

POWERED BY YOUTH | DRIVEN BY CHANGE



SHIMLA CRICKET CARNIVAL 2026

a tribute to



AVINASH NEGI | SANJEEV THAKUR | AMIT THAKUR | NEERAJ THAKUR

WHO WILL FOREVER REMAIN A PART OF THE SHIMLA CRICKET CARNIVAL FAMILY.

AN ANTI-CHITTA, ANTI-DRUG YOUTH MOVEMENT

“नशा छोड़ो – खेल खेलो”



GRAND LAUNCHING CEREMONY



Second-Third Week of May 2026



The Ridge, Shimla
(In the presence of a cricket celebrity and key leaders)

EVENT SNAPSHOT



GRAND TOURNAMENT



1st to 13th June 2026



Police Ground Bharari, Shimla



SPECIAL HIGHLIGHT

For the first time in Shimla, cricket matches will be played both during the day and at night under floodlights at Police Ground Bharari.



SAY NO TO DRUGS



CHOOSE SPORTS

FOR THE FIRST TIME IN SHIMLA!



BUILD TEAM SPIRIT



STRONG YOUTH STRONG NATION



DAY MATCHES



NIGHT MATCHES UNDER FLOODLIGHTS



ORGANISED BY

HIMALAYAN SPORTS AND CULTURE YOUTH CLUB SHIMLA

A CIVIL SOCIETY INITIATIVE COMMITTED TO REPLACING DRUGS WITH SPORTS, STREET CORNERS WITH STADIUMS, AND GANGS WITH TEAMS.



SHIMLA WARDS BATTLE ON THE CRICKET FIELD, NOT ON DRUG STREETS.



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SHIMLA CRICKET CARNIVAL

नशा छोड़ो, खेल खेलो

A MOVEMENT. A CARNIVAL. A BETTER FUTURE.



- 34 WARDS ONE SHIMLA
- 1000+ YOUTH PLAYERS
- WOMEN'S TOURNAMENT
- 16 TEAMS INSTITUTIONAL LEAGUE
- ONE GOAL A DRUG-FREE SHIMLA

A. WHY THIS CARNIVAL?

Shimla Cricket Carnival is more than a tournament. It is a strong response to a growing crisis.

- 27%** Nearly 27% of youth in Himachal Pradesh are involved in some form of drug abuse.
- Many first exposed between the vulnerable ages of 15 to 20.
- 3.4KG TO 14.9KG** Shimla has emerged as a major hotspot, with Chitta consumption rising from 3.4 kg to 14.9 kg in just 5 years.
- Hundreds of NDPS cases and arrests.

This carnival aims to change that direction by channeling youth energy into cricket, discipline, and fitness. It replaces isolation with teamwork, and addiction with ambition and purpose.

Through every match and every player, we are building a movement that carries one powerful message –

“नशा छोड़ो, खेल खेलो.”

B. THE 2026 FESTIVAL FORMAT

- MAIN YOUTH TOURNAMENT: "FROM GULLY TO GLORY"**
 - All 34 wards of Municipal Corporation Shimla grouped into 4 zones, with multiple gully teams per ward.
 - Phase 1: Gully cricket with red cloth ball to maximise participation and keep entry barriers low.
 - Phase 2: High-intensity knockouts for the top 16 teams, conducted with professional standards and integrated anti-drug messaging.
 - Engagement of more than 1000 players from Shimla.
- INSTITUTIONAL LEAGUE:** 16-team league of Government departments, banks and public sector units to build institutional ownership and adult role models.
- 4 SPECIALLY INVITED WOMEN'S TEAMS** with dedicated awards, promoting gender equality and showcasing women athletes as strong anti-drug role models.
- PROFESSIONAL PATHWAY – HPCA COLLABORATION:** Strategic collaboration with Himachal Pradesh Cricket Association (HPCA) for talent scouting camps, expert coaching and professional umpiring, turning the Carnival into a stepping-stone from gully cricket to district and state-level opportunities.



PHASE 1: WARD LEVEL (GULLY CRICKET) RED CLOTH BALL

34 WARDS → MULTIPLE TEAMS PER WARD → GULLY CRICKET → TOP 16 TEAMS QUALIFY FOR PHASE 2

CASH PRIZES (EACH CATEGORY)

WINNER ₹44,000 | **RUNNER-UP ₹22,000**

INDIVIDUAL AWARDS
 ★ Player of the Match ★ Player of the Tournament
 ★ Best Batter ★ Best Bowler ★ Best Fielder ★ Emerging Player

PHASE 2: HIGH-INTENSITY KNOCKOUTS PROFESSIONAL CONDITIONS

WARD LEVEL KNOCKOUTS | **DEPARTMENTAL LEAGUE KNOCKOUTS**

WINNER ₹1,11,000 | **WINNER ₹1,11,000**

RUNNER-UP ₹55,000 | **RUNNER-UP ₹55,000**

INDIVIDUAL AWARDS (BOTH CATEGORIES)
 ★ Player of the Match ★ Player of the Tournament
 ★ Best Batter ★ Best Bowler ★ Best Fielder ★ Emerging Player

WOMEN'S TOURNAMENT (4 INVITED TEAMS)

CASH PRIZES

WINNER | **RUNNER-UP**

INDIVIDUAL AWARDS
 ★ Player of the Match ★ Player of the Tournament
 ★ Best Batter ★ Best Bowler ★ Best Fielder

DIGITAL REACH

- Live streaming of all matches and the opening ceremony on social media.
- Pre-event promotions, reels and highlights to engage youth across the state.

ENTRY FEES (ONE-TIME)

WARD LEVEL TEAMS ₹5,500 PER TEAM | **DEPARTMENTAL TEAMS ₹11,000 PER TEAM** | **WOMEN'S TEAMS FREE ENTRY**

ONE PROMISE

ONE SHIMLA. ONE GAME. ONE FUTURE. SAY NO TO DRUGS, YES TO CRICKET!

CARNIVAL HIGHLIGHTS



BUILDING CHAMPIONS. BUILDING CHARACTER. BUILDING A DRUG-FREE SHIMLA.

JOIN THE MOVEMENT. PLAY FOR PRIDE. PLAY FOR YOUR CITY.

www.shimlacricketcarnival.com

ORGANISED BY
HIMALAYAN SPORTS AND CULTURE YOUTH CLUB SHIMLA



★ BE PART OF A MOVEMENT ★



MAY 2026
SECOND-THIRD WEEK
(EVENING EVENT)
FINAL DATE TO BE ANNOUNCED

GRAND LAUNCH

SOCIAL IMPACT & PLEDGE



WHO WILL FOREVER REMAIN A PART OF THE SHIMLA CRICKET CARNIVAL FAMILY.

नशा छोड़ो - खेल खलो

DRUG FREE SHIMLA, PROUD SHIMLA



A GRAND LAUNCHING CEREMONY AT THE RIDGE

VENUE
The Ridge, Shimla

TIMING
Second-Third Week of May 2026
(evening event; final date to be announced)

HIGHLIGHTS

- Grand unveiling of Shimla Cricket Carnival 2026 and theme "नशा छोड़ो - खेल खलो".
- Presence of a cricket celebrity, alongside key political, business and administrative leaders of Himachal Pradesh.
- Live performance by the Police Orchestra Band - "Harmony of Pines", symbolising police-community unity against drugs.
- Sponsor acknowledgements from stage, on backdrop and in media interactions.



LIVE PERFORMANCE BY POLICE ORCHESTRA BAND
HARMONY OF PINES

CRICKET CELEBRITY & DIGNITARIES

POLICE-COMMUNITY UNITY

CELEBRATING SPORT BEYOND BOUNDARIES

MEDIA COVERAGE & RECOGNITION

B SOCIAL & BEHAVIOURAL IMPACT

- Aims for measurable reduction in youth drug involvement by offering a positive, aspirational sports identity instead of a user identity.
- Creates a strong support ecosystem of coaches, teammates, parents and local leaders, with parents and police uniting in the stands rather than in crisis situations.
- Builds an annual city-wide sports calendar in Shimla, shifting the narrative from drug-affected wards to sports-champion wards.
- A pledge for Drug Free Shimla.

TOGETHER WE PLAY,
TOGETHER WE STAY AWAY

C TREE PLANTATION DRIVE: "EVERY DOT BALL, ONE TREE"



- For every dot ball delivered in the entire tournament, Himalayan Sports and Cultural Youth Society will plant one tree during a dedicated tree plantation drive later this year.
- This pledge connects on-field discipline with environmental stewardship, making bowlers, fielders and sponsors partners in greening the Himalayas.
- Sponsors will be associated with this drive through branding at plantation sites, social media storytelling and post-event reports.

D DIGITAL STORYTELLING



LIVE

- Live streaming, match highlights and short-form content/reels will tell the stories of emerging players, women cricketers and institutional teams standing against Chitta.
- Sponsors benefit from promotional interviews on social media, repeated logo visibility and brand mentions across ground screens, commentary and social media feeds.



FOLLOW. WATCH. SUPPORT.

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www.shimlacricketcarnival.com

PLAY FOR FUTURE.
PLANT FOR NATURE.
PLEDGE FOR CHANGE.

SPORTS
BUILDS CHAMPIONS

COMMUNITY
BUILDS NATION

SHIMLA
BUILDS LEGACY

DRUG FREE SHIMLA

Let's make Shimla
Drug Free, Green & Proud.
LET'S PLAY!

AN INITIATIVE BY: HIMALAYAN SPORTS AND CULTURAL YOUTH CLUB



**PLAY HARD
LIVE CLEAN
SAY NO TO DRUGS**

WHO WILL FOREVER REMAIN A PART OF THE SHIMLA CRICKET CARNIVAL FAMILY.

SHIMLA CRICKET CARNIVAL 2026

A MEGA ANTI-DRUG CRICKET TOURNAMENT & A MOVEMENT FOR CHANGE



SPONSORSHIP PROPOSAL, BENEFITS & CALL TO ACTION

SPONSORSHIP PACKAGES

CATEGORY	CONTRIBUTION (INR)	AVAILABILITY	KEY RIGHTS & VISIBILITY
TITLE SPONSOR	22,00,000	1 ONLY	Exclusive naming rights: event branded as "Shimla Cricket Carnival 2026 powered by" [Brand] on prime collaterals, backdrops, opening & closing ceremonies, main digital creatives, reels, interview and select jerseys.
PREMIUM SPONSORS	5,00,000	3-4	Co-branding on major event creatives, select jerseys/T-shirts, standees, digital posts, reels, interviews and match-day announcements.
DIAMOND SPONSORS	2,50,000	MULTIPLE	Logo branding on event creatives, standees, digital posts, reels, and match-day announcements.
GOLD SPONSORS	1,50,000	MULTIPLE	Logo branding on event creatives, digital posts, and match-day announcements.

(Custom categories like Youth Empowerment Partner / Green Partner / Digital Partner can be discussed.)

KEY BENEFITS FOR SPONSORS

- State-Capital Visibility:** High recall presence in a flagship youth and sports event in Shimla, the capital of Himachal Pradesh, with media, administrative and public attention focused on the Ridge launch and Bharari tournament.
- Powerful CSR & Cause Alignment:** Authentic alignment with CSR priorities: anti-drug awareness, youth empowerment, sports promotion and environmental conservation, backed by tangible activities and measurable outcomes.
- On-Ground Branding:**
 - Logos on boundary boards, backdrops, stage, presentation area and selective team kits (as per category).
 - Branding on volunteers' T-shirts, dugout areas and hospitality zones.
 - Prominent acknowledgements during toss, man-of-the-match presentations and trophy ceremonies.
- Digital & Media Exposure:**
 - Logo integration in all live streams, reels, match highlight videos and social media campaigns.
 - Branded segments in commentary ("This wicket/boundary is presented by...") and tags in reels and posts.
 - Inclusion in press releases and photo stories around the launch, key matches and the tree plantation drive.
- Exclusive Engagement Opportunities:**
 - Speaking opportunity for senior sponsor representatives at the Grand Launch and Closing Ceremony.
 - On-ground stalls/kiosks at Police Ground Bharari for brand activation, sampling or citizen outreach.
 - Co-branding of the Dot Ball - Tree Plantation Programme, associating your brand with every tree planted.
- Reporting & Recognition:**
 - Certificates of appreciation and an impact report covering participation numbers, social media reach, dot balls delivered (trees pledged) and key stories.
 - Long-term relationship building with Himalayan Sports and Cultural Youth Society for future editions.

EVENT HIGHLIGHTS

TOURNAMENT DATE
1ST TO 13TH JUNE 2026

VENUE
POLICE GROUND,
BHARARI, SHIMLA

DAY & NIGHT MATCHES

DOT BALL - TREE PLANTATION PROGRAMME

Every dot ball = 1 tree pledged!
Let's green the Himalayas together.

#SayNoToDrugs | #KheloSajagRaho | #PlantTreesSaveHimalayas

BE THE BRAND THAT HELPED BOWL OUT CHITTA FROM SHIMLA AND PLANTED THOUSANDS OF TREES FOR THE HIMALAYAS.



SCAN TO PARTNER WITH US



CONTACT FOR SPONSORSHIP & PARTNERSHIPS

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YOUTUBE LIVE STREAM PAGE



★ TOGETHER, LET'S BUILD A DRUG-FREE, GREENER & STRONGER SHIMLA THROUGH SPORT. ★