





UBS

Athletics Kids Cup

An initiative by: DSPOWERPARTS

Supported by: STRIDERS KinderSports ANDY EVENT MANAGEMENT THE PERFORMANCE PROJECT



Project Overview

What is UBS Athletics Kids Cup?

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-meter 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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Project Structure

The initiative unfolds in Three Stages

School-Level Qualifiers

Introducing children to the joy of movement.



Regional Finals

Nurturing young talent for the next level.

Grand City Final

Celebrating city's young athletes.

Qualification Criteria

Age Group category by year of birth

BORN	BOYS	GIRLS
2019 and younger*	B07	G07
2018	B08	G08
2017	B09	G09
2016	B10	G10
2015	B11	G11
2014	B12	G12
2013	B13	G13
2012	B14	G14
2011	B15	G15

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

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Why AKC Matters



Fostering Social Inclusion

Equal opportunities for kids from all backgrounds to compete and learn together.



Transforming Mindsets & Communities

Inspiring schools, parents, and communities to embrace an active lifestyle long-term.



Enhancing School Participation in Sports

Helping schools integrate sports into their regular curriculum.



Revolutionising Grassroots Sports

Building a strong talent pipeline by introducing structured athletics early.

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Program Value & Impact

The Power of Fundamentals

Our program focuses on three **CORE ACTIVITIES** that build the foundation for all sports and lifelong fitness.



RUNNING

Builds speed, agility and endurance while improving cardiovascular health and body coordination.



JUMPING

Develops lower body strength, power and balance. It enhances coordination and explosive movement.



THROWING

Improves upper body strength, hand-eye coordination and core stability. It builds functional strength for everyday movements.

SIMPLE CONCEPT

BIG IMPACT

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Growth Metrics

Our journey of growth continues as more schools and young athletes join the movement.

Season 1 (2024)

1,000
School Registrations

100,000
Participating Kids

2.5x
Increase in School Registrations and Kids' Participation

Season 2 (2025)

2,500
School Registrations

250,000
Participating Kids

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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
Olympic Champion

Co-Owner & Ambassador,
UBS Athletics Kids Cup

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

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Celebrating Champions
Season 1 (2024)











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Celebrating Champions
Season 2 (2025)







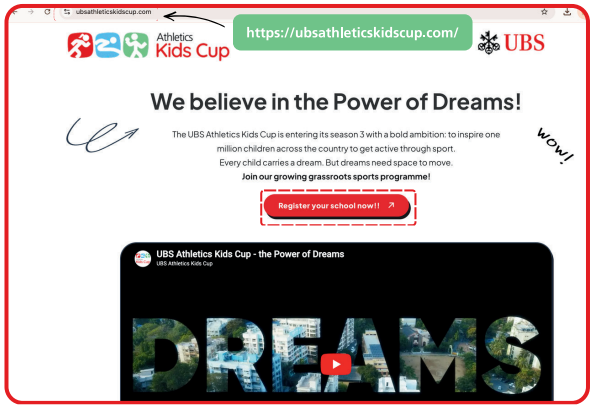




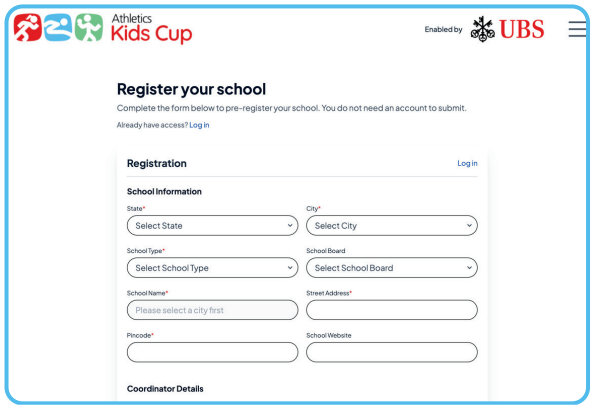
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How to Register

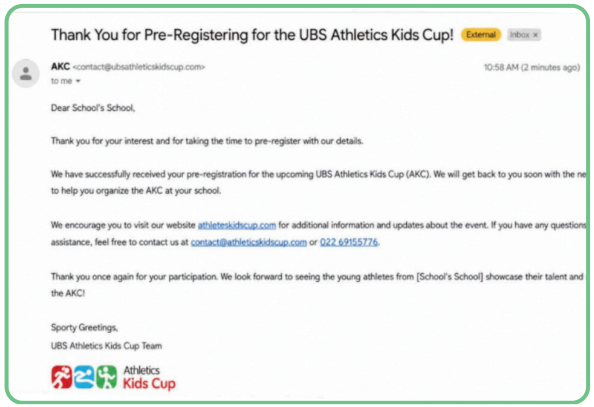
1 Visit Our Website & Click on 'Register Your School Now'



2 Fill & Submit Registration Form



3 Check Your Email for Confirmation



Scan the QR code to Register

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An initiative by: DSPOWERPARTS

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