



Kodava Hockey Festival 2025

Muddanda Family

28 Mar – 27 Apr 2025



Under the aegis
of KHA

Hockey

History of hockey in India: Taught by the British, India conquered the world



One of the most ancient games in the world -- a crude form of the sport was played in Egypt some 4,000 years ago -- the history of hockey can be traced back to 1527 in Scotland. Back then, it was called 'hokie' -- where players hit around a small ball with sticks.

Introduced in the Indian army during British rule, hockey attracted the masses so much so that India won a hat-trick of gold medals not once but twice.



The Indian hockey team clinched the Olympic gold medal in its first attempt in 1928. India played five matches, scoring 29 goals and conceding none, with Dhyan Chand scoring 14 of them.

In 1925, hockey was officially adopted as India's national game, and as we approach 2025, we celebrate a century of this beloved sport.

Kodava Hockey Festival

The Kodava hockey festival was started in the year 1997 and was the brainchild of 69-year-old Pandanda Kuttappa and Pandanda Kashi Ponnappa. Pandanda Kuttappa was a first division hockey referee. He conceived the idea of creating a platform in which the different Kodava families can get together. Realising the passion of hockey in Kodagu, he decided that a hockey festival would be a good event to bring talent together.

About Kodagu



Coorg, officially known as Kodagu, is the most affluent hill station in Karnataka. It is well known for its breathtakingly exotic scenery and lush greenery. Forest covered hills, spice and coffee plantations only add to the landscape. River Kaveri which provides elixir of life to the city of Bengaluru and south India takes birth in Coorg



Coorg, also known as the “Coffee Land of India,” Its aromatic coffee plantations make it a haven for coffee enthusiasts and nature lovers. Coorg’s rich history of coffee cultivation, breathtaking landscapes, and warm hospitality have earned it the title of India’s Coffee Capital



Kodava culture is unique and reflects the roots of the Kodava people, an ethno-linguistic group from the Kodagu region of Karnataka, India. Kodavas are known for their martial customs, clan system, and unique family names. They worship ancestors, weapons, and nature

Defence, Sports and Arts - A Proud Legacy: Kodavas have served in various branches: Army, Navy, and Air Force. Kodagu district is the only place in India with three Lieutenant Generals serving in the Army. Kodavas have represented India in various sports such as Hockey , Cricket , squash , Badminton , athletics, Shooting. Kodavas have contributed immensely the arts domain both in bollywood and regional movie industries.

Key Facts



World's Largest Field Hockey Festival



400+ teams



1 Million+ Footfall



Entered Guinness World Records in 2024

World's Largest Field Hockey Event



30 Days Event

8000+ Players

More than a dozen Olympians



Entered Limca Book of records in 2001, 2015

Featured on the coveted Global 501 Must-Be-There Events



What is in it for Advertisement?

Power Packed High-Profile Event

Inauguration by the
*Chief Minister of
Karnataka and Union
Ministers

High-profile Dignitaries

- Defence
- Law Makers
- Bureaucrats
- Olympians
- International cricketers
- Indian Movie Celebrities
- Renowned Medical Fraternity
- Legal fraternity
- Entrepreneurs.

Event Budget - \$1 Million

Visibility - Event

Sponsorship Displays on Event Backdrop

Title Sponsor will be featured on Air Balloon

Displays on runner boards and score boards

Dedicated space for Stalls and Product Displays

LED Screen Features Event and Advertiser

Outdoor

40 Hoardings overall
Karnataka

Live Concerts -
Chandan Shetty,
Vijay Prakash, Rajesh
Krishnan

Semis and Finals to be
screened at Bengaluru,
Mysuru and Coorg

Media

Panel discussion
about event - Prime
time screening -
Regional and Local
Channels

Ads on Print, News
and Radio Channels

Online

Event will be covered on major social media
channels.

Event will be featured in a documentary and will
be released on OTT Platforms

Corporate Social Responsibility

The Kodava Hockey Festival offers several ways for advertiser to fulfill corporate social responsibility (CSR) while supporting this iconic event



Promoting Fitness - Companies contribute to promoting sports and fitness within the community. Encouraging healthy lifestyles



Community Engagement - The festival brings together Kodava families, local communities, and sports enthusiasts



Empowering Women - The festival includes exclusive women's matches, empowering women by promoting gender equality in sports



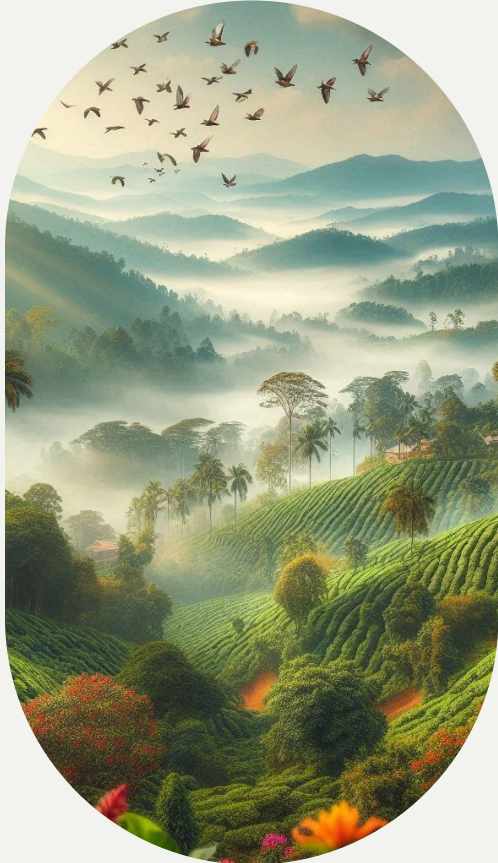
Nurturing sports talent - Event presents a window of opportunity to identify young talent to nurture and coach to reach higher pinnacle of sports in the area of the talent sports discipline through scholarships, mentoring and coaching



Swachh Bharat Abhiyan - During the festival, the organizing families and volunteers will conduct cleanliness drives in and around the tournament venues.

Jounery of Kodava Hockey

Uner the agies of KHA



Started in 1997 by the Pandanda family, the first year saw 60 teams register. Each year, a different family organizes the event under the mentorship of the Kodava Hockey Academy (KHA).

Organizing families include: Pandanda, Kodira, Ballachanda, Cheppudira, Nellamakkada, Chekkera, Kaliyanda, Maleyanda, Biddanda, Kallicanda, Mandetira, Alamengada, Mandepanda, Maneyapanda, Machamada, lychetira, Madanda, Thathanda, Kuppanda, Shantheyanda, Biddatanda, Kulletira, Appachettolanda, and Kundyolanda.

Last year's edition had 360 teams, the highest ever. The 25th Silver Jubilee Edition will be organized by the Muddanda family in Madikeri (District Headquarters) with the aim of having over 400 teams and introducing a new chapter.

This event has been booked by other families until 2035.

Sponsorship Opportunities

Type of Branding	Title	Powered By	Co-Sponsor	Associate	Official	Category	Individual
Sponsorship amt (in Rs)	50 L	25 L	20 L	15 L	10 L	5 L	1 L to 3 L
Branding at the gallery	40%	25%	15%	10%	5%	Limited	
Advertisement in LED screen at the venue (Inauguration Day, Pre QF, QF, SF and Finals) – 6 days (time slots)	100	60	40	25	15		
Outdoor advertisement in Blore, Mysore and Kodagu	✓	✓	✓	✓			
Live streaming at Blore, Mysore and Kodagu (SF and Finals) 2 days (time slots)	40	25	15	10	5		
Print ads (incl Newspapers) Blore, Mlore, Mysore and Kodagu editions	✓	✓	✓	✓	✓		

Sponsorship Opportunities

Type of Branding	Title	Powered By	Co-Sponsor	Associate	Official	Category	Individual
Panel discussion on TV (3 slots)	Event & sponsor logo backdrop						
Match Inauguration (incl Inauguration, SF and Finals)	25 Matches	20 Matches	15 Matches	10 Matches	5 Matches	Limited	
Air balloon advertisement	✓	✓	✓				
Stall space	✓	✓	✓	✓	✓		
Logo in marketing material	✓	✓	✓	✓	✓	✓	
Audio mention during the event	✓	✓	✓	✓	✓	✓	✓
Number of ball guarding board	50	30	25	20	Limited		
Goal post advertisement	✓	✓	✓	✓			
Banner at the venue	✓	✓	✓	✓	✓		

Sponsorship Opportunities

Type of Branding	Title	Powered By	Co-Sponsor	Associate	Official	Category	Individual
Welcome gate advertisement	✓	✓					
Event website – Display name	✓	✓	✓	✓	✓		
Social media	✓	✓	✓	✓	✓	✓	✓
Display at Entrance	✓	✓					
FM Radio (sponsor name)	✓	✓	✓				

Benefits :

Brand visibility :

- 1 M+ footfall
- Prominent sponsor recognition on all event related marketing & promotional collaterals (flyers, event invitations, event website and posters)
- Sponsor listing on all at-event signage during the tournament / event.
- Sponsor's name and logo mentioned in all media advertising (Print, electronic, radio and TV)
- Dedicated timeslots for sponsor product advertisement (video and Logo)
- Sponsor's advertisement during the event.
- Dedicated allocation of space for product display at prominent location at the venue.
- Opportunity to inaugurate matches, special mention of the sponsor during opening and closing ceremony programs.
- Covered by key media outlets
- Social media and web appearance
- Banners and Digital display
- Special presentation on prize distribution

Contact Info

Organizers

Muddanda Sports & Cultural Charitable Trust

Venue

M K M Kariyappa College Ground Madikeri

President

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