



SPORTS MEET FOR THE DIFFERENTLY ABLED

INITIATED
BY





MADURAI LADIES CIRCLE 8



Madurai Ladies Circle 8 (MLC 8) is a passionate and dynamic group of young women dedicated to creating a meaningful impact in our community. With a proud legacy spanning over 54 years, we have been at the forefront of community service, education, and empowerment, embodying the values of compassion and limitless possibilities.

As part of Ladies Circle India, which has chapters across major cities and towns, we are committed to the transformative power of education. Through our flagship initiative, "Educate to Enlighten," we have positively impacted the lives of over 35,000 underprivileged children, investing more than ₹3.5 crore in educational infrastructure and support across the country.

Our Work & Impact

At MLC 8, we believe in action-driven change and have undertaken several impactful projects across Madurai and beyond.

Our initiatives include:

School Infrastructure Development – Constructing toilet blocks, paved pathways, and essential school facilities to improve learning environments.

Educational Support – Sponsoring school and college fees for underprivileged students to ensure they continue their education.

Student Well-being – Providing bicycles for transportation, art kits to nurture creativity, and sports equipment to promote physical development in schools.

Flagship Project 2024: GHSS Kannagi Nagar Transformation

Our highlight project of the year is the revitalization of the Government Higher Secondary School (GHSS) in Kannagi Nagar, Chennai. Once in a state of disrepair, the school underwent a remarkable transformation through a ₹61 lakh initiative led by Ladies Circle India Trust, in partnership with a global corporate sponsor. This project, executed by MLC 8 and MCLC 73, significantly improved the school's facilities, creating a safe and conducive learning environment for over 1,100 students from grades 6 to 12.

Located in Kannagi Nagar, one of India's largest resettlement areas housing over 80,000 displaced residents, this school has long struggled with inadequate infrastructure. Through our collective efforts, we have given these students a brighter future, reinforcing our commitment to education and community upliftment.

At MLC 8, we continue to strive towards empowering lives and creating sustainable change, because we believe that together, we can build a better tomorrow!





Kannagi Nagar school transformed for education empowerment

CHENNAI | JUNE 21 |

Bounteous x Accolite, a leading IT services provider, joined hands with Ladies Circle India Trust to revamp the Government Higher Secondary School (GHSS) in Kannagi Nagar, Chennai.

Former Chief Secretary Dr. V. Irail Anbu inaugurated the refurbished school building. Kannagi Nagar, a resettlement site for over 80,000 persons affected by the 2004 tsunami, faced severe educational challenges. A mere 10 percent of children had access to schooling, resulting in a

35 percent dropout rate among teenagers aged 15-19 years. GHSS Kannagi Nagar, established in 2004, struggled with inadequate infrastructure until now. The renovation initiative addressed critical issues such as overcrowded classrooms, lack of furniture, and safety concerns. Upgrades included repairs to roofs and floors, new benches and green boards, electrical enhancements, and a secure compound wall. A computer lab with 12 laptops and 26 desktops was also set up to enhance digital literacy. Student feedback has been overwhelmingly

positive, with J. Jayshri, a class IX student, expressing her excitement over the transformed environment. Mrs. Andeshwari, the school's Head Mistress, emphasized the renewed sense of pride and motivation among students and teachers. Leela Kaza, Founder and Co-CEO of Bounteous x Accolite, highlighted the initiative's broader impact on educational empowerment and community engagement. The partnership aims to nurture essential skills among students and foster a conducive learning environment for holistic development.







LIMITLESS - SPORTS MEET FOR DIFFERENTLY ABLED

MLC 8 hosts an annual fundraiser to support our community projects and initiatives. As part of our commitment to inclusivity and empowerment, MLC 8 proudly presents LIMITLESS.

LIMITLESS is more than just a sports event, it is a celebration of strength, resilience, and boundless potential. Designed as a platform for physically abled children, LIMITLESS encourages them to showcase their talents, embrace inclusivity, and challenge barriers in sports.

Scheduled for National Sports Day, this inspiring event will bring together athletes from across Madurai, giving them the opportunity to compete, inspire, and redefine possibilities. Through LIMITLESS, we aim to foster confidence, equality, and empowerment, proving that true ability lies in perseverance and passion.

Now in its third year, LIMITLESS is more than a competition—it is a movement. It empowers individuals to push beyond boundaries and reshape what is possible.

By sponsoring LIMITLESS, you not only champion an inspiring cause but also gain valuable visibility and brand exposure. At MLC 8, we are committed to maximizing sponsor engagement, offering extensive promotional opportunities before, during, and after the event. Your brand will reach a diverse audience, including athletes, their families, community leaders, and media outlets.

As a zero-overhead organization, we guarantee that 100% of the funds raised go directly towards our initiatives. Your contribution will have a direct and meaningful impact, helping us expand our reach and continue our mission.

With your support, we can transform lives, uplift underprivileged children, and create a future where opportunities are truly LIMITLESS.





LIMITLESS

SPORTS MEET FOR THE DIFFERENTLY ABLED







Sponsorship Proposal for LIMITLESS

Title Sponsorship – ₹5,00,000

As the Title Sponsor, your brand will enjoy premium positioning and maximum visibility across all platforms, ensuring significant mileage and engagement.

1. Official Title Credit

The event will be promoted as:

“LIMITLESS – Sports Meet for the Differently-Abled, Powered by [Your Brand]” in all promotions.

2. Logo on Event Logo

Your brand name will be part of the official LIMITLESS logo, featured on all posters, invites, and collaterals.

3. City-Wide Visibility

Your logo will appear on all event backdrops, banners, and temporary hoarding across key Madurai locations.

4. Media Coverage

Press meet, Radio interaction & ads and Newspaper ads.

5. Branded Merchandise

Your logo on the front of T-shirts and caps worn by all participants and volunteers.

6. Strong Social Media Presence

Promotion through famous madurai influencers, reels and posts on Instagram & Facebook with brand tagging.

7. On-Stage Recognition

Your brand will be specially mentioned during the event's opening and closing ceremonies.

8. CSR Value

Your support goes 100% to the cause, through a zero-overhead, volunteer-led initiative.

Associate Sponsorship – ₹3,00,000

As an Associate Sponsor, your brand will receive strong visibility and media recognition, ensuring high-impact branding opportunities.

1. Brand Name in Event Promotions

Your brand will be featured as Associate Sponsor in all promotional content.

2. City-Wide Visibility

Your logo will appear on all event backdrops, banners, and temporary hoarding across key Madurai locations.

3. Media Recognition

Your brand will be mentioned in radio ads, press meet, and Newspaper ad.

4. Branded Merchandise

Your logo will be printed on the back of T-shirts and caps given to participants and volunteers.

5. Social Media Promotion

Your brand will be featured in our thank-you posts, reels, and event updates.

6. On-Stage Acknowledgment

Your brand will be mentioned during the prize ceremony and event announcements.

7. CSR Documentation

You will receive an official CSR acknowledgment and post-event impact report.



Co-Sponsorship – ₹1,00,000

As a Co-Sponsor, your brand will enjoy valuable exposure and on-ground engagement opportunities.

1.Event Co-Branding

Your brand will be promoted as Co-Sponsor across all relevant event communications.

2.City-Wide Visibility

Your logo will appear on all event backdrops, banners, and temporary hoarding across key Madurai locations.

3.Media Mention

Your brand will be included in radio ads and newspaper ads.

4.Social Media & On-Ground Recognition

Mention in thank-you posts, event updates, and verbal acknowledgment during the ceremonies.

5.Customization Options

Additional branding or promotional opportunities can be arranged based on mutual discussion.

Supporting Partner – ₹50,000

As a Supporting Partner your brand will enjoy valuable exposure and on-ground engagement opportunities.

1.Event Branding

Your brand will be promoted as a Support Partner in event communications.

2.Logo Placement at Venue

Your logo will appear on event backdrop, side panels and banners within the event venue.

3.Media Mention

Your brand will be included in newspaper coverage.

4.On-Ground Recognition

You'll receive mentions a verbal thank-you during event ceremonies.

5.Custom Branding Options

Additional branding opportunities can be discussed and added based on mutual agreement.

Friends of Limitless – Below ₹50,000

As a Friend of Limitless, your brand will enjoy valuable exposure and on-ground engagement opportunities.

1) The event will be promoted as "LIMITLESS – Sports Meet for the Differently-Abled Friends of Limitless [Your Brand Name]".

2)Your logo will appear on event backdrop, side Drops & Banners in the venue.

3) Social Media & On-Ground Acknowledgment – Verbal mention during ceremonies.

4) Customization Options – Additional branding opportunities can be discussed and customized based on mutual agreement.

THANKYOU

Cr.Jeyashilpa Haresh

Chairperson

MLC 8 25-26

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