

THE KOLKATA - KIWI EXCHANGE

FROM KOLKATA TO CHRISTCHURCH

A Historic Opportunity for Impact and Change

“Sport has the power to change the world.”

Nelson Mandela



The Kolkata-Kiwi Exchange is an initiative between two great countries- India and New Zealand, and is the brainchild of former All Black, Norm Maxwell and Phil Robson, CEO of Total Sports Tours.

The exchange will see a group of underprivileged young children who are part of Khelo Rugby in Kolkata and travel to Christchurch to play Sevens, meet their heroes and experience Kiwi culture firsthand.

In return, a group of New Zealand school students will visit Kolkata, immersing themselves in Indian culture, making new friends and gaining a new perspective on the world.

Norm, who now lives in Spain, has been studying Yoga as part of his daily wellbeing practice. He has been on a journey searching for peace, growth and inner-strength which has taken him to Kolkata, India where he has connected with the work of Khelo Rugby. Norm now coaches a new generation of young Indian kids who have fallen in love with rugby, the All Blacks and the possibility of one day playing for their own National teams or even their country.



As we witness parts of the world become less tolerant, less inclusive and accepting, we believe that this could encourage understanding, friendship, fostering education amongst our young people, building bridges across the world... building a legacy for the future.

Why is this important right now?

Sport has always been a great leveller and even better connector between countries. 2026 marks 100 years since sport was first played between NZ and India when the Indian Army Hockey Team travelled to New Zealand to play against our National teams. The Kolkata-Kiwi Exchange, wants to honour this Centenary and build upon the relationship started 100 years ago.



OUR PEOPLE

Norm Maxwell – Former All Black & Rugby Legend

Norm has been visiting India for years, coaching and mentoring underprivileged children. Inducted into the Crusaders Hall of Fame in November 2024 he wants to use his privileged position to further his passion for rugby, wellbeing and youth development, both in NZ and in India.



Phil Robson – CEO, Total Sports Tours

With over 20 years of experience organising elite sports tours, Phil will ensure that the exchange runs seamlessly, with safety, responsibility, and fun at its core. Phil is passionate about helping others and education and would like this unique project to make a difference in the world by connecting youth across the globe.



Paul Walsh – CEO, Khelo Rugby, a Future Hope Project

A dedicated advocate for youth rugby in India, Paul has helped shape Khelo Rugby into a movement that empowers children through sport.



Tim Grandage – CEO, Future Hope

Tim has devoted his life to giving Kolkata's street children a future through education, healthcare, and sport.



WHY NOW? - THE URGENCY OF THIS MOMENT

India is an increasingly important relationship for NZ and with Prime Minister Luxon recently leading a delegation to meet with Indian leaders, many opportunities are becoming visible. As Raf Manji, former leader of the TOP Party and Non-Resident Fellow at the Asia NZ Foundation, recently mentioned, "For New Zealand, there has never been a better time to lean into, and build upon, its relationship with India. But it can only do this by recognising the importance of developing enduring relationships and establishing long-term trust."



In Christchurch an MOU was recently signed between Christchurch City Council and the India New Zealand Business Council to promote trade, investment and innovation between Christchurch and India's rapidly expanding market. Since trust in India is built through primarily face to face business and personal relationships, any opportunity to develop close contact is considered advantageous.

The Indian Rugby Football Union is launching the inaugural Indian Rugby Premier League featuring six city-based teams and featuring top players from India and around the world. This is the start of rugby as a professional premier sport in India. It makes sense then, that New Zealand, the home of the mighty All Blacks with a long history of rugby success, work with India cementing their sporting relationship, engendering trust and using the skills of our world class players to help and grow India's rugby revolution.





WHY INDIA? (AND WHY IT'S GOOD FOR BUSINESS)

The Kolkata-Kiwi Exchange can:-

- develop and strengthen ties between these two great nations focussing on youth, business and leaders,
 - teach rugby skills at a grassroots level to young people who could go on to become professional rugby players in India, and around the world.
 - give Kiwi kids the opportunity to see a culturally varied world, to make friends with people outside of their sphere of reference, to bring home a new view of the world and spread positive, inclusive messages including acceptance, gratitude and wellbeing.
 - create opportunities for economic development through sports, education, tourism and business opportunities,
 - cement opportunities for experienced NZ players to make a difference in the long term lives of youth both here and in India.
- **India's economy is growing:**
 - India is on track to become the 3rd largest economy in the world by 2027.
 - **Rugby-A Global Movement:**
 - India's new Premier Rugby League presents a golden opportunity to collaborate, blending India's growing appetite for rugby with NZ's world-class legacy.
 - **Investment Opportunity**
 - India represents an exciting new market rich in technology and entrepreneurial spirit.

Why it matters?

In a world that is currently experiencing division and a lack of tolerance and acceptance of people's differences, projects like this give us hope. Hope is essential for change and vital for challenging mindsets and attitudes that separate us as humans. Our hope for the Kolkata-Kiwi Exchange is that our children can be a part of a campaign of change and growth that over time can reduce the distance between nations, cultures and religions through education, friendship and trust. You can be a part of that campaign and prosper as a result. It is a chance to – **Do Good and Do Better.**

Environmental and Social – by aligning yourselves with the Kolkata-Kiwi Exchange you are sending a message to your audience and your clients that you believe that you can make a difference in the world. Through your connection you can play a major role in the education of young people, changing the hearts and minds of all our futures, embracing tolerance, acceptance and friendship. What is your ESG policy and how can it align with this initiative?

Economic Development – Is business in India on your agenda? Can you see a way to align yourself with the Indian government's "Make in India" platform which provides incentives and opportunities for overseas companies to set up and manufacture in India's various industrial corridors. Or maybe your organisation can benefit from visitors from India or trade with India. This is an opportunity for the forward thinking to use this government's policies to its advantage.

Who will deliver the Exchange?

Norm Maxwell has built relationships with the people who are working hard to improve the lives of these kids, some of whom have unimaginable stories of loss and pain. With Norm as the passionate front man of this project we believe we can make long-term changes.

"The important thing for me is to make a difference and to continue to emphasise the importance of having a constant eye on well-being in rugby, alongside performance and profit."
Norm Maxwell

Total Sports Tours has been running sporting tours, inbound and outbound, for over 20 years and is therefore perfectly aligned to manage the Exchange trips. With a 5 star rating for safety, management, local knowledge and execution, Phil Robson and his team can plan, organise and create unforgettable tours for both sides of the world.

When will the Exchange take place?

With the correct funding, the tours will take place in Q4 of 2026 taking advantage of the Centennial celebrations. We will be holding a high level fundraising dinner in November of 2025 to kick start this special and historic event.



WHY GET INVOLVED?



- **Global Visibility:** Align your company with an international initiative that has a profound social impact, builds tolerance and awareness.
- **Economic Advantage:** Ride the wave of political and economic alignment between New Zealand and India and reap the benefits.
- **Community Engagement:** Be an integral part of a movement that fosters youth development, education, and international goodwill.
- **Brand Alignment:** Position your organisation as forward-thinking, inclusive and community-focussed.

THE BENEFITS TO SPONSORS - WHAT YOU GET

- **Brand Exposure:** Your company could receive:
 - Naming rights
 - Event branding, rugby jerseys, and sports kits.
 - Extensive media coverage, both in New Zealand and India.
 - Digital content and social media campaigns showcasing your support.
- **Meet Environmental & Social Governance Goals:** A meaningful way to give back while making a tangible difference and driving lasting change.
- **Networking & Recognition:** Sponsors will be invited to exclusive events, providing valuable networking opportunities with stakeholders in sport, tourism, education, Government and business.
- **A Legacy of Impact:** Investing in this project means contributing to a movement that has ripple effects far beyond the rugby field.



SPONSORSHIP PACKAGES - YOUR INVESTMENT AT WORK

- **Sponsor a Child:** NZ \$5,000 per participant – a direct way to change a life and influence a generation.
 - Includes a listing on our website, branding on your child's shirt, your logo on printed collateral and event marketing.
- **Platinum, Gold, Silver, Bronze Packages:** Offering Premier levels of brand exposure and engagement to the right organisation. Naming rights available for event and fundraising dinner.
- **In-Kind Support:** Contributions for flights, accommodation, kit, meals, and logistics.



OR

- **Custom Packages:** We're open to tailoring sponsorship opportunities that align with your company's ESG goals.

For full sponsorship packages please contact:
kolkatakiwiX@totalsportstours.nz



WITH YOUR HELP

WE CAN GO FROM THIS...



**TO
THIS...**



AND MORE...



THE DETAILS

THE KOLKATA-KIWI EXCHANGE

- **Timing** – Sept-Oct 2026, taking advantage of the Centenary celebrations
- **The Experience:**
 - 14 days of travel
 - Rugby games and coaching sessions with former and current All Blacks.
 - School visits, homestays*, visiting local attractions and cultural exchange programs.
 - Community engagement activities in both countries.
 - Seeing the colour and vibrancy of a new culture, experiencing the glitz of Bollywood and the space of Canterbury.
- **The Long-Term Impact:**
 - **For the Kolkata kids:** A chance to meet their heroes, experience a world beyond the streets, and gain skills that can shape their future.
 - **For the Christchurch students:** A profound appreciation for different ways of life, an unforgettable travel experience and the ability to contribute positively to the global community.
- **Include map**
- **Include tour schedule**
- **include where is Kolkata**
- **Include what is Khelo rugby/future hope**
-

NORM MAXWELL - TALKS ABOUT HIS 'WHY'

"Both the Indian and Polynesian cultures have a rich culture and history of weaving; a long-standing tradition passed down through the generations.

The ancient art of taking an individual thread (coupled with the necessary knowledge and skill) and expertly interlacing them together, creates something that is not only aesthetically beautiful but also holds tremendous purpose and potential.

This is an opportunity for us to utilise our common thread - our shared love of rugby and the power of our communities, to consciously weave love, compassion, empathy, and inspiration into each others lives."



JOIN US IN MAKING HISTORY



Let's Talk...

We're ready to collaborate on the right sponsorship fit for you. More details available...

Contact Us:  kolkatakiwiX@totalsportstours.nz

