



-10th Dhamso International Chess Festival-



- 2020 -



DHAMSO INTERNATIONAL CHESS FESTIVAL 2020

ORGANIZED BY THE DHARMASOKA COLLEGE OLD BOYS' CHESS
ASSOCIATION

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1.0 DHARMASOKA COLLEGE OLD BOYS' CHESS ASSOCIATION

We Dharmasoka College Old Boy's Chess Association formed in the year 2010, with the main mission of developing the School Chess to International Level. We are one of the joint Associations of Dharmasoka College Old Boys Association.

Not as other Associations or Societies our main strength is the Unity and the Friendship of well-dedicated people who willing to give their best to Sokian Chess and to the School.

As Old Chess Players of Dharmasoka College, we felt that little Alumni work will be necessary to enhance the level of the game of Chess in our school. Because we are the only major chess playing mixed school in Sri Lanka.

Keeping all this in mind as our first work we organized the largest Sporting event in College History, which is "Dhamso International Chess Festival 2020".

Office Bearers of Old Boys' Chess Association

- Senior Patron Mr. Hasitha Kesara Weththimuni (Principal)
- Patrons Mr. Chaminda Dilruk (Teacher In-Charge)
 Ms. P.M.S. Nadeeshani (Teacher In-Charge)
 Ms. H.P.H. Hemanthi (Teacher In-Charge)
Secretary Old Boys Association.
- President Mr. G.W.M.A. Chithraratna
- Secretary Mr. Kasun Wimalasuriya
- Treasurer Ms. W. Nathasha Sanali
- Vice President Mr. Upul Fernando
- Asst. Secretary Mr. V.K. Kodikara
- Committee Members Mr. A.G.K De Silva
 Mr. Minura Sandamith
 Mr. Buddhi Rasathmaka
 Mr. Isuru Rajapaksha
 Mr. Kavindu Thanusha
 Mr. Mahindu Maduwage

2.0 DHARMASOKA COLLEGE & GAME OF CHESS

Until 1994, only a few people in Ambalangoda were familiar with the game of “Chess”. At the end of the year 1994, few students of Dharmasoka College gathered and established a chess club at Dharmasoka College. They started their practices without much theoretical chess knowledge. Within a few months, they improved their performances with the dedication, commitment and hard work of the players and the parents. Although there were no all-island team achievements until the year 2003 there were significant individual performances.

The year 2003 was a golden year for the school chess, College U15 boys team performed exceptionally well in the 2003 National School Games and won the championship. This was major turning point of the school chess.

Since then Dharmasoka College was always regarded as one of the best teams in the country. In 2014 we were able to produce the youngest FIDE MASTER of Sri Lanka, Sasith Nipun Piyumantha. This was one of the biggest achievements in our brief journey of chess. In 2017 WCM Sayuni Gihansa Jayaweera became the Women National Chess Champion in Sri Lanka while FM Sasith Nipun Piyumantha won the 2nd Runners Up in Open National Chess Championship. Sayuni is the first National Champion from our school. In Sri Lankan chess history first time our young Sasith Nipun won the gold medal at Asian Youth Chess Championship 2018 which became a great turning point in Sri Lankan Chess. Sayuni again won the Women National Championship in 2019 and she is the current Women National Champion.

On the journey to produce a Grand Master from the School, these achievements provide indications about the successful near future.

3.0 DHAMSO INTERNATIONAL CHESS FESTIVAL

Dhamso International Chess Festival is the First ever International Chess event held in Southern Province (First apart from Colombo, Kandy and Kurunagala). Also, the First ever Annual International Chess event organized by a School or School-related organization in Sri Lanka and held annually since 2011.

Inaugural Dhamso International Chess Festival organized in 2011 by the Dharmasoka College Old Boys' Chess Association. Repeatedly it is organizing by the Old Boys' Chess Association. There were key objectives behind this major step. Recall them as follow.

1. Giving the international exposure and the experience to the Dhamso players and to the players in the Southern region.
2. Organizing an international tournament more focus on quality than quantity.
3. Increase the FIDE Rated base in Dharmasoka College.
4. Taking the Dhamso name to the International level and make it a milestone in Sri Lankan Chess arena.

2020 is the 10th Anniversary of the Dhamso International Chess Festival, we can proudly say that the name of Dharmasoka College is established in Sri Lanka Chess in a way no one could challenge. This international Event played a vital role in making that name. Year by year the number of participants for the event was increased. In the year 2019, we had to cancel the event due to Easter Sunday disaster.

Year	Participation	Champion	Women's Champion
2011	248	IM Dinesh Sharma	IDS Kahanda
2012	253	FM GC Anuruddha	Tiumi Yashora
2013	369	CM KN Gopal	WIM Priya Paneer
2014	392	IM P Karthikayen	WIM SD Ranasinghe
2015	451	Chamil Priyankara	WCM Sayuni Gihansa Jayaweera
2016	330	IM Rahul Sagma	K Shruthi
2017	444	IM MS Thejkumar	WCM Sayuni Gihansa Jayaweera

2018	379	IM CRG Krishna	S Nevinka De Silva Kanakarathne
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4.0 DHAMSO INTERNATIONAL CHESS FESTIVAL 2020

Dharmasoka College Old Boys' Chess Association takes pleasure in announcing of the "Dhamso International Chess Festival 2020" which is scheduled to take place from 17th to 21st April 2020 at Sea Breeze Hotel, Ambalangoda.

This is the 10th Consecutive year, Dharmasoka College Old Boys' Chess Association is organizing the event and still, this is the one & only event organized by a school in **SRI LANKA**. We proudly mention that we are the pioneers in bringing International Chess exposure to the Southern region.

"DICF 2020" is a fully endorsed event by the Sri Lanka Chess Federation & we expect to have over 500 contestants including international players. Country's top 100 players and foreign players in the categories of FIDE masters & International masters of the Asian region will compete for the coveted title of DICF PLAYER OF THE YEAR & a cash prize of Rs 75,000.00 (Second Largest cash bucket in Sri Lankan International Chess Arena) for the champion & in all Rs 450,000 with medals & certificates to other category winners.

The organizers expect total participation of over 1500 including players, parents & Chess enthusiasts in the country.

All proceeds of the event will be to develop the game of Chess at Dharmasoka College & we kindly seek your generous sponsorship to make this event a success. We estimated roughly Two Million expenditure for the event and invite you all to join with us.

Rough Budget for the Event

S No	Description	Amount (Rs)
1	Total Cash Prizes	450,000.00
2	Venue	500,000.00
3	Printing Cost	60,000.00
4	Stationary	15,000.00
5	Advertising (Publicity)	15,000.00
6	Travel Grant	100,000.00
7	Travelling	50,000.00
8	Food and Accommodation	100,000.00
9	Arbiter Fee	75,000.00
10	Arbiter Accommodation and Food	25,000.00
11	Medals and Trophies	50,000.00
12	Souvenir Item	50,000.00
13	Tables, Chairs & Tents	125,000.00
14	Registration Fee for CFSL	150,000.00
15	Chess Boards and Clocks (CFSL)	100,000.00
16	Additional Expenses	50,000.00
17	Opening and Closing Ceremony	50,000.00
	Total Cost (Expected)	1,975,000.00

5.0 SPONSORSHIP DETAILS FOR THE 10TH DHAMSO INTERNATIONAL CHESS FESTIVAL 2020

The following packages are available for the sponsorship of DICF 2020.

| Official Event Partner | Official Electronic Media Partner | Official Print Media Partner | | Official Digital Print Partner| Platinum Sponsorship | Gold Sponsorships |

5.1 OFFICIAL EVENT PARTNER

The event will be promoted with the brand name of the Official Event Partner.

FULL DAY PROMOTION AT VENUE

Promote the brand by distributing leaflets, distributions of products or any other means within the Hotel premises throughout the day of the event.

BANNER PROMOTION

Display three (3) banners within the space where the event is scheduled to be held. Display two (2) banners within the tournament halls. Brand Logo will be used for the backdrop of the event.

STALLS

Will be allowed to set 3 stalls at the venue and promote your brand.

SOUVENIR ADVERTISING

The Brand name will be mentioned on the first page of the souvenir. In addition to that Four-colour printed full-page advertisements will be published in the souvenir booklet released on DICF 2020 to earmark the event.

PROMOTION ON DOCUMENTS

Brand name and logo of the Official Event Partner will be placed in every document printed for the event.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of Fans Island wide. Brand name and the logo will be included in the email campaign and every means of the campaign on the web.

ADVERTISING DURING THE EVENT

The brand name will be announced to the audience throughout the event.

THE OFFICIAL EVENT PARTNER PACKAGE WILL BE AWARDED ONLY FOR A SUM OF Rs. 250,000.00 WITH ALL-INCLUSIVE ABOVE MENTIONED PROMOTIONS AND LONG TERM BENEFITS.

5.2 OFFICIAL ELECTRONIC MEDIA PARTNER

The Brand name and logo of the Official Electronic Media Partner will be placed in every document printed for the event.

BANNER PROMOTION

Display one (1) banner within the space where the event is scheduled to be held. Display one (1) banner within the tournament hall.

SOUVENIR ADVERTISING

The brand name will be mentioned on the first page of the souvenir which will be published.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of fans worldwide. Brand name and the logo will be included in the email campaign and every means of the campaign on the web.

ADVERTISING DURING THE EVENT

The brand name will be announced to the audience throughout the event.

THE OFFICIAL ELECTRONIC MEDIA PARTNER PACKAGE WILL BE AWARDED ONLY FOR FULL EVENT COVERAGE WITH ALL-INCLUSIVE ABOVE MENTIONED PROMOTIONS AND LONG TERM BENEFITS.

5.3 OFFICIAL PRINT MEDIA PARTNER

The Brand name and logo of the Official Print Media Partner will be placed in every document printed for the event.

BANNER PROMOTION

Display one (1) banner within the space where the event is scheduled to be held. Display one (1) banner within the tournament hall.

SOUVENIR ADVERTISING

The brand name will be mentioned on the first page of the souvenir which will be published.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of fans worldwide. Brand name and the logo will be included in the email campaign and every means of the campaign on the web.

ADVERTISING DURING THE EVENT

The brand name will be announced to the audience throughout the event.

THE OFFICIAL PRINT MEDIA PARTNER PACKAGE WILL BE AWARDED ONLY FOR FULL EVENT COVERAGE WITH ALL-INCLUSIVE ABOVE MENTIONED PROMOTIONS AND LONG TERM BENEFITS.

5.4 OFFICIAL DIGITAL PRINT PARTNER

The Brand name and logo of the Official Digital Print Partner will be placed in every document printed for the event.

BANNER PROMOTION

Display one (1) banner within the space where the event is scheduled to be held. Display one (1) banner within the tournament hall.

SOUVENIR ADVERTISING

The brand name will be mentioned on the first page of the souvenir which will be published on DICF 2020 to earmark the event.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of fans worldwide. Brand name and the logo will be included in the email campaign and every means of the campaign on the web.

THE OFFICIAL DIGITAL PRINT PARTNER PACKAGE WILL BE AWARDED ONLY FOR SUM OF RS. 50,000.00 WITH ALL-INCLUSIVE ABOVE-MENTIONED PROMOTIONS AND LONG-TERM BENEFITS.

5.5 PLATINUM SPONSORSHIP

The event will be promoted with the brand name of the Platinum Sponsor. Only one Platinum Sponsorship will be awarded for the event.

ADVERTISING DURING THE EVENT

The brand name will be announced to the audience throughout the event.

BANNER PROMOTION

Display three (3) banners within the space where the event is scheduled to be held. Display two (2) banners within the tournament Hall.

STALLS

Will be allowed to set 01 stalls in Hotel premises and promote your brand.

SOUVENIR ADVERTISING

Four-colour printed full-page advertisements will be published in the souvenir booklet released on DICF 2020 to earmark the event.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of fans worldwide. Brand name and the logo will be included in the email campaign and every means of the campaign on the web.

THE PLATINUM SPONSORSHIP PACKAGE WILL BE AWARDED ONLY FOR A SUM OF Rs. 150,000.00 WITH ALL-INCLUSIVE ABOVE-MENTIONED PROMOTIONS AND LONG-TERM BENEFITS.

5.6 GOLD SPONSORSHIPS

Maximum of 5 Gold Sponsorship will be awarded.

ADVERTISING DURING THE EVENT

The brand name will be announced to the audience throughout the event.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of Fans Island wide. Brand name and the logo will be included in the email campaign and every means of campaign on the web.

BANNER PROMOTION

Display two (2) banners within the space where the event is scheduled to be held. Display one (1) banner within the tournament Hall.

SOUVENIR ADVERTISING

Four-colour printed full-page advertisements will be published in the souvenir booklet released on DICF 2020 to earmark the event.

WORLDWIDE WEB PROMOTION

Web promotion on the official website of Dhamso Chess. Further promotion will be offered through the Facebook page dedicated to Dhamso International Chess Festival comprising a large number of Fans worldwide. Brand name and the logo will be included in the email campaign and every means of campaign on the web.

THE GOLD SPONSORSHIP PACKAGES WILL BE AWARDED FOR A SUM OF Rs. 50,000.00 WITH ALL-INCLUSIVE ABOVE-MENTIONED PROMOTIONS AND LONG TERM BENEFITS.

ORGANIZER'S DETAILS



**Dharmasoka College Old Boys' Chess Association, Dharmasoka College, Ambalangoda
dcchessclub@gmail.com W | www.dhamsochess.com/ For more information on sponsorship
packages contact: 0718 740372 - Malith | - 0713 582796 - Kasun**

