

I. Possible Revenue Stream for the Sports Stadium / Integrated Sports Complex

The Sports Stadium / Integrated Sports Complex may be or may not be viable on standalone basis, therefore, it is advisable to integrate the Sporting facilities with other activities or events possible to arrange using such infrastructure. Therefore the Smart City Missions may structure the project, based on the Demand assessment and Feasibility, integrate with Facility such as Exhibition and Convention, Cultural Centres and other similar facilities.

The Authority may structure the project for development of sports infrastructure by associating them with related real estate development also, in order to ensure their viability on a standalone basis and to attract private investment in development of sports infrastructure.

The Authority may request Government and Government owned bodies to organize or hold their events/ workshops/ seminars and meeting required large participants at these venues. The Developer may have separate rates/ user charges and may also have some free days in a calendar year for the Authority for hosting events.

The major component through which revenue could be generated but not limited to is as below:

1. Revenue from Sporting Activities /

- a. Sports Complex Membership / Sporting Club Membership
- b. Hosting of National and International Event - Lease rent
- c. Revenue from sale of tickets
- d. Media Rights – for hosting National and International events
- e. Lease rent from Sports shop (may collaborate with sports brand to open shop)
- f. Lease rent from Restaurants, Food Courts etc.
- g. Revenue from Training Centres for specific sports – Indoor and Outdoor
- h. Revenue from Hostels , Gymnasium (membership)
- i. Revenue from leasing of space to International / National Award Winners for Training Centres.

2. Revenue from Conventions

- a. Revenue from hosting different events, marriage, parties, meetings, Workshops/ Seminars
 - b. Revenue from Cultural Events
 - i. Revenue from hosting Musical events including share in media rights
 - ii. Folk Craft Festivals etc
3. Revenue from Exhibitions
- a. Revenue from hosting different Exhibitions / Buyer Seller Meet / Workshop
4. Revenue from Real Estate Component
- a. Sale of Commercial shops
 - b. Development of Hotels/ Convention Facilities
 - c. Development of Marts and Revenue from sale of Marts thereof
5. Revenue from other Activities
- a. Development Amusement park
 - b. Parking