



AMITY BHAAG INDIA



RACE FOR GIRL CHILD EDUCATION

SUPPORTING

IN ASSOCIATION WITH



B.H.A.A.G

2025

WHEN SHE LEARNS, THE NATION LEARNS

RUN FOR HER BRIGHTER FUTURE & EDUCATION

Join us for a **CSR Initiative** to run for a cause - supporting education for underprivileged girls through the **Amitasha Foundation**. Together, we can help create a brighter future for them.

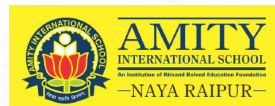


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MARCH 2025

RAIPUR
EDITION

Hosted by



ABOUT US

The Amity Bhaag India: Raipur Education Marathon, set for March 2nd, 2025, promotes girl child education and empowerment through fitness and community engagement. Organized by Amity supporting Amitasha Foundation and in association with FIT India. Featuring diverse race categories, interactive zones, workshops, and cultural exhibits, the event blends modern values with tradition to inspire education, health, and social progress.

AMITY BHAAG INDIA MARATHON

A premier initiative by Amity Group of Education, supporting Amitasha Foundation and FIT India, focused on driving awareness and action for girl child education while promoting health, fitness, and youth empowerment.

AMITASHA FOUNDATION

A non-profit organization dedicated to uplifting underprivileged girls by providing access to quality education, skill development, and life-transforming opportunities, ensuring a brighter and equitable future.

FIT INDIA PARTNERSHIP

Aligning with the government's FIT India Movement, this event bridges the gap between fitness and social change, inspiring individuals and communities to adopt healthier lifestyles while contributing to meaningful causes.

MISSION

To create a healthier, empowered, and equitable society by combining the power of fitness and education. We envision a future where every girl child has access to quality education, enabling her to fulfill her dreams and contribute to a brighter nation.

- To promote fitness awareness and healthier lifestyles through the **AMITY BHAAG INDIA** marathon.
- To advocate for girl child education by supporting the **Amitasha Foundation**.
- To build a community of changemakers who champion equality, empowerment, and social responsibility.
- To inspire individuals to push their limits and embrace their potential for personal and collective growth.

TOGETHER, LET'S RUN FOR A BRIGHTER FUTURE WHERE EVERY CHILD HAS EQUAL OPPORTUNITIES TO THRIVE!

EVENT OVERVIEW

The super mantra of success, **BHAAG**, enunciated by our Honourable Founder President, of Amity Universe, Dr Ashok K. Chauhan, serves as a guiding force for Amitians. It stresses the power of **BEHAVIOURAL SCIENCE**, shaping your identity and legacy. **HARD WORK**, purposeful and smart, as the key to unlocking your destiny. **ATTITUDE**, which defines your resilience and positivity. **AMBITION**, the anchor that keeps you focused on your goals. And **GOD**, whose belief in you reminds you to believe in yourself.

**BHAAG is your blueprint for success.
Embrace it, live it, and race toward your dreams!**

**BEHAVIOURAL
SCIENCE
HARD WORK
ATTITUDE
AMBITION
GOD**

RESPONSIBLE FITNESS

Let's race to encourage healthy lifestyles while highlighting the significance of education in driving social change.

STRIDE FOR CHANGE

Engaging youth in gender equality and social justice is crucial, as they are today's change-makers and tomorrow's leaders. Inspiring them starts with YOU!

COMMUNITY ENGAGEMENT

*Community
Engagement
Stride for Change
Responsible Fitness*

*Let's race to raise awareness and funds to support education for underprivileged girls through the **AMITASHA FOUNDATION FOR UPLIFTMENT OF UNDER-PRIVILEGED CHILDREN**, ensuring equal opportunities for all girls.*

*Learn more about Amitasha
<https://www.amity.edu/amitasha/>*

BE PART OF A MOVEMENT THAT BLENDS HEALTH, GIRL CHILD EDUCATION, AND COMMUNITY TRANSFORMATION.



A WORD FROM THE CHAIRPERSON

DR.(MRS.) AMITA CHAUHAN

“Education is the key to an empowered world, and education blended with virtues and bestowed with love is the pathway to creating a happy world.”



At Amity, we are committed to empowering young global citizens by nurturing critical thinking, ethical leadership, and a strong sense of social responsibility. Our values resonate with those of the **Amity Bhaag India Marathon**, which promotes unity, inclusivity, and community impact.

The marathon not only gathers a diverse group of participants but also supports the Amitasha Foundation, which empowers underprivileged girls through education and skill development—causes that we passionately support.

By collaborating with the Amity Bhaag India Marathon, we are joining a movement that advocates for equality, compassion, and global citizenship. Let's run together towards a future founded on shared values and collective growth.

Join us in this journey of shaping a world where every step taken is a stride towards progress, compassion, and shared humanity.



ABOUT THE CAUSE

The Bhaag India Marathon aims to raise awareness and funds for girl child education and youth empowerment. By merging fitness with social change, it encourages individuals to contribute to a brighter, more inclusive future. This event not only promotes physical well-being but also supports the cause of education as a powerful tool for social transformation.



- **Empowering Girls Through Education:** The marathon highlights the importance of girl child education and strives to provide opportunities for underprivileged girls to access quality education.
- **Promoting Youth Empowerment:** The event seeks to inspire young people to engage in social causes, fostering a sense of responsibility and leadership in the next generation.
- **Health and Fitness Advocacy:** By encouraging participation in sports, the marathon promotes healthy, active lifestyles, emphasizing the connection between physical health and overall well-being.

IMPACT

OUTCOME

- **Over 5,000 participants contributing to the cause.**
- **Funds raised to provide educational resources, infrastructure, and scholarships for girl children.**
- **Enhanced fitness awareness and adoption of healthier habits among participants.**
- **Amplified sponsor brand visibility through on-ground engagement, media coverage, and digital platforms.**
- **A stronger sense of community and shared responsibility for social empowerment.**

REASONS TO RUN WITH US

THIS MARATHON IS MORE THAN AN EVENT—IT'S A MOVEMENT FOR HEALTH, PURPOSE, AND UNITY

IMPROVE YOUR HEALTH

Just 5–10 minutes of daily running can reduce cardiovascular risks by up to 45%.

STRENGTHEN COMMUNITIES

Marathons like Bhaag India bring communities together and contribute significantly to local economies. For instance, the Marathons in 2023 generated over ₹250 crores in socio-economic impact.

Educate

Inspire

FEEL THE FREEDOM

Over 70% of runners cite a sense of liberation and self-reflection as key motivators, making marathons a personal and fulfilling journey.

ENHANCE MENTAL WELL-BEING

Regular runners report a 30% decrease in stress levels and an improved mood, backed by insights from fitness trackers and mental health studies.

EACH STEP IN OUR MARATHON CONTRIBUTES TO HEALTH, HAPPINESS, AND COMMUNITY IMPACT!

MORE THAN A MARATHON

WORKSHOPS & EXHIBITS:

Showcasing educational initiatives for girls, ways to support girl child education, and partnerships with NGOs.

HEALTH CHECKUPS

Download our app to access personalized health insights and tracking. From activity levels to vital stats, the app ensures you stay on top of your health journey during and beyond the marathon.

INTERACTIVE ZONES:

Featuring stories of inspiring girls, educational achievements, and how education transforms communities.

AWARENESS TALKS:

Inspirational speakers from the education sector and the young women who have overcome challenges to succeed through education.

IN ASSOCIATION WITH

FIT
INDIA



Download India's biggest fitness mobile app with your own

diet plan

and become a strong

huMan

ROUTE

FOR HEALTH, PURPOSE,
& A BETTER TOMORROW.

The meticulously planned race route ensures a scenic and safe experience. Professional race management includes hydration points, medical aid, and on-route assistance.

01

3 KM ROUTE

- Start: Amity International School, Raipur
- Route: AIS → Near Avinash County → Agrawal Public School Square → Return to AIS
- Description: A short, engaging run ideal for beginners and families looking to contribute to the cause while enjoying a healthy start to the day.

₹299

02

5 KMS

- Start: Amity International School, Raipur
- Route: AIS → Near Avinash County → Agrawal Public School Square → Sector 27 Square → CG Housing Board Office Square → Return to AIS
- Description: Designed for fitness enthusiasts seeking a moderate challenge while championing girl child education.

₹499

03

10 KMS

- Start: Amity International School, Raipur
- Route: AIS → Near Avinash County → Agrawal Public School Square → Sector 27 → Sector 24 (Satnam Square) → Return to AIS
- Description: A challenging route ideal for dedicated runners aiming to test their endurance while supporting the cause.

₹899

EVENT DETAILS

Amity Group of Education, supporting Amitasha Foundation, proudly presents AMITY BHAAG INDIA: Race for Girl Child Education. This impactful initiative brings together fitness, health awareness, and educational empowerment for underprivileged girls.

DATE

2nd March
2025

LOCATION

Raipur,
Chhattisgarh

EXPECTED
FOOTFALL

5,000+
participants

THEME

Girl Child Education, Fitness, Awareness, and Empowerment

PARTICIPATION GROUPS



This landmark event is designed to unite people from all walks of life for a common cause: **empowering underprivileged girls through education**. By combining fitness and social responsibility, AMITY BHAAG INDIA encourages a culture of health, awareness, and change while directly impacting lives through the proceeds supporting the Amitasha Foundation. Participants of all ages can join a range of race categories, ensuring inclusivity and enthusiasm throughout the community.

WHY PARTNER WITH BHAAG INDIA MARATHON?



DRIVE SOCIAL IMPACT

Support the Amitasha Foundation, empowering over 1,000 underprivileged girls through education, skill development, and holistic growth since 2000.



REACH A DIVERSE AUDIENCE

Engage with 5,000 participants, including fitness enthusiasts, professionals, families, and socially conscious individuals.



MAXIMIZE MEDIA VISIBILITY

Gain extensive exposure across TV, radio, digital platforms, and newspapers with pre-event promotions, event highlights, and post-event features.



BOOST EMPLOYEE ENGAGEMENT

Involve employees in meaningful activities, such as running or volunteering, fostering alignment with organizational values and inspiring teams.



GAIN ACTIONABLE INSIGHTS

Receive detailed post-event reports on audience engagement, media impressions, and social impact to refine CSR strategies and enhance brand storytelling.



ELEVATE BRAND EQUITY

Collaborate with community leaders and stakeholders to position your brand as a leader in corporate social responsibility, resonating with socially responsible audiences.

BY PARTNERING WITH THE BHAAG INDIA MARATHON, YOU DEMONSTRATE A COMMITMENT TO GENDER EQUALITY, YOUTH EMPOWERMENT, AND SOCIETAL PROGRESS, WHILE GAINING SIGNIFICANT EXPOSURE AND ENGAGEMENT OPPORTUNITIES.

• EVENT DETAILS •



Pre-Event Activities:

Free health check-ups and fitness workshops.

Awareness campaigns promoting fitness and girl child education.



Race-Day Highlights:

Inspirational talks by notable speakers.

Health booths offering medical & hydration.

Race kits with a t-shirt, medal, and digital certificate for participants.



Post-Event Impact:

Proceeds directly fund the Amitasha Foundation, supporting education for underprivileged girls.

Recognition and gratitude for sponsors, participants, and changemakers.

10
KM RUN

Sustainably Yours



3
KM RUN

5
KM RUN

HOW CAN YOU BECOME A PART OF THE INITIATIVE?

Platinum Sponsor
INR 10,00,000

Gold Sponsor INR
5,00,000

Silver Sponsor
INR 3,00,000

Bronze Sponsor
INR 1,50,000

BRAND	2	4	6	8
NAMING RIGHTS	✓			
LOGO ON APPAREL	✓			
LOGO ON PROMOTIONAL MATERIAL	✓	✓	✓	
LOGO ON BACKDROP OF AWARD CEREMONY	✓	✓	✓	✓
LOGO ON HOARDINGS	✓	✓	✓	✓
SPECIAL PRESS CONFERENCE	✓	✓		
MENTION IN PRESS CONFERENCE AND EVENT PRESS RELEASES	✓	✓	✓	
LOGO ON MEDAL RIBBON	✓	✓	✓	
GUEST OF HONOR AT AWARDS	✓	✓		
STALL INSTALLATION AT EVENT	✓	✓	✓	
FLAG OFF/ FLAG IN GATE	✓	✓		



SPONSORSHIP TIERS

Platinum Sponsor – INR 10,00,000

- **Title Sponsor:** Your brand name will appear as [Your Brand] "AMITY BHAAG INDIA in all promotions.
- **Logo Placement:** Premium placement on event banners, t-shirts, race kits, and digital platforms.
- **Speaking Opportunity:** Address participants during the launch event and race day.
- **Social Media Campaign:** Dedicated posts across Amity's official channels.
- **On-Ground Activation:** Exclusive booth space for product showcasing or engagement.
- **Media Coverage:** Brand mention in press releases, newspaper articles, and local media interviews.
- **Website Feature:** Logo with backlink on the event website.

Gold Sponsor – INR 5,00,000

- Logo on event materials, including banners, t-shirts, and race kits.
- Booth space for branding and audience engagement.
- Brand shout-out during the event and on social media platforms.
- Featured on event website and pre-event campaigns.
- Visibility on race-day certificates and participant medals.

Silver Sponsor – INR 3,00,000

- Logo on event banners, t-shirts, and promotional materials.
- Mention in social media promotions.
- Booth setup for brand display.
- Recognition during the race-day announcements.

Bronze Sponsor – INR 1,50,000

- Logo placement on race kits and banners.
- Inclusion in social media mentions.
- Opportunity to provide branded giveaways.

BECOME A PART OF THE CAUSE

WHEN SHE LEARNS, THE NATION LEARNS



A STRIDE FOR HER

Creating a healthier, empowered, and equitable society by combining the power of fitness and education.



LET'S CONNECT

Your support as a sponsor is the foundation of the impact we create through Amity Bhaag India. Together, we're not just organizing a race - we're building a movement for education, empowerment, and community well-being.



Follow Us on Social Media
Instagram | Facebook | LinkedIn

LET'S GET IN TOUCH!

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