

INDICATIVE LIST OF ACTIVATIONS AND DELIVERABLES TO THE SPONSOR

- Direct access to minimum 5 to 7 Schools per week
 - ✓ Interaction with the school staff and students
 - ✓ Product demonstration
 - ✓ Opportunity to distribute give-aways to children
 - Branding Space
 - ✓ Banners
 - ✓ Standees and flexes at the Road show
 - ✓ Branding space on and around the stage
 - ✓ Ammu vehicle branding
 - ✓ Branding space on School notice board
 - ✓ Brand logo on costumes of supporting staff and actors
 - Sampling
 - ✓ Opportunity to distribute product samples
 - ✓ Distribution of flyers
 - Live demonstrations
 - Likelihood of Media Exposure
 - Logo on the Ammu@School Page of the official website of National Games
 - Social Media Exposure
 - Complimentary tickets to National Games
1. List of activities deliverable to the sponsor is subject to the approval of NGS before each branding and activation is finalised.
 2. All activations that maybe carried out by the sponsor in regard to product sampling, product distribution or demonstration has to be approved by the NGS.