

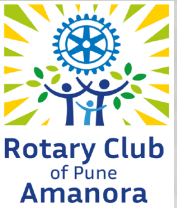
*Rotary Club of Pune Amanora presents*

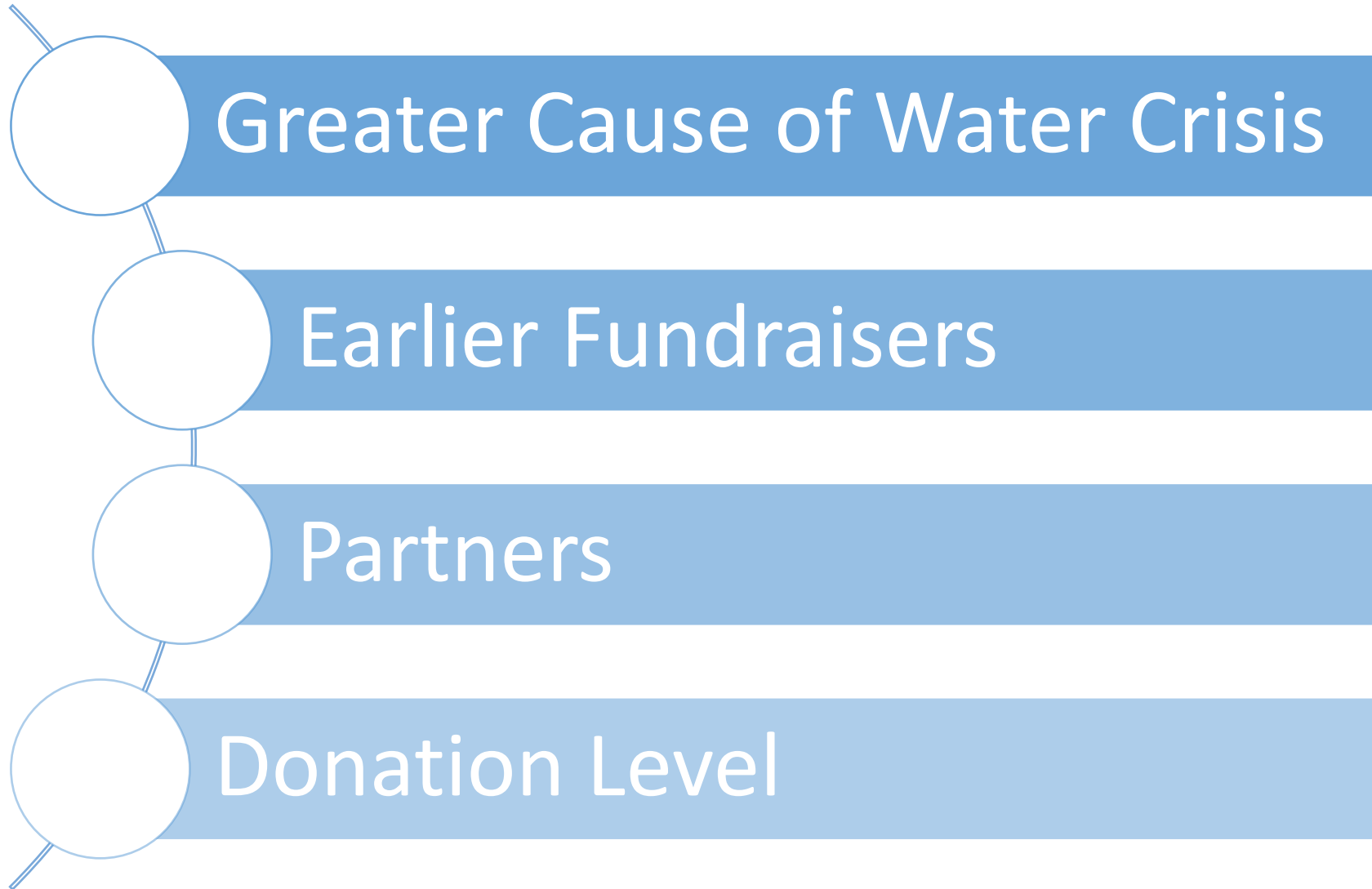
# Neerathon 3.0

## MARATHON FUNDRAISER

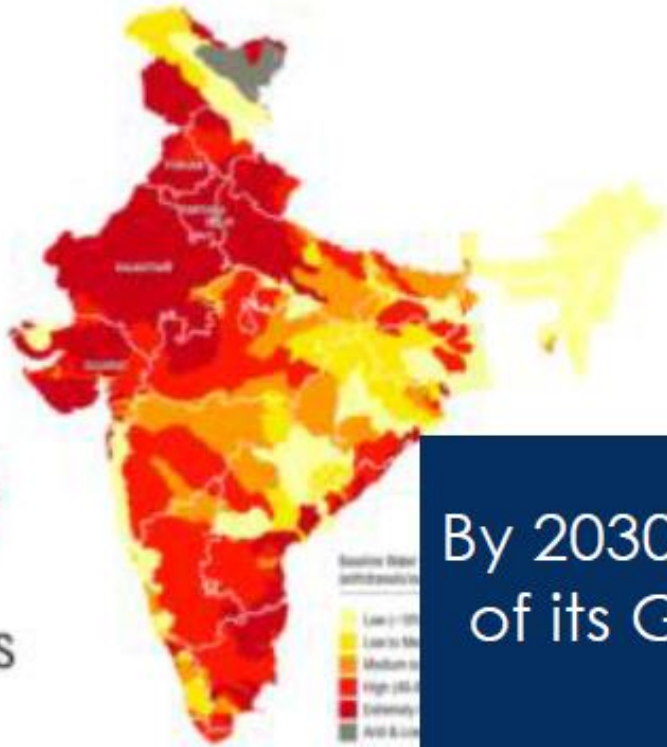
### 30<sup>th</sup> January 2022

*Hosting Partners : The Fern Club, Amanora and Amanora Park Town*





**54%**  
of India  
Faces  
**High to  
Extremely  
High**  
Water Stress

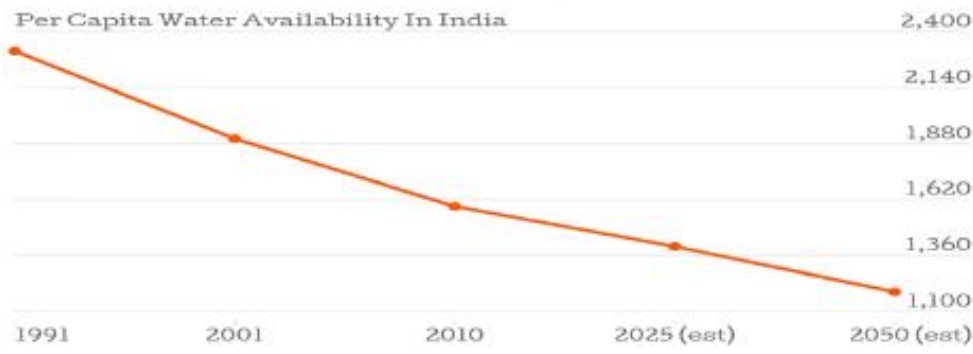


India is facing a fresh water crisis.  
India has just 4% of the world's  
fresh water - but 16% of the global population.

By 2030, India will lose 6%  
of its GDP due to water  
crisis

www.indiawaterportal.in

WORLD RESOURCES INSTITUTE



Water Facts



Actual Picture 2019 Marathon



Actual Picture of 2020 Marathon

- **1500 + Participants in each edition**
- **Brands like Mahindra Powerol, TE-A-ME, Punekar Jewellers contributed for fundraiser**
- **Media Partners were "Radio One" and event promotion through professionals**
- **Executed several projects - Water Conservation, Water Harvesting, Clean Water Supply**

# Impact of the Fundraiser – Water Wheels

Before



After



# Impact of the Fundraiser - Enable Water ATMs



# Partners



- A population of > **300,000** in East Pune
- Direct Access to **5000+** Families in Amanora & Magarpatta Township
- **1500+** Members of Amanora Fern Club
- **125+** Rotary Clubs in Rotary District 3131 (Pune)
- **50+** Fitness and Running groups on WhatsApp, Instagram and Facebook

### Demography of Target Audience

- Young crowd, many from IT Sector
- Educated and well travelled
- Well Established and Receptive
- Thriving ecosystem of business, people and society



ROTARY CLUB OF PUNE AMANORA presents

**RUN 4 EARTH NEERATHON 3.0**

A RUN TO CONSERVE WATER IN OUR COMMUNITY

**30.01.2022**

#RUN4EARTH #SAVEWATER

<b>10K</b>	• RATE: INR 900 • START: 6:30 AM
<b>5K</b>	• RATE: INR 700 • START: 6:40 AM
<b>3K</b>	• RATE: INR 500 • START: 6:50 AM

**REGISTER SOON!**  
**25% OFF**  
before 25th Dec

**AMANORA PARK TOWN**  
REGISTRATION AT <https://bit.ly/3si0nuP>

FOR MORE DETAILS: [HTTPS://WWW.FACEBOOK.COM/RCPAMANORA](https://www.facebook.com/RCPAMANORA)  
CONTACT US @ 9503104824 / RCP.AMANORA@GMAIL.COM





# Campaign



RUN 4 EARTH.  
ROTARY CLUB OF PUNE AMANORA

presents



30-JAN-2022 | 10K, 5K, 3K | Amanora, Pune

SAVE WATER FOR  
OUR PLANET.

Register for RUN at <https://bit.ly/5ei0nuP>  
Contact Us @ 95031 04824 or Email Us at [rcp.amanora@gmail.com](mailto:rcp.amanora@gmail.com)



SAVE & SAVE & SAVE!!  
**FLAT 25% DISCOUNT**  
on ALL Categories  
until 15th Dec 2021.

Venue: Amanora Park Town | Digital Media Partner: Purodha Group | Hosts: Amanora Park Town



ROTARY CLUB OF PUNE AMANORA

**RUN FOR THE EARTH NEERATHON**

25% OFF REGISTER BEFORE 25/12/2021 TOGETHER LET'S CONSERVE WATER 30.01.2022

10Km • RATE: INR 900 • START: 6:30 AM  
5Km • RATE: INR 700 • START: 6:40 AM  
3Km • RATE: INR 500 • START: 6:50 AM

Cash Prizes up to 10,000INR | Awards & Medals  
Cash Prize eligibility would be limited to those participating in the 10K Run.

AT AMANORA PARK TOWN

CONTACT: 9503104824 REGISTRATION: <https://bit.ly/3e2trnP>  
RCP.AMANORA@GMAIL.COM



- ✓ Flyers
- ✓ Banners
- ✓ Hoardings
- ✓ Social Media
- ✓ Email Campaign
- ✓ Standees

SAVE THE DATE

Amanora Marathon is back

**NEERATHON 3.0**

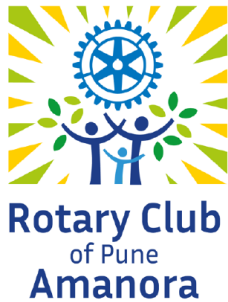
Conserve Water, Conserve Life

30th January, 2022

3 km, 5 km & 10 km

Location : Amanora Park Town @ 6.00 AM

Refreshments  
T-Shirt  
Medal



**NEERATHON**

Date: 30<sup>th</sup> Jan 2022 | Venue: Amanora Township | Category: 10K, 5K and 3K

Early Bird Discount  
**FLAT 25% OFF**  
On all 3 Categories till 25<sup>th</sup> Dec  
Entry Fee: INR 500, 700, 900 respectively





## Donation Amount\*: Rs 5.0 Lakhs

***\*Surplus amount from fund raiser will be directly used in Rotary projects for benefit of needy people in and around Pune.***

*For any 80G Benefits please talk to our volunteer.*

- Platinum Donor's Name will be included with the Event Name.
- Chance of Branding at Event Location.
- Company and its LOGO will have Prominent Space in all branding campaigns like Social Media, Email Communications, Print Media, News Paper, Hoarding (if any), Radio Event (if any), etc
- Prominent Visibility on Background Stage During Inauguration & Concluding Function.
- Announcement of Name During Inauguration & Concluding Function.
- Prominent branding space on website, Facebook page and via e-mail.
- Prize distribution to winners in two categories on the event day.
- Set up own Kiosk/Table/Branding on the day of event.
- 50 Free Complimentary Tickets for the run.
- Finishing Photo/video for the runner with the company logo
- Company Name and Logo on Timing Certificate





## Donation Amount \*: Rs 3.0 Lakhs

*\*Surplus amount from fund raiser will be directly used in Rotary projects for benefit of needy people in and around Pune.*

*For any 80G Benefits please talk to our volunteer.*

- Chance of Branding at Event Location.
- Company and its LOGO will have Space in all branding campaigns like Social Media, Email Communications, Print Media, News Paper, Hoarding (if any), etc
- Visibility on Background Stage During Inauguration & Concluding Function.
- Announcement of Name During Inauguration & Concluding Function.
- Branding space on website, facebook page and via e-mail.
- Prize distribution to winners in one category on the event day.
- Set up own Kiosk/Table on the day of event.
- 25 Free Complimentary Tickets for the run.





## Donation Amount \*: Rs 2.0 Lakhs

***\*Surplus amount from fund raiser will be directly used in Rotary projects for benefit of needy people in and around Pune.***

*For any 80G Benefits please talk to our volunteer.*

- Chance of Branding at Event Location.
- Company and its LOGO will have space in all branding campaigns like Social Media, Email Communications, Print Media, News Paper, Hoarding (if any), etc
- Visibility on Background Stage During Inauguration & Concluding Function.
- Announcement of Name During Inauguration & Concluding Function.
- Branding space on website, facebook page and via e-mail.
- 10 Free Complimentary Tickets for the run.



Contact Us



**Rotary**  
District 3131



**SERVE TO  
CHANGE LIVES**

## We Look Forward to Your Participation



### Rotary Club of Pune AMANORA

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**Vikas : +91 91580 07878**

