

● SPONSORSHIP PROPOSAL • NOVEMBER 2026

CRWA SPORTS CARNIVAL 2026

A community-led celebration of sport,
culture and togetherness.



PRESENTED BY
Choodasandra Residents Welfare Association



ABOUT CRWA

A residents' association bringing Choodasandra together for a better neighbourhood experience.

The Sports Carnival extends that spirit — residents of every age, interest and ability, brought together through friendly competition.



A COMMUNITY THAT CARES BEYOND ITS BOUNDARIES

From safeguarding Choodasandra Lake to improving civic infrastructure, CRWA works towards a healthier, better-connected and more cohesive neighbourhood.



ENVIRONMENT | CIVIC RESPONSIBILITY | COMMUNITY TOGETHERNESS





THE COMMUNITY OPPORTUNITY

Direct access to an active residential community.

~4000+

Residents

1,090

Households

~500

Participants

6

Sporting events

10+

Teams

4

Days of activity

WHO YOU WILL REACH

A community audience across generations.



SENIORS

Carrom and social participation.



FAMILIES

Weekend engagement and shared experiences.



ACTIVE ADULTS

Sports, fitness and wellness enthusiasts.



WOMEN

Front and centre through Women's Box Cricket.



YOUNG RESIDENTS

Players, spectators and supporters.

THE SPORTS CARNIVAL

A month-long community celebration of participation, competition and shared experience.



MEN'S CRICKET

Teams, players & spectators



WOMEN'S BOX CRICKET

Women's participation



TABLE TENNIS

Youth & adults



CARROM

Families & senior residents



VOLLEYBALL

Team sport & spectators



BADMINTON

Individuals & families

EVENT DATES **14TH NOVEMBER 2026 TO
13TH DECEMBER 2026**



FAMILY DAY

CRWA is organising its first-ever Family Day Celebrations to bring together families from 9 different apartment communities.

Family Day aims to encourage social interaction, foster friendships, bring generations together and create a stronger sense of belonging among residents. Through shared experiences, entertainment and family activities, the celebration seeks to build lasting relationships that extend beyond apartment complexes.

EVENT DATE **10TH JANUARY 2027**



EXPECTED FAMILY
ATTENDANCE

800



BRAND VISIBILITY

Across event collaterals and
venue



PROMOTIONAL ACTIVITIES

Engage directly with families



EVENT RECOGNITION

Acknowledgement across
communication



DIRECT ENGAGEMENT

Meaningful interaction with
the Choodasandra community.

WHY IT MATTERS

Communities are built beyond buildings.



PLAY

Getting residents into sport.



CONNECT

Neighbours meeting neighbours.



ENGAGE

Build participation across age groups.



CELEBRATE

Memories beyond the final whistle.

WHY PARTNER WITH CRWA

Your brand, inside the community.

01

HYPERLOCAL REACH

Residents of one defined neighbourhood.

02

HIGH-INTENT ENGAGEMENT

People take part, not just look.

03

MULTIPLE TOUCHPOINTS

Visibility across six sports and a month of activity.

04

FAMILY-FRIENDLY

A positive setting for brands targeting households.

05

COMMUNITY ASSOCIATION

Linked with sport, health and togetherness.



SPONSORSHIP PHILOSOPHY

NOT JUST A LOGO. A PRESENCE.



VISIBILITY

Logos, banners, backdrops, jerseys, digital creatives

ENGAGEMENT

Games, contests, sampling, coupons, product experiences

CONTENT

Social posts, announcements, sponsor stories, reels, photography

ON-GROUND & BROADCAST

Booths, branding zones, announcements, awards, player interactions & live streaming

SPONSORSHIP ASSETS

Multiple ways to own the conversation.



DIGITAL

Social posts & reels
Stories & countdowns
Registration communication
Sponsor announcements



ON-GROUND

Banners & standees
Backdrops
Venue & directional branding
Sponsor booths



SPORTING

Jerseys & team branding
Match balls
Awards & trophies
Player of the Match



COMMUNITY

WhatsApp communication
Resident announcements
Community newsletters
Engagement activities



DIGITAL VISIBILITY

The carnival lives beyond the ground — your brand is present at every step.

- Event Announcements
- Countdowns & Teasers
- Sports & Team Features
- Matchday Coverage
- Results & Recognition
- Community Moments





COMMUNITY ENGAGEMENT

Built for participation, not just spectatorship.

REGISTER → PLAY → CHEER → SHARE → CELEBRATE

Player registrations

Team formation

Resident nominations

Match attendance

Contests

Sponsor activations

Awards

Social sharing

Family participation



EVENT JOURNEY

From registration to celebration.



9 COMMUNITIES, 1 CELEBRATION!

CRWA Sports Carnival 2026 · November 2026



6 sporting events

Community participation

Brand engagement

Hyperlocal reach

A month of celebration

SPONSORSHIP CONTACT

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Choodasandra Residents
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