

A TRIBUTE TO



# SHIMLA CRICKET CARNIVAL 2026



SANJEEV THAKUR

AMIT THAKUR

NEERAJ THAKUR

AVINASH NEGI

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

## AN ANTI CHITTA - ANTI DRUG MOVEMENT

# “ नशा छोड़ो - खेल खेलो ”



### GRAND LAUNCHING CEREMONY



23rd May, 2026



The Mall, Shimla

### 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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**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.

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.  
 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](http://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

### नशा छोड़ो - खेल खलो

DRUG FREE SHIMLA, PROUD SHIMLA



### A GRAND LAUNCHING CEREMONY AT THE RIDGE

**VENUE**  
23rd May, 2026

**TIMING**  
7:00 pm  
The Mall, Shimla

#### HIGHLIGHTS

- Grand unveiling of Shimla Cricket Carnival 2026 with the powerful social message - "नशा छोड़ो, खेल खलो", promoting a drug-free and healthier Himachal through sports.
- The evening will witness the esteemed presence of a renowned cricket icon along with distinguished political, business, and administrative leaders of Himachal Pradesh.
- A spectacular Star Night featuring celebrated Himachali folk artists will unite the community in a vibrant celebration against drug abuse through music, culture, and sportsmanship.
- Sponsors and partners will receive prominent recognition through on-stage acknowledgements, event backdrops, media interactions, and promotional branding throughout the carnival.



**LIVE PERFORMANCES BY HIMACHALI FOLK STARS**

**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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**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

A TRIBUTE TO



**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**



CRICKET FOR CHANGE



YOUTH EMPOWERMENT



ANTI-DRUG AWARENESS



TREE PLANTATION DRIVE



PROUDLY SHIMLA

## SPONSORSHIP PROPOSAL, BENEFITS & CALL TO ACTION

### SPONSORSHIP PACKAGES

CATEGORY	CONTRIBUTION (INR)	AVAILABILITY	KEY RIGHTS & VISIBILITY
<b>TITLE SPONSOR</b>	10,00,000	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.
<b>PREMIUM SPONSORS</b>	5,00,000	3-4	Co-branding on major event creatives, select jerseys/T-shirts, standees, digital posts, reels, interviews and match-day announcements.
<b>DIAMOND SPONSORS</b>	2,50,000	MULTIPLE	Logo branding on event creatives, standees, digital posts, reels, and match-day announcements.
<b>GOLD SPONSORS</b>	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**  
1<sup>ST</sup> TO 13<sup>TH</sup> 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

Organiser: Himalayan Sports and Culture Youth CLUB Shimla

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YOUTUBE LIVE STREAM PAGE



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



# Glimpses of Previous SHIMLA CRICKET CARNIVAL

OUR PROUD SPONSORS IN 2022





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OUR PROUD SPONSORS IN 2022

