



Uttar Pradesh
Amazing Heritage Grand Experiences
UTTAR PRADESH TOURISM



Agra Taj Rally 2026 – Sponsorship Opportunity

 20–22 FEBRUARY 2026

 AGRA, UTTAR PRADESH

A Premium 3-Day Rally Experience for Automotive & Adventure Enthusiasts

fmisci
The Federation of Motor Sports Clubs of India



RALLY OVERVIEW

Event Overview & Positioning

Event Details

Agra Taj Rally 2026 – Eleventh Edition

Time Speed Distance (TSD) Rally featuring cars and bikes across three exhilarating days

Route Highlights

- Dry riverbeds and village tracks
- Countryside roads with Taj Mahal backdrop
- Wild Chambal Badlands exploration
- Historic Forts of Jhansi

Event Credentials

2500+ premium participants including photography enthusiasts and automobile lovers

Backed by UP Government with Indian Oil co-sponsorship and FMSCI sanctioned calendar event status

fmisci
The Federation of Motor Sports Clubs of India



Our Notable Sponsors from Past Editions

Bisleri COURTYARD[®] BY MARRIOTT 





Uttar Pradesh
Amazing Heritage. Grand Experiences.
UTTAR PRADESH TOURISM

THE AGRA
TAJ RALLY
2026
20TH-22ND FEBRUARY

LC MOTOSPORTS CLUB

Why Partner with Agra Taj Rally?

Premium Audience

Access to affluent auto enthusiasts, adventure seekers, and decision-makers with high purchasing power

Multi-Channel Exposure

On-ground brand activation combined with extensive national media coverage across print, digital, and social platforms

Prestigious Association (UP Government Backed)

Align with a government-backed motorsports event featuring India's rich heritage and thrilling adventure

Unique Storytelling

Leverage the iconic Agra, Chambal, and Jhansi heritage narrative for authentic brand connection

TRACK RECORD

Proven Success Since 2012

Event Heritage

Established in 2012, the Agra Taj Rally has successfully delivered multiple editions, building a strong reputation in India's motorsports calendar. Each edition attracts passionate participants and generates significant media buzz.

Growing Engagement

Our community has grown substantially, with increasing participant numbers and enhanced media partnerships year after year. The event has become a must-attend fixture for automotive enthusiasts across the nation.

200+

Premium Participants

Per edition

3

Event Days

Immersive experience



Extensive Media Coverage & PR Success

Nationwide Promotion

Nation wide promotions via offline and online mediums to build awareness about the event.

Print & Digital Media

Coverage in regional newspapers, and digital news portals with digital and influencer marketing ensuring comprehensive reach across demographics

Social Media Amplification

Extensive engagement across Facebook and Instagram with behind-the-scenes content, photography galleries, and participant stories generating viral moments

Content Showcase and Creators Collaboration

High-quality lifestyle features, news coverage, and sponsor spotlights providing sustained brand visibility before, during, and after the event



 PREMIUM TIER

Title Sponsor Benefits – Rs. 10,00,000

1. The event will be covered by all national and regional media houses.
2. The brand logo placement will be the biggest on major collaterals.
3. Your branding will be displayed as stickers on **100+ participant cars and bikes** and **Additional cars**.
4. Your branding will appear on **400 T-shirts** for participants, media, officials, and administration.
5. Your branding will be displayed on all backdrops at the **Flag-off Ceremony** and **Prize Distribution Ceremony**.
6. Your branding will be featured on all publicity materials such as **hoardings, banners, posters**, etc.
7. You will be invited to attend all press conferences (**approximately 5 occasions**).
8. All press releases will carry your brand name, ensuring extensive print media coverage.
9. A nominated senior representative from your company will **flag off the rally cars** along with the Chief Guest.
10. A nominated senior representative from your company will also be invited to **present prizes**.
- 11. Stall space** will be provided to showcase your products.

Bonus: Receive 5 complimentary rally entries for your team to experience the event first-hand

👑 MID TIER

Powered By Sponsor Benefits – Rs. 5,00,000

1. The event will be covered by all national and regional media houses.
2. Your branding will be displayed as stickers on **100+ participant cars and additional cars**.
3. Your branding will appear on **400 T-shirts** for participants, media, officials, and administration.
4. Your branding will be displayed on all backdrops at the **Flag-off Ceremony and Prize Distribution Ceremony**.
5. Your branding will be featured on all publicity materials such as **hoardings, banners, posters**, etc.
6. You will be invited to attend all press conferences (**approximately 5 occasions**).
7. All press releases will carry your brand name, ensuring extensive print media coverage.
8. A nominated senior representative from your company will be invited to **present prizes**.
9. Prizes may include **brand offers and merchandise**.
- 10. Stall space** will be provided to showcase your products.

Bonus: Receive 3 complimentary rally entries for your team to experience the event first-hand

👑 BASE TIER

Associate Sponsor Benefits – Rs. 2,50,000

1. The event will be covered by all national and regional media houses.
2. Your branding will be displayed as stickers on **100+ participant cars** and **additional cars**.
3. Your branding will be displayed on all backdrops at the **Flag-off Ceremony** and **Prize Distribution Ceremony**.
4. Your branding will be featured on all publicity materials such as **hoardings, banners, posters**, etc.
5. Prizes may include **brand offers and merchandise**.
6. **Stall space** will be provided to showcase your products.

Bonus: Receive 2 complimentary rally entries for your team to experience the event first-hand



Previous Edition Highlights

1. 74+ rally teams with 200+ total participants, including corporate, defence and international entries
2. Participants from across India and overseas, reinforcing national-level appeal
3. Supported by Government bodies and PSU partners, strengthening institutional credibility
4. Extensive regional & national media coverage across print and digital platforms
5. Diverse participation including professional rallyists, automobile enthusiasts and special teams
6. Successfully executed across challenging terrains including Chambal ravines and countryside routes



गाज कार रैली की तैयारी यौवन पर

तालिव तूत मे बाजार मे
सालों कालीनों से देखा और
जो तो था । विनायिनीं की
तरफ से के अन्यथा यात्रा नियम
न था । येक यात्रा के तो या
त्रियों के बाय तुलनिया
म, गोलाटीन और उम्मेदेन
नहीं । तेके तुलनिया और
गोलाटीन को यात्रा नियमों
से नहीं थी । एक यात्रा तूत या
त्रियों के तो था । विनायिनीं
दिन अवधि एक बाते तूत दोनों
तरफ तो नहीं थी । विनायिनीं
देख तो तूत नहीं थी । इस तूत
के लिये यात्रा नहीं थी । यात्रा
नहीं थी, प्रायों तो न, गोला
टीन नहीं थी, विनायिनीं नहीं थी ।

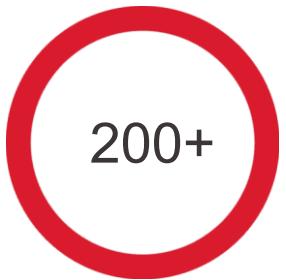
लग हुए अफरीदी
उसकी असलीता दे लक्षण की
उसकी लेपार को देखो यह
न बहुत दिलाक के लक्षण है।

की प्रत्यावर्ती लेपार लालों के
नाम करते हैं। उनकी लिंग, ये
को लाल की लक्षण करता है।
हैं लिंग लाले यानी लंबाता
है तो है। उनकी लिंग है या ना
है तो लाले का लक्षण

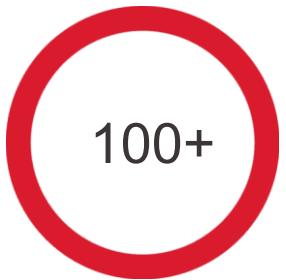
मुवैर राय व नीरव मेहता बने ताज कार रैली के विजेता

1. बोनो बोनो बोनो के बीच बोनो ले टैटी ताता ताता रेती। आज बालाक विटाज में लोगों पुरुषोंवाले विटाज

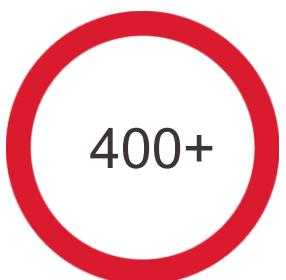
Direct On-Ground Impact



Premium participants engaging with your brand



Branded vehicles providing daily visibility



Walking brand ambassadors in T-shirts

Your Investment, Amplified Returns



Automotive Heritage

Associate with India's premium motorsports culture



Adventure Narrative

Leverage the Agra-Chambal-Jhansi heritage story



Institutional Credibility

FMSCI, UP Government & Indian Oil backing

[Become a Sponsor](#)



Let's Rally Together

Be part of one of North India's most prestigious motorsport events.

📅 20–22 February 2026

🌐 mscagra.com

📞 +91-9927776666 (Organizer)

📞 +91-9799986777 (Media Partnership)

▣ Limited sponsorship slots available. Secure your partnership