

DIGITAL PARTNER



VENUE PARTNER



**PEPHANDS
FOUNDATION**

PRESENTS

**RUN
FOR
LIFE**



6 K MARATHON RUN

**RUN AGAINST CANCER
FOR A BRIGHTER TOMORROW**



25 OCTOBER 2026
SUNDAY



PHOENIX MARKETCITY
VELACHERY, CHENNAI



www.pephands.org

EVENT SNAPSHOT

A MARATHON WITH
A MISSION.

Run for Life is a breast cancer awareness marathon that brings the community together to promote a healthy lifestyle and spread awareness.



6K
CATEGORY



2000+
EXPECTED RUNNERS



25 OCTOBER 2026
SUNDAY



PHOENIX MARKETCITY
VELACHERY



RUN FOR LIFE



6K MARATHON RUN

A HEALTHIER TOMORROW, TOGETHER



WHO IS PEPHANDS?

Pephands Foundation is a social-impact non-profit organisation committed to creating awareness and driving meaningful change through community-focused initiatives. Founded in August 2022, Pephands works towards building a healthier and more socially conscious community.



PEOPLE



COMMUNITY



CHANGE



WHY THIS BREAST CANCER AWARENESS MARATHON?

Through the Run For Life 6K Breast Cancer Awareness Marathon, Pephands aims to raise awareness about breast cancer, encourage proactive screening, and inspire individuals and communities to take meaningful steps towards prevention and early detection.



RAISE
AWARENESS



ENCOURAGE
PROACTIVE
SCREENING



INSPIRE
MEANINGFUL
CHANGE

Small Steps
Big Change



WHY **PARTNER** WITH US?

MORE THAN A RACE.
IT'S **A MOVEMENT.**



MASSIVE REACH

10,000+ runners &
thousands of spectators



HIGH VISIBILITY

Strategic exposure across
digital, on-ground & offline platforms



CSR IMPACT

Associate with heart
awareness & community health



PREMIUM ASSOCIATION

Align with credible,
health-focused brands



TARGETED AUDIENCE

Students, professionals
& families



BRAND RECALL

Your brand seen, worn
and remembered



BRAND VISIBILITY JOURNEY

YOUR BRAND. **EVERY STEP**
OF THE WAY.



PRE-EVENT

Brand exposure
across promotions
& digital campaigns



RACE DAY

High visibility on
T-shirts, bibs, banners
& activation zones



ON-GROUND ENGAGEMENT

Connect with runners
& families through
your activation



POST-EVENT

Media coverage,
wrap-up & social
amplification



SPONSORSHIP PACKAGES



TITLE SPONSOR (1 AVAILABLE)

- ✓ Title rights "Run for Life – Powered by [Your Brand]"
- ✓ Logo on all event materials (online, offline & on-ground)
- ✓ Branding across race kit (T-shirts, bibs, medals)
- ✓ Logo on stage backdrop & banners
- ✓ Speaking opportunity at event
- ✓ Logo on event website & online materials
- ✓ In mall promotions
- ✓ Complimentary race registrations (50)

INVESTMENT *
₹10,00,000



PLATINUM SPONSOR (2 AVAILABLE)

- ✓ Logo on key event materials
- ✓ Branding on select event zones
- ✓ Event stall (premium location)
- ✓ In mall promotions
- ✓ Complimentary race registrations (30)
- ✓ Media mentions & PR recognition

INVESTMENT *
₹6,00,000



GOLD SPONSOR 3 SLOTS LEFT / 4

- ✓ Logo on event materials
- ✓ Event stall (standard location)
- ✓ In mall promotions
- ✓ Complimentary race registrations (15)
- ✓ Media mentions

INVESTMENT *
₹3,50,000



SUPPORTIVE SPONSOR 6 SLOTS LEFT / 10

- ✓ Logo on digital materials
- ✓ In mall promotions
- ✓ Media mentions

INVESTMENT *
₹1,00,000

CUSTOM PACKAGES



Let's build a partnership that fits your brand goals and creates meaningful change together.



All partners will be recognized in the event materials and on-ground acknowledgment.

PROMOTIONAL SUPPORT / SOH ELEMENTS

Visibility that inspires. Branding that stays.

KEY BRANDING TOUCHPOINTS



LED BULKHEAD SCREENS (MALL)



DIGITAL STANDEES (MALL)



STATIC STANDEES (MALL)



PALLADIUM VIDEO WALL (MALL)



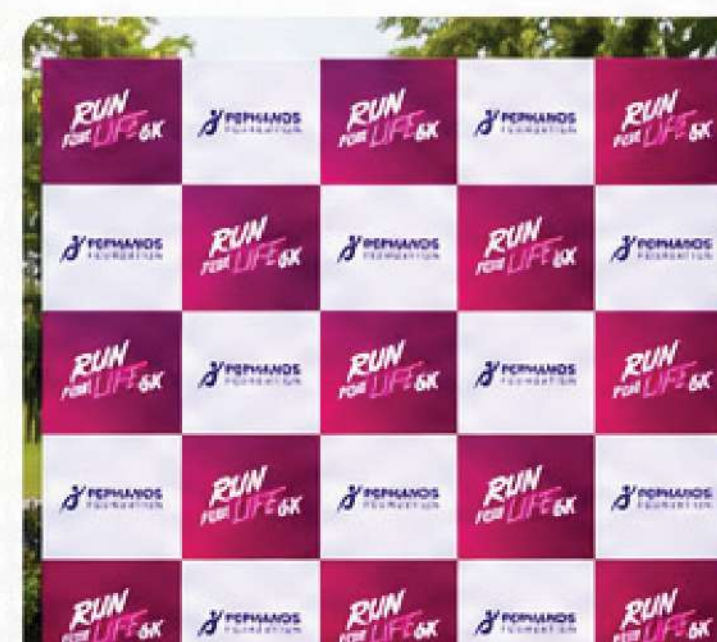
PVR CINEMAS ENTRANCE (MALL)



MAIN BANNER FOR MARATHON
(STAGE / START - FINISH)



RACE BIBS



BYTES BANNER
(MEDIA INTERACTION)



ROUTE MAP BANNER



REGISTRATION TICKET

DELIVERABLES SPONSORSHIP

Visibility that inspires. Branding that stays.

KEY BRANDING TOUCHPOINTS

01



T-SHIRTS

02



RACE BIBS

03



GOODIE BAGS

04



MEDALS & CERTIFICATES

05



REFRESHMENTS & SNACKS



All creatives will be shared and approved as per sizes and timelines.

BREAST CANCER AWARENESS MARATHON

ACTIVATION OPPORTUNITIES

ENGAGE. CONNECT.
INSPIRE.



BRAND STALLS

Showcase your brand
and interact with
thousands



PRODUCT SAMPLING

Put your products
in the hands of a
highly engaged audience



ON-GROUND ACTIVITIES

Fun zones, games &
engagement activities
that create buzz



PROMO ZONES & GAMES

Interactive experiences
that leave a lasting
impression



PHOTO BOOTHS & BRANDING

Branded backdrops
& photo zones for
maximum visibility



EVENT ANNOUNCEMENTS & SHOUTOUTS

On-stage mentions
& microphone
announcements



SOCIAL MEDIA INTEGRATION

Live updates, stories
& tag features for
amplified reach



DIRECT ACCESS TO TARGET AUDIENCE

Connect with health-
conscious individuals,
families & communities

LET'S **RUN** **TOGETHER.**

PARTNER WITH US AND
MAKE AN **IMPACT.**



INCREASE BRAND
VISIBILITY



SUPPORT A HEALTHY
COMMUNITY



CONNECT WITH A
DIVERSE AUDIENCE



BUILD POSITIVE
BRAND EQUITY



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PHOENIX MARKETCITY, VELACHERY, CHENNAI



25 OCTOBER 2026, SUNDAY

Organised by