

The Tata Mumbai Marathon has emerged as one of the country's largest charity raising platforms. Various NGOs representing causes such as art, culture and sports, civic and community development, disability, education, environment and wildlife, health, human rights, social services, vocational training, and women, children and the aged participate at and raise funds at TMM each year. A Motivational Zone is a platform to raise awareness to your cause, maximise visibility of your NGO and of course, motivate the runners on race day.

Organizations registered with the Event's official Philanthropy Partner, United Way Mumbai for the Event alone can apply for the motivational zone.

INFRASTRUCTURE PROVIDED BY PROCAM:

- 16 ft. X 10 ft. riser with carpet. The riser will be of height up to 2.5 ft
- Printing and fabrication of backdrop (16 ft. X 8 ft.) – creative to be provided by NGO in CDR/Open file format and steps.
- Basic PA system – a mixer, 2 cordless mikes and a 7 KVA generator.
- Labour and transportation for assembly and dismantling of motivational zones, and
- Costs of procuring permissions from relevant authorities

Note: Any additional requirements will be charged at actuals.

COST OF MOTIVATIONAL ZONE AND PAYMENT DETAILS:

- **Total Cost for each Motivational Zone is ₹ 48,720/- including all applicable taxes.**
 - **Break-up of taxes as below:**
 - NGO Package – ₹ 42,000/-
 - GST - 18% (18% GST on ₹ 42,000/-)
 - TDS rate - 2% (2% on ₹ 42,000/-)
 - **Final Cheque Amount – ₹ 48,720/-**
- Payment will be accepted vide a Cheque payable in Mumbai.
- All cheques should be drawn in favour of **"Procam International Pvt. Ltd."**
- Please write your NGO name, contact person's name and number on the reverse of the cheque.

TERMS AND CONDITIONS:

1. This motivational zone is purely to promote the NGO and its cause. No branding/mention of companies/individuals supporting the NGOs will be allowed on or around the motivational zone premises.
2. To block a motivational zone, an NGO must submit the filled application form along with a post-dated cheque dated: 5th January 2019 to **Ms. Arati Kakatkar, Procam International, 16, 1st Floor, St. James Court, Next to CCI, Opp Hotel Marine Plaza, Marine Drive, Mumbai – 400 020.**
3. Last date to submit applications is Saturday, 5th January 2019 or until motivational zone slots are filled, whichever is earlier.
4. Location of the motivational zones will be allocated on first come first served basis.
5. Costs of activity/ies conducted at the zone will be borne and arranged by the NGO directly.
6. **Size of the Motivational Zone** – The size of your motivational zone cannot exceed 16ft x 10ft x 2.5ft. Where a bigger area is required, a written request must be made to Procam no later than Saturday, 5th January 2019. Availability is subject to permissions; additional charges to be borne by the NGO.
7. **Sound at the Motivational Zone** – All motivational zones need to follow the permissible decibel limit of sound approved by Mumbai Police i.e. 55 decibels. Where any motivational zone crosses the sound limit, it will be stopped by Mumbai Police and penalty will be charged to the NGO directly. **SOUND TESTING IS ALLOWED ONLY BEFORE 08:00 p.m. ON SATURDAY AND AFTER 06:00 a.m. ON RACE DAY.** Procam will not be responsible for any stoppage/removal of motivational zone for sound violations, nor can be held liable for payment of penalties for such violation. Any NGO found violating the sound decibel requirements, shall not be entitled to a motivational zone at Tata Mumbai Marathon 2020.
8. **Set-up** – NGO can start their motivational zone set-up only after 8:00 p.m. on Saturday, 19th Jan, 2019. **All set-up must be complete by 4:30 a.m. on 20th Jan, 2019**, post which no labor or vehicle will be allowed on the route. Please note, no digging is allowed at the motivational zone locations. Please take note on permissible timings for sound checks (refer to point 7 above). **NGOs must take necessary precautions with their motivational zones and maintain safety throughout the act/race.**

9. **Generator** – Only portable generators of maximum 7 KVA are allowed and will be provided at the motivational zones. This generator should be kept behind the motivational zone backdrop and must be covered with black masking. NO generator vans can be parked on the road or on the pavement side adjacent to the motivational zones. Further, no NGO can arrange for any additional generator. In case of violation of this rule, the generator will be removed.
10. **Permission** – All necessary set-up permissions will be taken by Procama and copies will be available with Procama's branding team.
11. **Cleaning & damages** – The motivational zone area needs to be cleared and cleaned by 12:00 noon on race day. The area must be handed over to Procama in a clean and undamaged condition. Penalties for any damages and/or litter will be borne by the NGO.
12. **Activity**: Activity at the motivational zone needs to be shared with Procama International latest by 5:00 p.m. on Saturday, 5th January 2019. Please note, distribution or sale of flyers/brochures/leaflets/freebies/merchandise is strictly prohibited from motivational zones or on route.
13. **Interaction with Runners**: Any interaction with runners must be done only from the stage. It is extremely disturbing for a runner to be approached by any person who isn't an official or official medical personnel whilst he is trying to achieve his personal best.
14. **Important: On the Race day if an NGO violates any mandatories, either communicated in writing or implied, action will be taken by Procama International as it deems fit including disqualifying the specific motivational zone from the contest and/or not entertaining a motivational zone from the concerned NGO for 2 consecutive Tata Mumbai Marathon editions.**

MOTIVATIONAL ZONE 2019 CONTEST:

Owing to the overwhelming response to the motivational zones each year, NGOs running motivational zones stand a chance to win cash prizes to recognize their efforts at the motivational zones. Motivational zones will be adjudged basis set parameters, which are mentioned herein – of course the decision of the Judge will be final!

We wish you good luck!

- **Timeline**: Judging of the Motivational zone will be on the Race Day 20th Jan 2019 from 8:30am-10:30am.
- **Judging Parameters**:
 - **Concept**:
 - **Efficacy of the Message**:
In the event an NGO is performing an act or dance, the work/cause of the NGO must be clearly and effectively communicated to the runners/audience.
 - **Content & Creativity**:
The NGO should be creative in performing their act and the content has to be cause related. The NGO can use props and charts and creative backdrops to enhance their performance to ensure the message is conveyed.
 - **Stage Decor**:
The NGO can create model/ figurines of their cause to boost their stage appeal.
 - **Adherence to Mandatories** :
Terms and conditions are adhered too.
- **Cash prizes***:
 - Winner : ₹ 75,000
 - Runner Up : ₹ 45,000
 - 2nd Runner Up : ₹ 25,000

**The judge's decision will be final & binding on all.*



- Name of the NGO: _____
- Office Address: _____

- City: _____ State: _____ Pincode: _____
- Tel: _____ Mob: _____
- Email: _____
- Representative's Name: _____
- Representative's Designation: _____
- Representative's Email: _____
- Representative's Tel: _____
- Representative's Mob: _____

Waiver and Indemnity:

We, _____, declare, confirm and agree that, (i) we have availed of the Motivational Zone at our own risk, cost and responsibility and understand the risks of availing of and undertaking activity/ies on and around the Motivational Zone at the Tata Mumbai Marathon 2019; (ii) we for ourselves and on behalf of all our directors, officers, employees, trustees, volunteers, vendors and/or representatives and invitees at the Motivational Zone and their respective legal representatives, heirs, executors and administrators (we along with all such abovementioned person being collectively referred to as the "Motivational Zone Users"), do hereby waive any and all claims demands and/or actions, of whatsoever that the Motivational Zone Users may have against any and all sponsors of the Tata Mumbai Marathon 2019 ("Sponsors") as well as any and all governmental bodies, statutory authorities and officials, all Tata Mumbai Marathon Committee persons, officials and volunteers, Procama International Pvt. Ltd. and all other persons and entities associated with the Tata Mumbai Marathon 2019 and the directors, officers, employees, agents and representatives of all or any of the aforementioned, that might occur or result from any Motivational Zone User availing of the Motivational Zone and/or conducting or participating in any activities at the Motivational Zone in Tata Mumbai Marathon 2019 and/or on account or as a result of any illness, injury, death or otherwise, whether during the Tata Mumbai Marathon 2019 or at any time thereafter as a result of either the Tata Mumbai Marathon 2019 or due to any force majeure event including but not limited to fire, floods, action of any governmental body, civil strife, riots or other civil disturbances, earthquakes, storms, typhoons, terrorist act or any other cause not within the control of any of the Sponsors, any and all governmental bodies, statutory authorities and officials, all Tata Mumbai Marathon 2019 Committee persons, officials and volunteers, Procama International Pvt. Ltd. and all other persons and entities associated with the Tata Mumbai Marathon 2019; (iii) we on behalf of ourselves and all other Motivational Zone Users agree to adhere to the rules and regulations as may be intimated by Procama International Pvt. Ltd. in due course and/or the Rules of the Land in effect at the time of the conduct of the Tata Mumbai Marathon 2019; (iv) we on behalf of ourselves and all other Motivational Zone Users hereby indemnify keep indemnified Procama International Pvt. Ltd., any and all Sponsors, all governmental bodies, statutory authorities and officials, all Tata Mumbai Marathon 2019 Committee persons, officials and volunteers, Limited and all other persons and entities associated with the Tata Mumbai Marathon 2019 (as well as the directors, officers, employees, agents and representatives of all or any of the aforementioned) harmless from any and all liabilities, claims, demands, actions, costs and expenses, including without limitations, reasonable attorneys' fees, and/or damages or loss arising out of any claims by any entity or person (including the participants and/or the public) for acts (or omissions) directly and/or indirectly attributable to any Motivational Zone User with respect to the Motivational Zone at Tata Mumbai Marathon 2019, including any act (or omission), committed during the set-up of the Motivational Zone, any time before or during the Tata Mumbai Marathon 2019 as well as anytime thereafter.

Signature of the Representative & Stamp of the NGO

Date