



United Way Kolkata



# IGNITING TRANSFORMATION



## About TSK

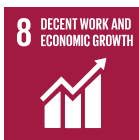
Tata Steel Kolkata 25K has been a beacon for running in eastern India that has sparked a running revolution. The event encapsulates the city's energy and spirit encouraging **Kolkatans** to come together, get involved, feel the pride, celebrate and make a positive change in their community. It is the city's greatest participative sporting festival that celebrates the People of Kolkata- Aamar Kolkata, Aamar Run! Tata Steel Kolkata 25K is the region's largest sports platform for philanthropy. Since its inception, the event has raised **INR 4.20 crores** for over **75 NGOs** benefitting numerous cases.

## About UWK

United Way Kolkata (UWK), a branch of United Way India which is affiliated to the global United Way Network, the world's largest privately funded non-profit organisation is delighted to come aboard as Official Philanthropy Partner for the **Tata Steel Kolkata 25K**.

United Way Kolkata works to improve lives by mobilising the caring power of communities to advance the common good, via a vast network of NGOs, individual fundraisers and corporates. In the post-pandemic scenario, there is a collective realisation about the need for renewed compassion toward the community, and **United Way Kolkata** plays the role of the catalyst to make this positive change in a meaningful way.

United Way Kolkata believes fundraising through Tata Steel Kolkata 25K is an innovative and creative step in this direction, and helps build a strong network of supporters that believe in giving back to society and the multiple causes that needs our attention.





United Way Kolkata



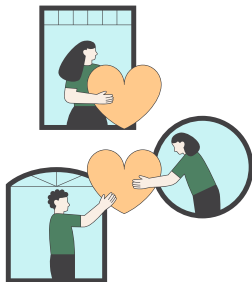
# CORPORATE PARTICIPATION

## Reasons to Participate

1. In the wake of the COVID-19 pandemic and the evolving dynamics of the workplace, engaging employees has become more challenging and crucial than ever. With many of us adapting to remote work, the need for meaningful employee engagement initiatives has taken center stage. **The Tata Steel Kolkata 25K Run**, in collaboration with **United Way Kolkata** as its philanthropic partner, provides the perfect platform for your employees to come together, collaborate, and bond outside the traditional workspace.



2. The pandemic has underscored the importance of philanthropy in our communities. **Many individuals and organizations** have faced unprecedented challenges, making philanthropy more essential than ever. By participating you **actively contribute to addressing the post-pandemic recovery needs of the community.**



## Benefits for Corporates

- Corporate teams on Race Day are hosted in a **special tent** for a differentiated team experience and enjoy priority TSK 25 line up over the general categories.
- **Brand logo** featured in the corporate tent and visibility in the corporate holding area.
- Branding on **UWK, Procam and TSK Social Media Page.**
- Companies who complete the process of registering, by the requisite entry fees will have their **name printed on their team** member's running bibs.
- Team **acknowledgement in the docket** published post-race day.

Team Size (employees in numbers)	Contribution (in INR)
10	100,000
25	200,000
35	250,000
50	300,000



United Way Kolkata

Uniting Hearts,  
Amplifying Impact.  
**Live United.**

To register, email at [enquiry@uwkolkata.org](mailto:enquiry@uwkolkata.org)  
or call 9681452469  
[www.tsk25k.uwkolkata.org](http://www.tsk25k.uwkolkata.org)