



INDIAN SPORT MANAGEMENT CONFERENCE 2025

CO-HOSTED BY INSMA AND JIO INSTITUTE

SPONSORSHIP
AND PARTNERSHIP
PROSPECTUS

NAVI MUMBAI
DECEMBER 18-19
#INSMA2025





THEME

OLYMPIC ASPIRATIONS: BUILDING INDIA’S CAPABILITIES AND COMPETENCIES FOR A GLOBAL SPORTING STAGE

The theme “Olympic Aspirations: Building India’s Capabilities and Competencies for a Global Sporting Stage” encapsulates India's ambitious journey toward hosting and excelling at the 2036 Olympics by bringing together three critical pillars: human capital development (talent), digital innovation and sports science (technology), and unwavering determination backed by strategic policy frameworks (tenacity).

Performance and process focuses on India’s pursuit of global sporting excellence through early talent identification, world-class training, robust competition, scientific methods and blending global best practices with locally tailored development frameworks.

Economy and sustainability explores monetising India’s sporting potential through mega-events, sports tourism, sustainable business models, local sports goods manufacturing and fostering startups in sports technology, fan engagement and athlete-focused services.

Community engagement and recreation promotes democratising sports in India by fostering community-wide participation, affordable infrastructure, engaging programs and fitness tracking, while nurturing talent across ages to build a sustainable national sporting culture.

Sociology and inclusivity highlights sport’s power to foster inclusion, empower marginalised groups, promote gender equality, preserve traditional games, enable dual-career pathways and engage the diaspora in advancing India’s sporting growth.

Across the event, INSMA 2025 will unite stakeholders in India to advance global excellence, economic growth, mass participation and social inclusion in sports, fostering innovative, sustainable and ethical solutions for India’s sporting future.

KEY FOCUS AREAS OF THE CONFERENCE IN ALIGNMENT WITH NSP 2025 AND VISION 2036

**High-Performance Excellence &
Global Competitiveness**

**Sports Economy,
Entrepreneurship & Sustainability**

**Grassroots & Mass Participation
Movement**

**Inclusivity, Diversity & Social
Impact through Sport**

**Technology, Innovation & Sports
Science**

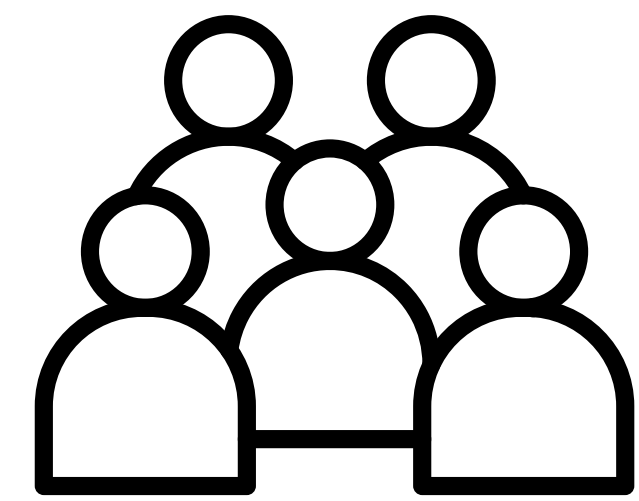
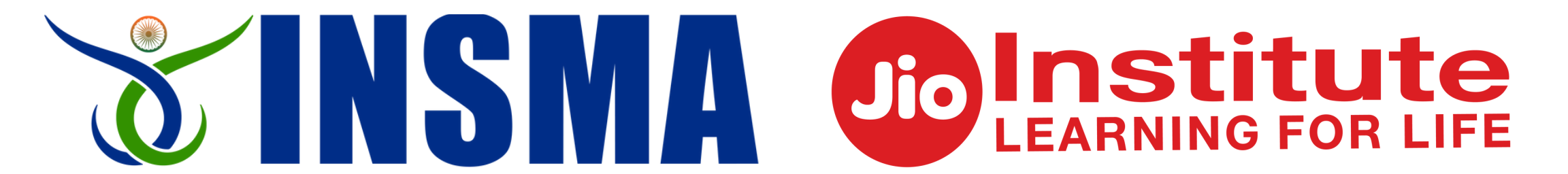
**Policy, Governance & Strategic
Partnerships**

The Indian Sport Management Conference is the annual conference of the Indian Sport Management Association.

The 2nd Indian Sport Management Conference co-hosted by INSMA and Jio Institute aims to be **India’s largest & most influential platform for dialogue, innovation & collaboration in sport management**, bringing together academia, industry leaders, policymakers, athletes and global experts, the event aspires to shape the future of India’s sporting ecosystem.

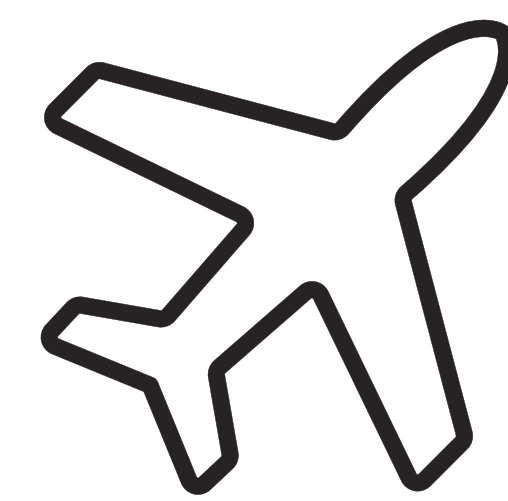
#INSMA2025

SCALE, REACH AND INFLUENCE



250+

Participants



80:20

Local : International Audience



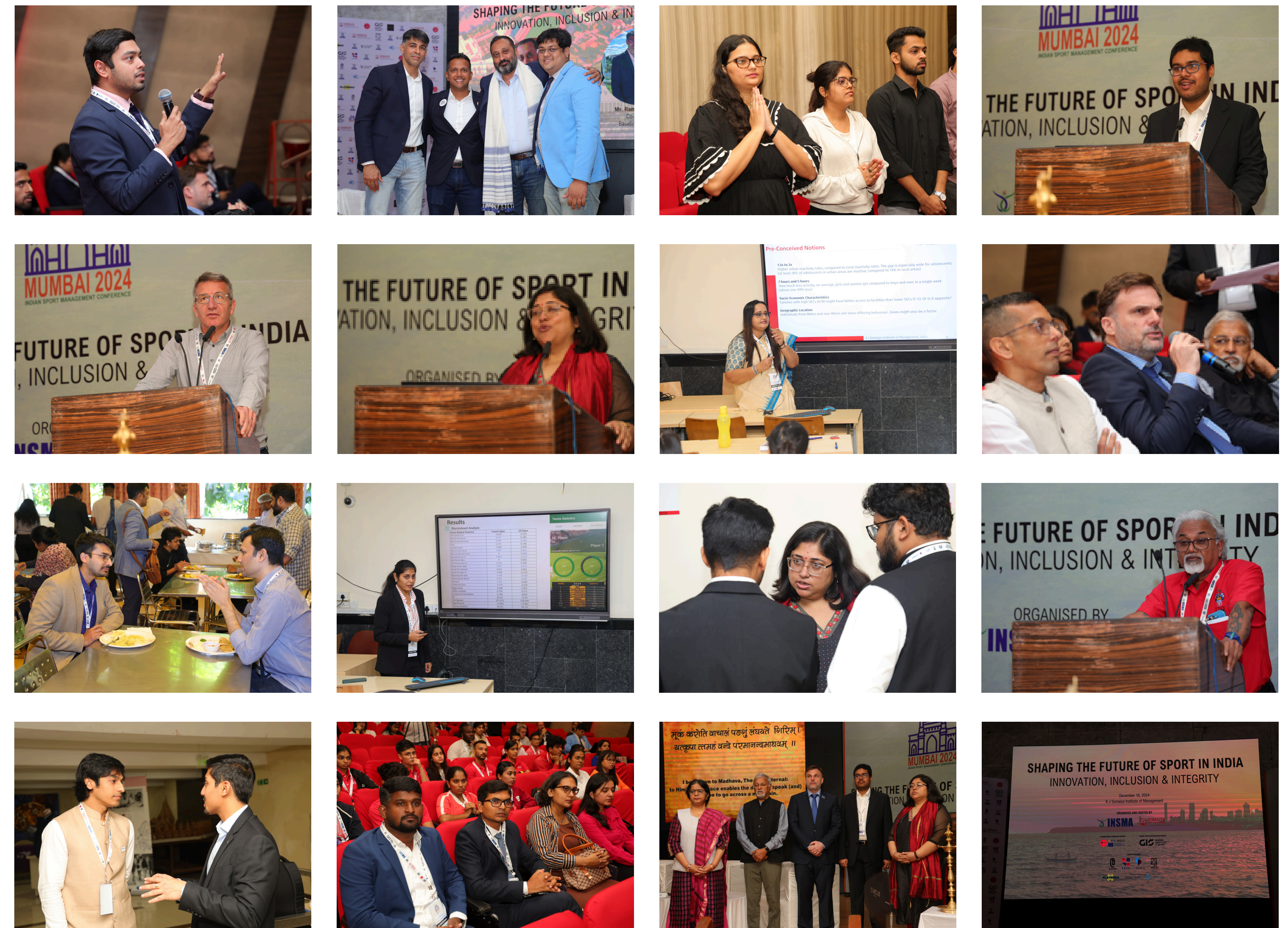
10+

Countries Represented



60+

Organizations Represented



HOST INSTITUTION: JIO INSTITUTE

Navi Mumbai, India

Jio Institute, established by the **Reliance Group**, is a **premier multidisciplinary higher education institution** dedicated to fostering innovation & addressing global challenges. Located in the vibrant city of Navi Mumbai, the institute is renowned for its state-of-the-art infrastructure and a faculty comprising globally acclaimed experts. With a strong commitment to academic excellence and nation-building, Jio Institute offers a range of programs.

Among its flagship offerings, the **Post Graduate Program in Sports Management** stands out as a pioneering effort to **professionalize & transform India's sports ecosystem**. Designed in collaboration with international experts & industry veterans, the program provides a comprehensive understanding of the global sports landscape. Students are trained in:

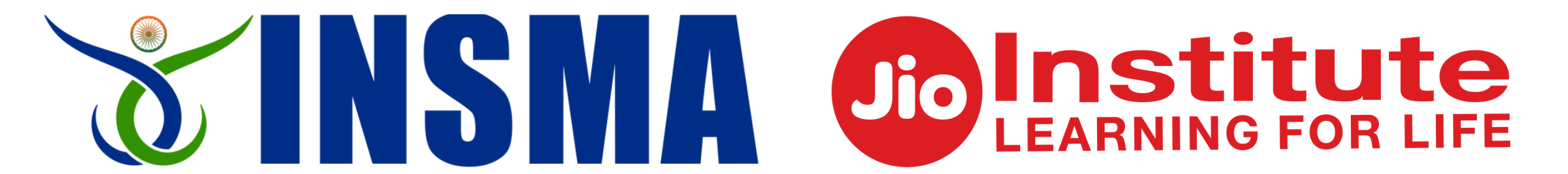
**Sports marketing and sponsorship | Event and league management |
Sports media and communication | Athlete management | Sports analytics and data-driven decision-making |
Governance, law and policy in sports**

The **pedagogy** combines classroom learning with live projects, industry internships, field visits, study abroad modules, and **capstone projects**, ensuring students develop practical, job-ready skills. Regular masterclasses by senior executives from leagues like the IPL, ISL and global federations add real-world depth to academic learning.

COLLABORATORS FOR SPORTS MANAGEMENT



WHY SHOULD YOU PARTNER WITH US?



ACCESS TO AN INFLUENTIAL SPORT MANAGEMENT PLATFORM

- One of the country's largest integrated **network for sports policy, practice, and pedagogy**
- Brings together senior leaders from **government, federations, academia, and industry**
- **Proven track record** of hosting high-impact, multi-stakeholder events
- Direct **access to decision-makers** shaping India's sports ecosystem

MULTI-CHANNEL VISIBILITY AND ENGAGEMENT

- **Prominent branding** across pre-event promotions, conference venues, and digital platforms.
- Inclusion in **press releases, media coverage, partner announcements**
- **Thought leadership opportunities** through keynote addresses, panels, or masterclasses
- Engagement with a high-value audience across **B2B & B2G segments**



GATEWAY TO OLYMPIC VISION 2036 CONVERSATIONS

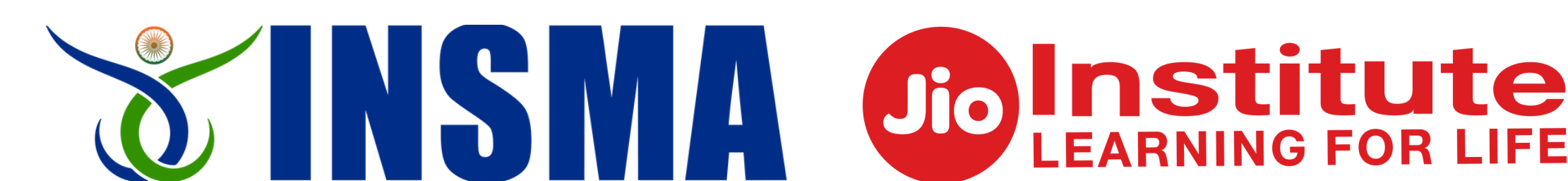
- Positioned **at the heart of India's 2036 Olympic readiness journey**
- Exclusive platform to influence and **contribute to national sports priorities**
- Opportunity to **align your brand with India's high-performance ambitions**
- **Visibility** alongside thought leaders, policymakers, and global sports experts

STRATEGIC NETWORKING & PARTNERSHIP OPPORTUNITIES

- Curated networking sessions with **policymakers, athletes, entrepreneurs, and academics**
- Access to **research papers, case studies, industry-academia reports**
- Potential for **long-term collaborations** beyond the conference
- Connections to **global sports management bodies and thought leaders**

INSMA 2025

CHANNELS AND TOUCHPOINTS



PRE-EVENT

Targeted e-mails to our institution database, INSMA attendees and key partners

Monthly INSMA Newsletter leading upto the event (September, October, November and December)

Social Media Campaign through INSMA and Jio Institute channels

INSMA 2025 dedicated Landing Page on INSMA website

Event confirmation and accommodation booking information

Major announcements such as keynote speakers and 3MT competition

DURING

INSMA communications with what's on, guides and event information

Brand space in key locations such as keynote theatre, lecture rooms and welcome areas

Welcome screens, welcome backs, book of abstracts and sponsorship signages

Main sponsor slides in decks for keynotes

Exhibition space with no shell-scheme. Bring your own and stand out

Naming rights for keynotes and parallel presentations

POST-EVENT

Best papers to be published in journals and book chapters. Keynotes to be converted into white papers

Invitations to sponsor the following-year at this year's rates

Blog posts on the INSMA website

Thank you, communications on social and owned media

Follow-up communications

Event post-event report and round-up with participation statistics, media clippings etc.

THEMATIC PROGRAMME



The 2nd INSMA SPORT MANAGEMENT CONFERENCE 2025		
In collaboration with Jio Institute Date: 19th December 2025 Venue: Jio Institute, Mumbai		
THEME: Olympic Vision 2036: Converging India’s Aspirations, Capabilities and Competencies for a Global Sporting Stage		
TIME	SCHEDULE	DETAILS
09:00 AM - 10:00 AM	REGISTRATION & NETWORKING	Participants to gather at the Registration Desk - Reception Area for collection of badges and welcome kits
10:00 AM - 11:30 PM	INAUGURAL SESSION (MAIN HALL)	
10:00 AM - 10:05 AM		Welcome Address
10:05 AM - 10:10 AM		Opening Address
10:10 AM – 10:20 AM		Keynote Address Topic: Unlocking India’s Sporting Potential: Integrating Talent, Technology and Enterprise for Global Success
10:20 AM – 10:50 AM		Theme Address Topic: India 2036: Nine Keys to Olympic Transformation - Using SPLISS Pillars to Convert Hosting Advantage into Sporting Powerhouse
10:50 AM – 11:00 AM		Special Address
11:00 AM – 11:10 AM		Distribution of Certificates to all Research Paper Nominees
11:10 AM – 11:25 AM		Inaugural Address Topic: Policy in Action: Building a Competitive, Inclusive and Sustainable Sports Ecosystem in India for 2036 and beyond
11:25 AM – 11:30 AM		Vote of Thanks Jio Institute
11:30 AM – 12:00 PM	NETWORKING BREAK	

THE EVENT ON DECEMBER 18, 2025, IS AN EXCLUSIVE, INVITE-ONLY GATHERING FOR SPONSORS, PARTNERS, AND DISTINGUISHED MEMBERS OF INSMA’S ACADEMIC COMMUNITY, FEATURING A SPECIAL GALA DINNER.

THEMATIC PROGRAMME



12:00 PM – 1:00 PM	PANEL DISCUSSION - I	
		From Grassroots to Glory: Shaping India’s 2036 Olympic Dream This panel will explore how India’s Olympic Vision 2036 extends beyond medal counts to building an inclusive, sustainable sporting nation where every athlete has the opportunity to thrive. Bringing together changemakers—athletes, coaches, administrators, educators, entrepreneurs, and policymakers—the session will discuss how to strengthen grassroots programs, ensure equitable access, integrate sports with education, and leverage technology, innovation, and governance for global competitiveness. Key Focus Areas: • Policy Evolution: Assessing reforms, investments, and frameworks shaping athlete development and setting priorities for the next decade. • Leadership & Governance: Enhancing representation, accountability, and strategic leadership across India’s sports institutions. • Global Lessons and India’s Roadmap to 2036: Learning from global best practices to shape an India-centric path toward excellence, innovation, and inclusivity. • Sport as a Catalyst for National Well-being and Social Impact: Positioning sport as a driver of education, health, and social cohesion within India’s broader development agenda.
1:00 PM – 2:00 PM	LUNCH BREAK	
2:00 PM – 3:00 PM	PANEL DISCUSSION - II	
		Panel Topic: Data, Tech & the Future of Sports Management in India • As India moves toward its Olympic Vision 2036, technology and data analytics are revolutionising athlete training and development. This panel will examine how sports science, performance analytics, and digital tools are turning coaching into a data-driven discipline. From wearables and AI insights to injury prevention and talent optimisation, data is enabling smarter decisions, personalised training, and better performance outcomes. The discussion will also focus on building a tech-enabled, future-ready coaching ecosystem aligned with NSP India 2025. Key Focus Areas: • Data-Driven Coaching: Embedding technology and analytics into coaching to move from intuition to evidence-based decision-making. • Technology in Athlete Development: Leveraging wearables, AI tools, and motion analytics to enhance performance and reduce injuries. • Coach Skilling & Capacity Building: Developing digital literacy and sports-tech training modules for coaches under NSP India 2025. • Collaboration & Innovation: Fostering partnerships among federations, startups, academia, and tech innovators to create indigenous sports solutions. • Data Ethics & Governance: Ensuring responsible data use, privacy, and policy frameworks for athlete management. • Global Insights: Learning from international success stories to adapt effective data-driven models for India.
3:00 PM – 3:20 PM	FIRESIDE CHAT	
		Motorsports in India: Building structures to go from watching to racing This panel will explore the growth of motorsports in India—from fan enthusiasm to building a full-fledged ecosystem that supports drivers, teams, and allied industries. Leaders from the sports, policy, and business sectors will discuss how India can strengthen pathways from grassroots karting to professional racing, while advancing safety, investment, and innovation. Key Focus Areas: • Grassroots Development: Building entry-level programs through schools, academies, and karting circuits. • Policy & Regulation: Strengthening frameworks for safety, governance, and talent identification. • Infrastructure & Investment: Expanding racing tracks, training centres, and motorsport hubs nationwide. • Industry Collaboration: Partnering with automotive, engineering, and tech sectors to drive growth. • Fan to Participant Pathways: Turning India’s motorsport fans into active racers, professionals, and stakeholders.

3:20 PM – 4:40 PM	RESEARCH PAPER PRESENTATIONS	Main Hall (Sport for Economic Development)	Room 1 (Sport for Society)	Room 2 (Sports Ecosystem & Stakeholders)	Room 3 (Sports Tech, Technology & Performance]
3:20 PM – 3:25 PM	OPENING REMARKS	Panel Judge	Panel Judge	Panel Judge	Panel Judge
3:25 PM – 3:40 PM	PRESENTATIONS	India’s Mega Sporting Events Strategy: Leveraging the Road to 2036 Olympics for Economic and Cultural Capital	The Role of Sports in Promoting Social Inclusion and Cultural Identity among Youth in India	India’s preparedness for Olympics 2036: Comparative study and benchmarking of Tokyo and Paris Olympics	India's Olympic Trajectory: A Machine Learning and Econometric Analysis of Performance Drivers and Medal Forecasting
3:40 PM – 3:55 PM		Evaluating the Infrastructure Readiness of India as a Sports Tourism Destination: A Focus on Cricket, Football, Badminton, and Cycling.	Kreedakul Sports School: Grooming the Champions for and Beyond Olympics 2036	Balancing the Five Pillars: A Comparative Study of Olympic Legacies and Implications for India’s 2036 Bid	Innovation In High Performance Coaching: Effectiveness of Video Analysis Tools for Skill Development.
3:55 PM – 4:10 PM		Sustainable Practices In Sports Facilities: Evaluating Energy, Waste, And Resource Management In Local Gyms And Stadiums	Grassroots Kreedakul: Showcasing a Rural Sports Pathway Towards India’s Olympic Vision 2036	Strengthening Grassroots Sports in India: Policy, Infrastructure, and Talent Identification for Olympic 2036 Aspirations	Integrating Applied High-Performance Practices into Academic and Professional Development
4:10 PM – 4:25 PM		Public-Private Partnerships in Indian Sports- Custodianship	Sport Tourism and Events: Opportunities and Challenges for Regional Development in India	Can the Indian Sports Service Be A Model for Global Sports Governance? - A Merits-Based Proposal via International Benchmarks and Stakeholder Data	Association between self-determination theory, flow and mindfulness among adolescent athletes
4:25 PM – 4:40 PM			The Impact of the Fantasy Gaming Ban on Changing the Consumption Habits of Avid Gamers in India	Harnessing Data Analytics for Sports Performance & Decision Making	
4:40 PM – 5:25 PM	Valedictory & Award Ceremony (Main Hall)				
4:40 PM – 4:45 PM	Valedictory Session	Welcome Address			
4:45 PM – 4:55 PM		Felicitating the Research Paper Award Winners			
4:55 PM – 5:10 PM		Special Address			
5:10 PM – 5:15 PM		Vote of Thanks			
5:15 PM – 5:25 PM		Summary of the Conference & Closing Remarks			

SPONSORSHIP PACKAGES



	Presenting Partner	Co-presenting Partner	General Partner	Associate Partner
Price (in INR)	INR 2500000	INR 1500000	INR 1000000	INR 500000
Complimentary Tickets	35	25	20	20
Propose panel aligned to theme	YES	NO	NO	NO
Speaker Nomination	YES	YES	NO	NO
Press Release	YES	YES	YES	YES
Media Backdrop	YES	YES	YES	YES
Co-publish white papers	YES	NO	NO	NO
Sponsor Boards in Welcome Square	YES	YES	NO	NO
Sponsor Section on Website	YES	YES	YES	YES
Logo Strip on all Collaterals	YES	YES	YES	NO
Sponsor Mentions at Welcome and Closing events	YES	NO	NO	NO
Participant information and engagement	YES	NO	NO	NO
Invite to VIP Event	10	5	2	2
Video Branding	YES	YES	NO	NO
Email Newsletter	YES	YES	YES	NO

KEY DATES FOR INSMA 2025

●	05.12.2025	REGISTRATION DEADLINE AS A SPONSOR/PARTNER
●	05.12.2025	DEADLINE TO PROVIDE FINAL PLANS FOR NETWORKING LAB/OTHER EVENTS
●	05.12.2025	DEADLINE TO PROVIDE ADVERTISEMENT FOR BOOK OF ABSTRACTS
●	17.12.2025	MEET THE ORGANISING COMMITTEE FOR A DRY RUN OF THE EVENT
●	18.12.2025	2ND INDIAN SPORT MANAGEMENT CONFERENCE STARTS

For more information on the process or to discuss the packages, please, contact the INSMA 2025 LOC, on loc.insma2025@insma.in or **+91 8981380461**

