

# UBS



## Athletics Kids Cup



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# PROJECT OVERVIEW



## What is the UBS Athletics Kids Cup?

### Simple Concept - **BIG IMPACT**

UBS Athletics Kids Cup focuses on three fundamental skills essential to almost every sport—speed, strength, and coordination—through a triathlon-style competition featuring a 60-metre sprint, long jump, and ball throw. It is open to children aged 7 to 15 from all backgrounds.

Built with the conviction that sports, particularly athletics, can play a vital role in personal development, health promotion and fostering mutual social understanding, the UBS Athletics Kids Cup is an ideal platform for young participants to build character, values, integrity, mutual respect and discipline. The initiative aims to inspire children to get the best out of themselves and to have the confidence to pursue their own ambitious goals.

India is on the brink of a health crisis with obesity rates, rising sharply, particularly among children. UBS Athletics Kids Cup aims to help counteract this problem by encouraging an active lifestyle as a means to improve overall health.



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# DRIVING FORCES

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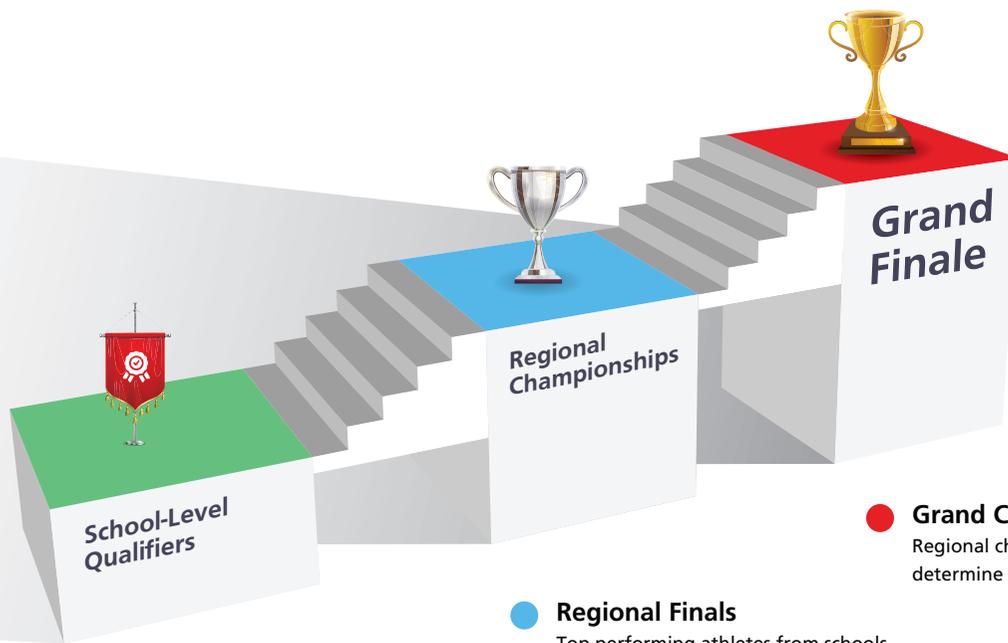


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# PROJECT STRUCTURE

The initiative unfolds in three stages:



**School-Level Competitions**  
Conducted within schools to move the kids and identify talents.

**Regional Finals**  
Top performing athletes from schools compete at the regional level.

**Grand City Final**  
Regional champions face off to determine the ultimate winners.

## Qualification Criteria

Refer to the table below for age category by year of birth

Born in (Year)	Category: Girls	Category: Boys
2018 and younger*	G07	B07
2017	G08	B08
2016	G09	B09
2015	G10	B10
2014	G11	B11
2013	G12	B12
2012	G13	B13
2011	G14	B14
2010	G15	B15

\*In the G07 and B07 categories, younger children are also allowed to participate

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# WHY AKC MATTERS?



## Fostering Social Inclusion

Provides equal opportunities for kids from different backgrounds to compete, interact, and learn together



## Enhancing School Participation in Sports

Encourages schools to adopt a structured approach to sports, integrating it into their regular curriculum



## Transforming Mindsets & Communities

Encouraging schools, parents, and communities to **embrace active lifestyle as a way of life**, fostering a long-term culture of fitness and sports excellence



## Revolutionizing Grassroots Sports

AKC introduces structured athletics at an early stage, shaping the future of Indian sports by creating a **strong talent pipeline**



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# A CHAMPION'S MESSAGE



“

*The experiences that the kids can gain from taking part in a competition like this are invaluable. Learning to deal with excitement, their own goals and competitors will shape them for life.*

**Neeraj Chopra: Olympian**

Olympic Champion and UBS Athletics Kids Cup Ambassador

Scan the QR code to hear a message from **Neeraj Chopra**



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# CELEBRATING CHAMPIONS FROM SEASON I



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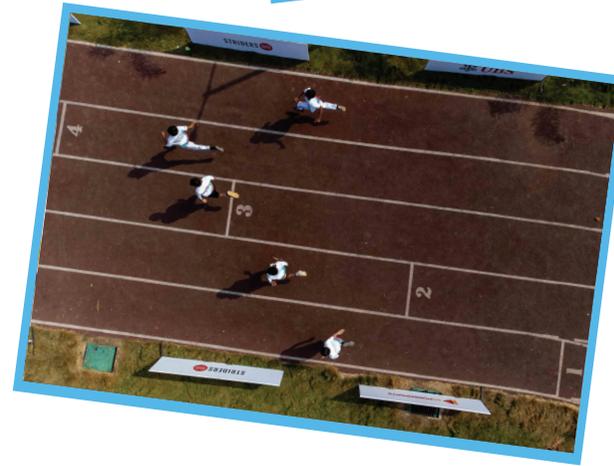
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# CELEBRATING CHAMPIONS FROM SEASON I



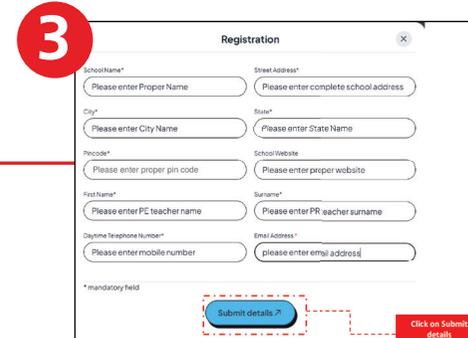
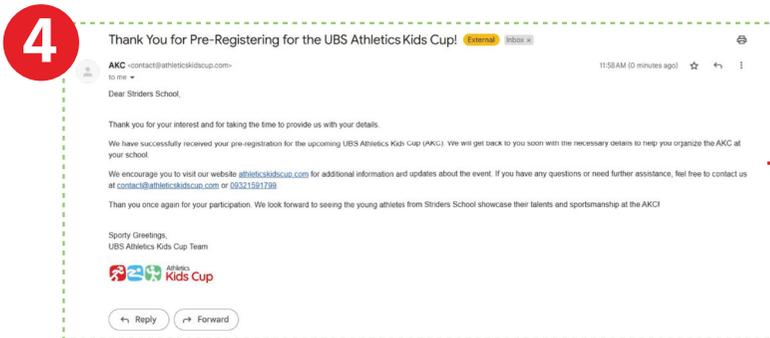
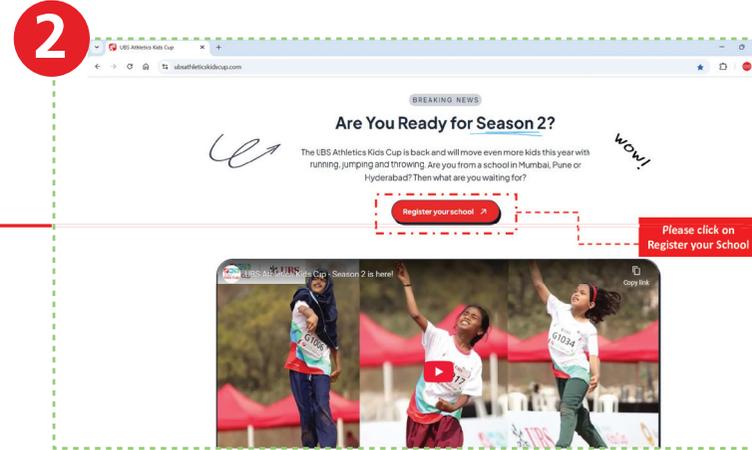
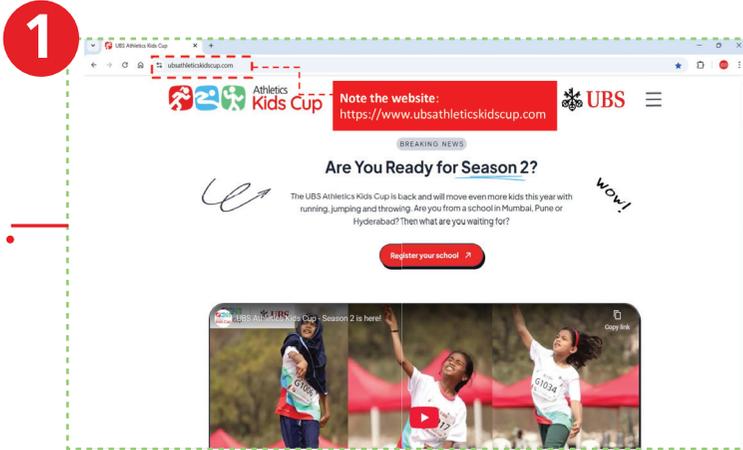
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# HOW TO REGISTER ?



To register, please scan the QR Code below :



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# CONTACT



## 👤 **Organiser of the UBS AthleticsKids Cup**

Dspowerparts GmbH  
Feldhof 11  
6300 Zug  
Switzerland

✉️ [info@dspowerparts.ch](mailto:info@dspowerparts.ch)

🌐 [www.dspowerparts.ch](http://www.dspowerparts.ch)

LinkedIn



@ubs-athletics-kids-cup

Instagram



@ubsathleticskidscup

Facebook



@ubsathleticskidscup

Youtube



@AthleticsKidsCup

## 📍 **Mumbai Office**

c/o Striders  
12, Satnam Mansion 190, Dr. BR. Ambedkar Road,  
Dadar (E) Mumbai 400014

☎️ +91 9321591799, +91 9082472698

## 📍 **Pune Office**

c/o KinderSports  
Flat 102, Sanjot Apt., Next Bank of Baroda, Near  
D'Mart, Baner, Pune, Maharashtra 411045

☎️ +91 9028207839, +91 7758933673

## 📍 **Hyderabad Office**

c/o KinderSports  
Flat No.2A, 3rd Floor, Laxmi Apartment, Gandhi  
Nagar, Nehru Nagar Colony, West Marredpally,  
Secunderabad, Telangana 500026

☎️ +91 8956422747, +91 7758933670

✉️ [contact@ubsathleticskidscup.com](mailto:contact@ubsathleticskidscup.com)

🌐 [www.ubsathleticskidscup.com](http://www.ubsathleticskidscup.com)

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