


Ver**bo**ttle®



The mind of a young person is a wonderful thing. It's overflowing with ideas and thoughts and they're all free-flowing. Like feathers in the wind. What if we could harness them? What if we could direct all that cerebral activity into an organised stream of thinking? We'd create magic.

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That's what we at Verbattle believe. Now in its 7th year, Verbattle is the forum for young and energetic minds to interact, share and conjure up new perspectives on the world around us. After all, who better to make the future brighter?

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How does Verbattle work?

Verbattle is a state level debate tournament and the biggest of its kind. The 2011 edition will be held between 28th July and 19th August 2011, with the finals in Bangalore on 19th August, 2011.



Over the last 6 years, it has brought together thousands of school and college students from all across Karnataka on a common platform. And this year, we aim to make the tournament bigger than it already is.

Verbottle®



Your brand and Verbattle.

Verbattle's exciting format that encourages debate and dialogue attracts several hundred teams of students from the best schools and colleges all across Karnataka. To encourage students of all ages, Verbattle is conducted in 3 formats – Verbattle Beginner, Junior and Senior.

Through your association with Verbattle, your company will benefit immensely by reaching out to thousands of children, their parents and their teachers. Your brand will play a major role in transforming today's children into tomorrow's leaders



Verbattle Beginner
8 to 12 years.



Verbattle Junior
12 to 16 years.



Verbattle Senior
16 to 24 years.



Some relevant points:

- ❑ Organized in three zones - Bangalore, Hubli & Mangalore
- ❑ Will be televised on Udaya TV's News Channel
- ❑ Patronised by eminent personalities and supervised by some of the state's finest minds
- ❑ Conducted in association with reputed sponsors and Government departments such as Information Department, Education Department, Youth Services and Sports, KSRTC, BMTC etc.

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Verbattle firmly believes that inculcating a sense of understanding, respect and awareness in our children about the society, the world and the times they live in, empowers them. It hastens a process of dialogue, it instils accountability and civic responsibility in them and ultimately strengthens the very pillars of democracy.

This grand vision needs the support and encouragement of brands such as yours. In fact, we wouldn't like to call this a sponsorship request but rather an invitation to form a partnership. One that is committed to building confident, responsible citizens out of our children.



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VERBATTLE NOW HAS A GLOBAL PARTNER

Verbattle is proud to announce its partnership with International Debate Education Association (IDEA), which develops, organizes and promotes debate and debate related activities in communities throughout the world. IDEA operates in over 50 countries across the globe.

Verbattle is also the official partner in India of The Global Debates, which is an initiative of UN Foundation, and has recently partnered with World Debate Institute.

The Global Debates



Verbattle is in the process of partnering with other well known national and international organisations which share the values of civil society, humanity, open society and democracy.

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VERBATTLE JUNIOR

The event was first organized in 2005. Since then it has grown year after year as the biggest intellectual contest for school children in the age group of 12 to 16 years. Hundreds of schools with thousands of students have participated in the event over the years.

FIRST PRIZE: Rs.1,00,000 WINNERS SO FAR

- 2005 - Bishop Cotton Girls' School
- 2006 - Sri Kumaran Children's Home
- 2007 - St. Francis Xavier's School
- 2008 - BVB's Nagarjuna Vidyaniketan
- 2009 - Sophia High School
- 2010 - St. Antony's Public School, Hubli



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VERBATTLE SENIOR

First organized in 2007

This is the third time

Last Verbattle Senior had students from 72 colleges participating. This year for the first time the format will be identical to Verbattle Junior.



FIRST PRIZE: Rs.1,00,000
WINNERS SO FAR

2007 : St.Joseph's Pre-University College

2009 : SDM Medical College, Hubli

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VERBATTLE BEGINNER

- Verbattle believes in starting with children when they are young, so the culture of responsible communication and expression develops as they grow
- Verbattle Beginner is an ambitious and first of its kind event for primary school children in India. This also would serve as a preparatory experience for children who would one day participate in Verbattle Junior
- This event has been thought of only after public demand at the venue and during the conduct of Verbattle Junior over the years
- The first Verbattle Beginner was held in November, 2009. Though the event was organized with a lot of initial apprehension, Verbattle Beginner – 2009 turned out to be more exciting and fun filled than the other two categories



FIRST PRIZE: Rs.20,000
WINNERS SO FAR

2009 : Vidyashilp Academy, Bangalore



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THE FORMAT



ZONAL CLAMBER

Selection of teams at the zonal level in three zones for participation in the competition at the State level.

SKIRMISH

between a total of 81 teams of children from various schools of Karnataka.

COMBAT

Between 27 teams

CONFRONTATION

Between 9 teams

FACE-OFF

Between the three finalists

THE SCHEDULE

VERBATTLE BEGINNER

will be held for three days in Bangalore, only for kids from Bangalore schools.

VERBATTLE JUNIOR & SENIOR

will be held over 15 days covering zones in the first phase and then completing the state level competitions in Bangalore.



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DAILY SCHEDULE

The day begins at 9.00 am and ends at 6.30 pm at the venue on the days of competition.

STATISTICS

STATISTICS				
VENUE	EVENT	EXPECTED PARTICIPATION OF CHILDREN	YOUTH	AUDIENCE
HUBLI	VJ/VS	200 Teams	80 Teams	1000 +
MANGALORE	VJ/VS	300 Teams	100 Teams	1000 +
BANGALORE	VJ/VS	500 Teams	200 + Teams	2000 +
BANGALORE	VB	150 Teams		2000

5000 institutes contacted.

PUBLICITY

Print - leading English and Kannada newspapers

OOH – Hoardings at strategic locations,

In Institutions - publicity inside schools and colleges

On the internet - website, facebook

TV House would use all the shows of its ownership to promote Verbattle -2011 on TV.



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VERBATTLE'S PILLAR OF STRENGTH

Verbattle was founded by Deepak Thimaya, a media personality in Karnataka. He is well known for conducting political debates. He is a TV interviewer, host and a prolific writer. He has a rich background in theatre, PR, education, communication, arts and business.



www.deepakthimaya.com



Verbattle over the years has been supported by various prominent individuals, business organizations and institutions.

Verbattle -2011 is being managed and conducted by T V House Network (Bangalore) Pvt. Ltd., a well known media and production house operating from Bangalore.

www.tvhouse.in



COMMERCIAL SUPPORT

VERBATTLE has had the good fortune of getting support from various companies and institutions in the past for its events.

MRPL

BOSCH

Toyota

Royal Orchid Group of Hotels

IL&FS

Wockhardt Group of Hospitals

HDFC

Corporation Bank

Karnataka Bank

MSIL

Confident Group

TI-Cycles

NITTE University

Xindia Steels

Garuda Mall

Radio Mirchi

Deccan Herald

Indian Express

Sparsh Group

Kinder Joy

LIC Housing Finance Limited

Jyothy Laboratories Limited

Bisleri International Pvt.Ltd

PCS Securities

Airtel

Century Groups

Novartis Health Care

Gold Finch

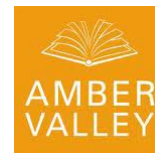
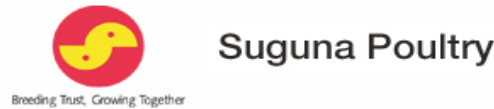
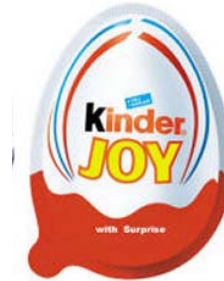
Vikram Hospital

Inventure Academy

Suguna Poultry Farm

Amber Valley Residential
School







Verbatlle[®]

Brand Integration

Many points of interaction between your brand & the audience.



JUDGES AND JUDGING

- ❑ Verbattle competitions are ably and fairly judged by eminent personalities with rich personal enrichment and professional experience
- ❑ We have in the past had ministers, legislators, industrialists, bureaucrats, journalists, sociologists and other professionals from various fields
- ❑ The designated judges are given an orientation before they are seated in the judging panel and are also given a set of instructions which help them to watch out for the parameters that enable a fair judgment based on the philosophy of Verbattle



SPONSORSHIP COSTING

CATEGORIES	AMOUNT	# SPONSORS
TITLE SPONSORSHIP	16,00,000.00	1
MAIN SPONSORSHIP	12,00,000.00	1
ASSOCIATE SPONSORSHIP	8,00,000.00	5

PARTNERS

EVENT	SPONSORSHIP	AMOUNT
Verbattle Junior 2011	Partner	1,50,000.00
Verbattle Senior 2011	Partner	1,50,000.00
Verbattle Beginner 2011	Partner	75,000.00

Number of partners : 4 each per event



SPONSORSHIP ENTITLEMENT				
BTL ACTIVITIES	TITLE SPONSOR	MAIN SPONSOR	ASSOCIATE SPONSOR	PARTNER
Promotional Activities in schools (In Bangalore, Mangalore and Hubli Zones)	✓	×	×	×
Mall Activity (Top Mall in Bangalore, Mangalore & Hubli)	✓	✓	×	×
Work shop in B'lore, M'lore & Hubli by Mr. Deepak Thimaya to Principals of all top institutions	✓	✓	×	×
ATL ACTIVITIES	TITLE SPONSOR	MAIN SPONSOR	ASSOCIATE SPONSOR	PARTNER
News Paper Ad (In B'lore, M'lore & Hubli)	✓	✓	✓	×
Outdoor - Hoarding	✓	✓	✓	×
Online - Website (Logo Display in the Verbattle Website)	Life time	Life time	4 Months	4 Months
Branding - Arch	All Three Zones	All Three Zones	All Three Zones	×
Branding - Banner (In all venue in all 3 zones)	✓	2	×	×
Banner Space	✓	2	1	1
Stall Space - In all the venues and Final Event	✓	✓	✓	✓
Certificate	✓	×	×	×
Radio Partner (Spots + RJ coverage of pre event, event & post event)	×	×	×	×
Back Drop	✓	✓	×	×
Side Panel	×	×	✓	✓
Poster	✓	✓	×	×
Invitation to Judges / Guest	✓	✓	×	×
Prize Cheque	✓	✓	×	×
Human Banners	✓	×	×	×
CD Covers	✓	×	×	×
trophies	✓	×	×	×
OOH advertising on KSRTC	✓	×	×	×
Television Coverage of the entire event	Udaya News Channel (Varhegalu) - 4 Episodes (1 hour) or 8 Episode (30 min) on Sundays			

*** Pls Note: All the above mentioned activites are based on the full participation of all sponsors in every category

AD SPACE

ACTIVITY	TITLE SPONSORSHIP	MAIN SPONSORSHIP	ASSOCIATE SPONSORSHIP	PARTNER
9.30 pm to 10.00 pm on Sundays Verbattle / Reachout (With repeat on Monday 8.00 am to 8.30 am)	1000 Seconds	600 Seconds	240 Seconds	NO
9.00 am to 9.30 am on Saturdays Sanjeevini, the only health segment show on Udaya TV	600 Seconds	200 Seconds	180 Seconds	NO

PRIZE SPONSOR

EVENT	SPONSORSHIP	AMOUNT
Verbattle Junior 2011	Prize Sponsor	(1 Lakh+10 Thousand +10 Thousand +8 Prizes of 2 Thousand each) 1,36,000.00
Verbattle Senior 2011	Prize Sponsor	(1 Lakh+10 Thousand +10 Thousand +8 Prizes of 2 Thousand each) 1,36,000.00
Verbattle Beginner 2011	Prize Sponsor	(20 Thousand+5 Thousand +5 Thousand+10 Prizes of 1 Thousand each) 40,000.00

PRIZE SPONSORSHIP BENEFITS

BTL ACTIVITY	Promotional activities in schools in Bangalore, Mangalore and Hubli.
ATL ACTIVITY	Logo will be carried on website.
	Logo will be carried on certificates.
	Logo will be carried on prize cheques.

SCHEDULE VERBATTLE 2011			
DATE	DAY	PLACE	EVENT
28.07.2011	Thursday	Beginner	Bangalore
29.07.2011	Friday	Beginner	Bangalore
30.07.2011	Saturday	Beginner Face Off	Bangalore
31.07.2011	Sunday	Sunday	
01.08.2011	Monday	Verbattle Junior	Mangalore
02.08.2011	Tuesday	Verbattle Junior	Mangalore
03.08.2011	Wednesday	Verbattle Senior	Mangalore
04.08.2011	Thursday	Verbattle Junior	Hubli
05.08.2011	Friday	Verbattle Junior	Hubli
06.08.2011	Saturday	Verbattle Senior	Hubli
07.08.2011	Sunday	Sunday	
08.08.2011	Monday	Verbattle Junior	Bangalore
09.08.2011	Tuesday	Verbattle Junior	Bangalore
10.08.2011	Wednesday	Verbattle Senior	Bangalore
11.08.2011	Thursday	Verbattle Senior	Bangalore
12.08.2011	Friday	Varamahalakshmi Vrata	
13.08.2011	Saturday	Verbattle Junior - Skirmish	Bangalore
14.08.2011	Sunday	Sunday	
15.08.2011	Monday	Independence Day	
16.08.2011	Tuesday	Verbattle Senior - Skirmish	Bangalore
17.08.2011	Wednesday	Verbattle Junior - Combat	Bangalore
18.08.2011	Thursday	Verbattle Senior - Combat	Bangalore
19.08.2011	Friday	Verbattle Junior & Senior Confrontation & Face Off	Bangalore



CONTACT

Based on your interest, we could send you further details about the event and regarding branding and sponsorship benefits.

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