	105	**NPR 100,000 – 500,000**	**125 – 159 Coach Jobs**	**1,997 – 3,312 Youth & Girls**	**100% Deployed Locally in BFI Operating Districts via Aurium Sports**

CSR DESIGN MANIFESTO · RING-FENCED LOCAL SPLIT

Dual Grassroots & Employment Mandate

- **40% Paid Job Creation for Local Licensed Coaches:** Monthly contracted stipends for ANFA/AFC-certified local coaches & female coaches in the bank's district.
- **30% "Project First Boots" for Underprivileged Girls & Boys:** Boots, co-branded BFI jerseys, shin guards & balls for low-income youth (50%+ girls quota).
- **20% Local Turf / Ground Access & Girls Nutrition:** 48 weeks of safe local training facilities, hydration, nutrition & safeguarding support.
- **10% NRB Statutory Audit & Regional/Finale Showcase:** Audited NRB 1% CSR compliance certificate + regional & Magh Finale youth exhibition.

BANK COMPLIANCE, LOCAL PR & STANDALONE DOSSIER

Turnkey NRB CSR Documentation

Every participating BFI receives a dedicated **Aurium Sports Local CSR Implementation MOU**, CA-audited fund-utilization certificate for NRB annual directive compliance, verified coach employment & beneficiary rosters, and an AGM documentary reel.

Companion Deliverables: Refer to the standalone *National CSR Design Manifesto & Implementation Plan* and *BFI Location & Regional Hub Directory*.

COMMERCIAL & LOCAL CSR CONFIRMATION

Let's make it official.

Complete and return this page to reserve your commercial sponsorship tier and/or your institution's Local Grassroots CSR & Coach Employment Fellowship.

1. COMMERCIAL SPONSORSHIP TIER (PROPOSED NPR VALUATIONS)

- ☐ **Umbrella Title Partner** (All 5 Events + 7 Hubs) — NPR 3,000,000
- ☐ **Umbrella Powered-By / Category** (All 5) — NPR 1,250,000
- ☐ **Clash of the Titans Finale Title** (Magh) — NPR 1,000,000
- ☐ **Individual Class Title** (Type A/B/C/D: ___) — NPR 450k–600k

2. EXPECTED LOCAL BFI CSR FELLOWSHIP RANGE (100% DEPLOYED LOCALLY FOR UNDERPRIVILEGED GIRLS & LOCAL LICENSED COACHES)

- ☐ **Class A Commercial CSR:** NPR 350,000 – 500,000 (2 Local Coaches + 35–50 Youth/Girls)
- ☐ **Class B Development CSR:** NPR 250,000 – 400,000 (1–2 Local Coaches + 25–40 Youth/Girls)
- ☐ **Class C Finance Co. CSR:** NPR 150,000 – 300,000 (1 Local Coach + 15–30 Youth/Girls)
- ☐ **Class D Microfinance CSR:** NPR 100,000 – 200,000 (1 Local Coach + 12–22 Rural Youth/Girls)

INSTITUTION / BRAND NAME & NRB CLASS / INDUSTRY

DESIGNATED LOCAL PROVINCE / DISTRICT FOR CSR & TOTAL COMMITMENT (NPR)

AUTHORISED SIGNATORY NAME & DESIGNATION

OFFICIAL EMAIL & DIRECT MOBILE

SIGNATURE & OFFICIAL INSTITUTIONAL STAMP · DATE

FOR AURIUM SPORTS COMMERCIAL & CSR DIRECTORATE · DATE

COMMERCIAL & CSR DIRECTORATE · AURIUM SPORTS

Partner with the Titans.

AIC TITANS CUP

Bespoke Category Exclusivity & Local NRB CSR Fellowship MOUs Available on Request · Contact: [TO BE CONFIRMED]

Aurium Sports / The Aurium Academy · Kathmandu & 7 Regional Hubs Across Nepal