



DIGITAL PARTNERSHIP

# KARNATAKA WOMENS FOOTBALL LEAGUE

## Super Division 2021

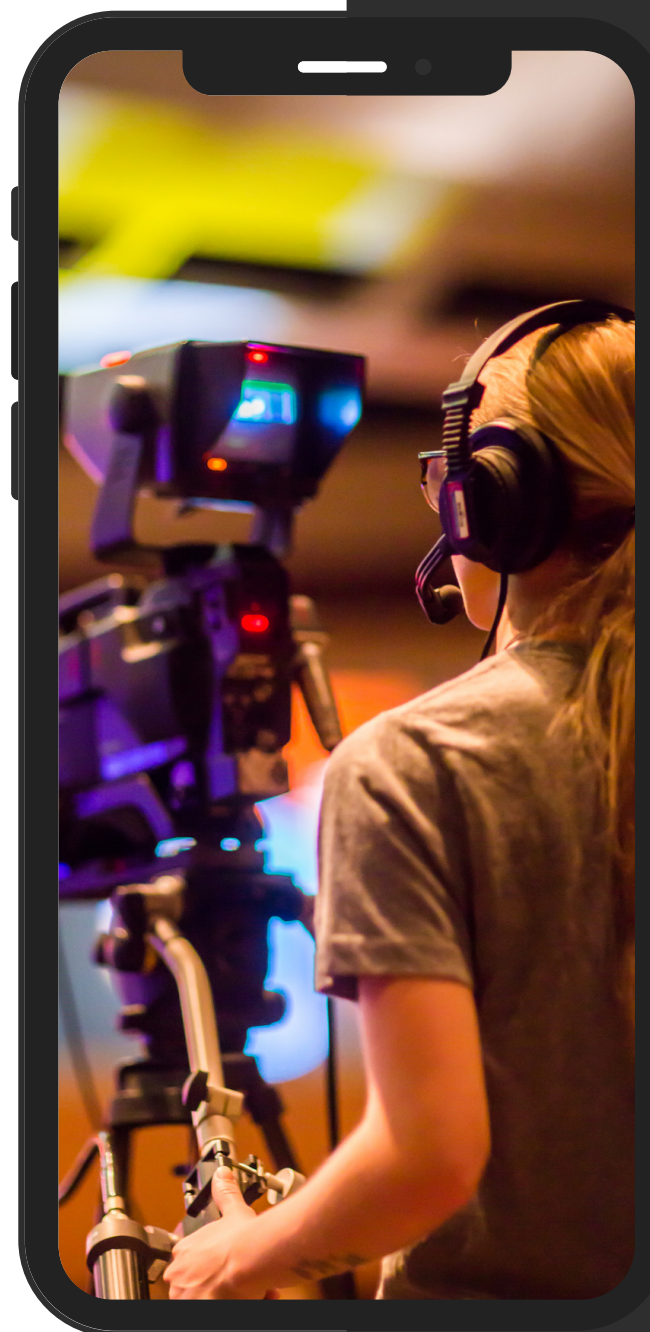
8th Feb - 25th March 2021





KARNATAKA WOMENS LEAGUE

# The Bridge



The Bridge is the only media house in India which focuses on unheard aspects of Indian sports. It has expanded into being one of the unique sports media solution companies which gives brands various content solutions and helps them engage with the sports loving audience on our platforms





# NETWORK DEMOGRAPHICS

Let's bridge the gap in Indian Sports together



**6 + Million  
Page Views**



**1.3 Million  
Users**



**63:37  
Ratio**



**72:28  
Ratio**



**71% in 20-34  
age group**

\*Above data is dated December 2020



# About Karnataka Women's Football League

03



- It was formed in 2018 after the guidelines passed by AIFF (All India football federation)
- Huge community focus and commitment towards building local talent.
- A total of 10 teams participate and compete over a period of one and a half months at the Bangalore Football Stadium. More than 180 players participate in the tournament.



# The Bridge - Official Broadcasters

## Live Stream

The Bridge will be live streaming all the matches on its Facebook and Youtube channels.

## Exclusive Content Rights

The Bridge has exclusive content rights for the league. All the media properties to be owned by The Bridge.

## Content Creation

The Bridge will be creating content for the league in forms of articles, videos and social media content.



# What we Propose?

## 05 Digital Advertisers on broadcast of the KWL 2021 on The Bridge

Live stream  
Content  
Social Media  
In-stadia



# Branding Opportunities



06

## Live Stream Partners

Branding on the live streams. Running ads during the half-time and other breaks.

## Social Media

Social Media content created by our team will be in partnership with the brand.

## Branded Content

The articles, videos and interviews will be presented in collaboration with the brand

## Women's Day Special

The Bridge will be celebrating the occasion by creating special content material featuring the players on Women's day



# Offerings Available



DIGITAL PARTNERSHIP

07

- Broadcast Sponsors on the live stream

Logo present during the live stream

- Branded Article Series

Special stories of players presented by the brand

- Branded Video Content

Video Interviews and stories created in collaboration with the brand

- Match Highlight Sponsors

Highlights of semi-finals and finals presented in partnership with the brand

- Branded social media coverage

Live interviews and social media stories sponsored by the brand.

- In-stadia visibility

Brand presence on the pitch during the games.



# Distribution Channels

DIGITAL PARTNERSHIP

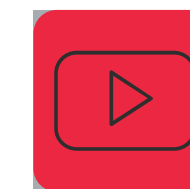
08



Website



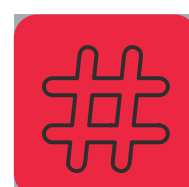
Facebook



Youtube



Instagram



Twitter



Subscribers



# Key Pointers

DIGITAL PARTNERSHIP

Women centric  
sports property

Coverage on  
India's most  
unique media  
platforms

Multiple media  
property ownership  
via one event for 2  
months.

Produce Quality  
Branded  
Content

Women's Day  
special coverage  
featuring the league

Contribute  
towards the brand  
vision through our  
coverage



# Estimated Reach

DIGITAL PARTNERSHIP

Timeline- 8 weeks | Entire campaign

10



**5M**

Reach

**100k**

Engagement

**500k**

Live Stream Views

**50+**

Stories created





DIGITAL PARTNERSHIP

11

# Contact

For questions or concerns

## Email Address

[advertise@thebridge.in](mailto:advertise@thebridge.in)

## Website

[www.thebridge.in](http://www.thebridge.in)

