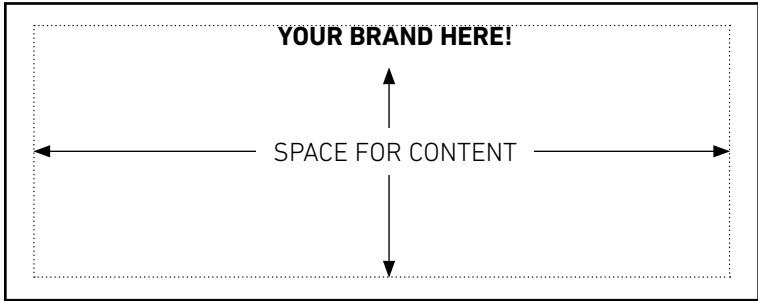


BRANDING LOCATIONS

BANNER [FRONT AND BACK OF PRIMARY EVENT VEHICLE]



T-SHIRT

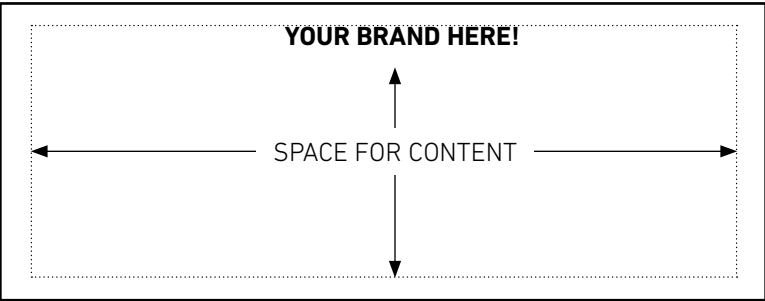


CAP



BRANDING LOCATIONS

BANNER [FRONT AND BACK OF PRIMARY EVENT VEHICLE]



T-SHIRT



CAP



FREQUENTLY ASKED QUESTIONS

A) WHAT ARE THE RACE DAY LOGISTICS?

Assemble and be warmed up for a sharp 7 AM kickoff. Everyone is required to be registered and in the official Route 55 T-shirt. There will be a couple of water/glucose stops on the way, and the finish line will be at the IEST / B E College campus in Shibpur. The event will wrap up by 9:30 AM – providing 2.5 hours to complete the course.

B) CAN I WALK?

Absolutely, the goal is to start together from Esplanade and follow the Route 55 coursemap. You choose your method of somatic locomotion, as long as you arrive by 9:30 AM when the event wraps up.

C) I HAVE NEVER RUN 10 KM. HOW HARD IS IT?

That depends; check out the tips and testimonials on the [main event page](#) from many who will be running. You might be surprised to see how many have started running recently, and how many say taking up running has had positive influences on their lives.

D) WHY A MINIMUM OF INR 3500?

We thought this would be reasonable donation to the cause. It also happens to be INR equivalent of USD55. Please don't ask us why the world's fiat currency was used, let us draw your attention to the number 55 instead. If you are in India, please be aware of the 80(G) tax exemptions that may apply given Sramajibi's exempt status with the Income Tax department.

E) WHAT ABOUT SAFETY FOR WOMEN ATHLETES?

Our volunteers will make an effort to make you comfortable. The collective power of everyone in the run should also help keep the nuisance at bay.

F) I WANT TO HELP OUT/VOLUNTEER, TELL ME HOW ?

Organizing something like this takes time and resources, and we would absolutely love to take up on your offer to help. Especially if you are in Kolkata. Drop us a line through Facebook messaging with your name/no. and we will be in touch. A limited number of student volunteers will get free entry to the run.

G) WHAT IS THE BE COLLEGE/IIEST CONNECTION?

Invite friends, family and strangers. Route 55 has touched many and everyone is invited for this open event. Some of the organizers are from BE College/IIEST.

DISCLAIMER

Registration and participation in this event is at the participant's own risk; any member of the Route 55 organizing team and/or Sramajibi Hospital shall not be held responsible or liable for illness, injury, financial or material harm, whatsoever. By registering, the participant agrees to release Route 55 organizing team and/or Sramajibi Hospital of any such liabilities.

ROUTE 55: GIVING BACK 10 KM RUN/WALK

DECEMBER 29, 2019



WWW.ROUTE55.ORG



WHAT IS ROUTE 55: GIVING BACK 10 KM RUN/WALK?

ROUTE 55: GIVING BACK 10 KM RUN/WALK is an annual event that aims to inspire the broader community to give back while having fun. An open donation based event, it memorializes Bus Route 55, a key transport meridian for those traveling between Howrah and Kolkata, the twin cities in West Bengal, India. The event was originally conceived by a few alumni of the erstwhile Bengal Engineering College, and now Indian Institute of Science and Technology, Shibpur. This initiative has a dual objective: to motivate folks to live well and achieve personal fitness goals; and, pursue a social outreach program (the “cause”) that benefits a pre-selected non-partisan welfare organization.

WHO CAN PARTAKE IN THIS EFFORT?

Although it started with a handful of Bengal Engineering College alumni, the initiative has since broadened in scope and is open to everyone - the only prerequisite to participate is a minimum donation to the cause.

WHO ARE THE ORGANIZERS?

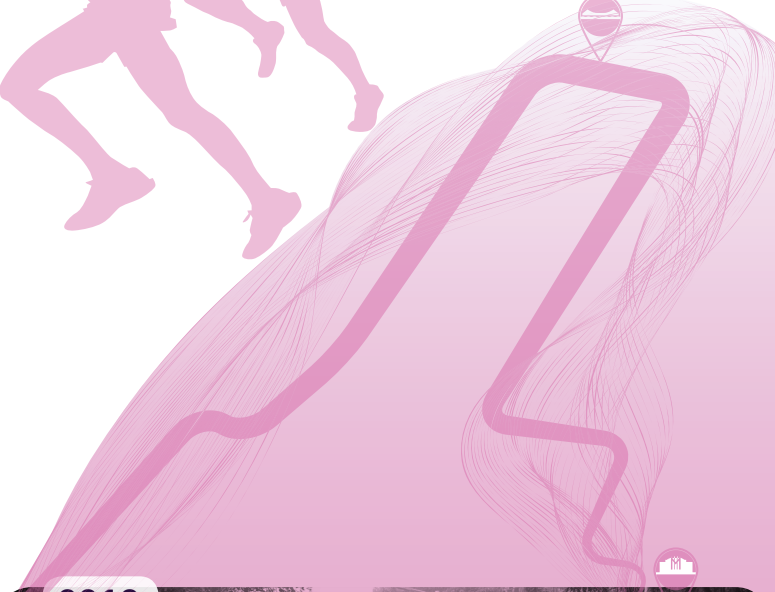
The organizers are a motley crew of individuals that includes engineers, information technology professionals, architects, management professionals and many more from across the world. They pride in their anonymity and zealousness for the cause and are always striving to take the event to the next level.

ARE THERE ANY SET ANNUAL GOALS?

Yes and no. To make a meaningful contribution to Belur Sramajibi Hospital, the event has to raise at least INR 5 Lakhs (or, about \$8,000). It has been challenging to meet this goal from individual donations, even though many of those donations were quite sizeable. While Belur Sramajibi Hospital has always appreciated our efforts and our contribution, we do like to set a goal of \$5 Lakhs. On another level, we also want achieve a goal of motivating at least a 100 individuals to contribute at the minimum donation level and complete the 10 Km Run/Walk.

WHO IS/ARE THE BENEFICIARY/IES?

ROUTE 55: GIVING BACK 10 KM RUN/WALK, in their second year partnered with Belur Sramajibi Hospital. The hospital started over 30 years ago as a grassroots initiative by a few employees and a handful of junior doctors to provide quality health care at nominal cost, primarily for the not-so-privileged. Today, it stands tall as an independent and proud organization still providing the same quality care, albeit at a much larger scale. In Belur Sramajibi Hospital, Route 55: Giving Back 10 Km Run/Walk found a worthy partner to its cause. The partnership is already in its seventh year and going strong.



SPONSORSHIP FORM

Please check the box of the desired sponsorship category. All amounts noted are suggestive and subject to negotiation. In the event of multiple offerors, the best offer will be accepted.

1

EXCLUSIVE BRANDING

AMOUNT

☐ The sponsor will be named across all marketing materials [social, digital and print] as well as the event accessories [t-shirts, caps, banners]. No other sponsors are entertained. Note, however that The Route 55 Name/Logo will always be primary.

INR 10,00,000

[If you have checked the box above, please go directly to the total amount below]

2

ITEMIZED NON-EXCLUSIVE BRANDING

AMOUNT

[Check all that apply. Flip over for branding locations]

☐ BANNERS [Front & back of primary event vehicles]

INR 2,50,000

☐ MARKETING MEDIA [Social, digital & print]

INR 2,00,000

☐ T-SHIRT SLEEVE [Right /Left Sleeve of the T-Shirt]

INR 1,00,000

☐ T-SHIRT BACK [Rear of the T-Shirt]

INR 75,000

☐ CAP FLANKS [Left or Right Side of the Cap]

INR 50,000

[Add all of the checked amount from above & enter below]

TOTAL INR

NAME OF INDIVIDUAL/ORGANIZATION

ADDRESS

PHONE

E-MAIL

DONATIONS PAYABLE TO:
Belur Sramajibi Swasthya Prakalpa Samity
Online: <https://tinyurl.com/yyz9554r>
Checks/Wire Transfer: State Bank of India, Bally Branch [IFSC SBIN0003882] Account # 10407019132 324/3 G T Road, Howrah 711201

SPONSOR COPY

SPONSORSHIP FORM

Please check the box of the desired sponsorship category. All amounts noted are suggestive and subject to negotiation. In the event of multiple offerors, the best offer will be accepted.

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ORGANIZING COMMITTEE COPY