

INVITING EXPRESSION OF INTEREST

The world renowned Nehru Trophy Boat Race is falling on 10th of August 2013. This year the annual water jamboree is celebrating the 61th year of its initiation. Nehru Trophy Boat Race Society is planning to execute the event in a fabulous manner with cultural programmes and exciting events lasting for one week.

The NTBRS invites sealed quotation for comprehensive sponsoring of this year's boat race which includes the title of this year's race. The privileges, facilities provided to sponsors and other finer details are available at the official NTBR website : www.nehrutrophy.nic.in

The proposal should contain

a) **Technical bid** clearly describing the credentials of the firm, activities planned and the mode of execution of the event. In case the bid document is downloaded from the NTBR website, Rs. 500 has to be submitted by way of DD drawn in favour of Secretary, Nehru Trophy Boat Race Society & RDO, Alappuzha along with the Tender.

b) **Financial bid** clearly indicating the amount that can be raised for the event, the payment options and marketing plan. The EMD for participating in the bid is fixed as Rs. 50000/-, which should be submitted by way of DD drawn in favour of Secretary, Nehru Trophy Boat Race Society & RDO, Alappuzha

c) 50 % of the bid amount should be remitted on or before 10.07.2013. And a bank guarantee should be presented with condition that balance amount should be remitted on or before - 01.08.2013. The bank guarantee will be returned on the receipt of the amount.

Pre- Bid meeting on 29-06-2013 at Collectorate, Alappuzha.

Last Date for the submission of the quotation - 01.07.2013 - 5 P.M

Scrutiny and verification of the quotation - 02.07.2013 - 3. P.M

Sd/-

**Chairman NTBRS
&**

District Collector, Alappuzha

Ph: 0477-2251720, Fax.2251720, Mob: 94471 29011

Website: nehrutrophy.nic.in

E-mail: nehrutrophyboatrace@yahoo.com

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SPONSORSHIP OPTIONS

Main Sponsorship options offered to sponsors of Nehru Trophy Boat Race 2013

Title Sponsorship Entitlements : INR 3 Crore (Minimum expected bid amount)

- ☞ The 61 th Nehru Trophy Boat Race will be named as “XYZ Nehru Trophy Boat Race”
- ☞ All forms of communication i.e. print, television, radio, PR etc will bear the Composite event logo i.e the naming rights of the event.
- ☞ XYZ would be entitled to 5 banners at the race venue (20 ft x 5 ft. This includes exclusive branding at the VIP pavilion.
- ☞ XYZ would be free to construct additional branding at Alleppey town.
- ☞ Event banners with XYZ branding will feature on the hoardings of different parts of the state/ other states across the country .
- ☞ Right to minimum branding of 3 boats.
- ☞ Right to carry out promotional activities at the race course during the race interval.
- ☞ Right to special mentioned the official NTBR website in the XYZ official website and vice-versa.
- ☞ Category exclusivity for the Title Sponsor
- ☞ Min 10 VIP tickets at the event and Min 2 boat passes will be allotted to the main sponsor.
- ☞ Sponsorship right for 3 A Grade Snake Boats subject to conditions

Associate Sponsor : INR 1 Crore (Minimum expected bid amount)

- ☞ The card rate for associate sponsor is INR 1 Crore with 4 associate sponsors as an ideal number.
- ☞ The number of associate sponsors may vary according the size of the value generated as the sponsorship sum.
- ☞ If associate sponsorship value is considerably huge, the associate sponsor will be a part of the composite event logo i.e. “XYZ Nehru Trophy Boat Race in association with ABC”

Standard entitlements for an Associate Sponsor :

- ☞ All forms of communication i.e. print, television, radio, PR etc will bear the Composite event logo i.e the naming rights of the event.
- ☞ XYZ would be entitled to two of 20x5 ft banners at the race venue.
- ☞ XYZ would be free to construct additional branding at Alleppey town.
- ☞ Right to minimum branding of 2 boats.
- ☞ Right to carry out promotional activities at the race course during the race interval.
- ☞ Right to special mentioned the official NTBR website in the XYZ official website and vice-versa.
- ☞ Category exclusivity for the associate sponsor.
- ☞ Min 3 VIP tickets at the event.

1. Partners INR 50 lakhs (Minimum expected bid amount)

- 1 The card rate for the partner to the event will be INR 1 crore
- 2 The partner will be entitled to a minimal branding of one 20*5 ft banner at the venue.
- 3 Right to brand 1 snake boat
- 4 The name of sponsor will be displayed in the race boat till the race is over.
(Name board to be provided)
- 5 A Sponsor banner will be displayed in the race boat (2*2 feet) at the time of procession.
(Banner to be provided)
- 6 The name of sponsor will be announced during the race.
- 7 One publicity boat pass will be issued to the Sponsor.
- 8 The name of sponsor will be printed in all programme booklets published by society.
- 9 There will be live television coverage of the entire event in National Networks and in international networks and also full running commentary in All India Radio.
- 10 A memento will be presented by the Society to the sponsor in the function being held during the course of race.
- 11 5 VIP tickets to the event.

2. Individual Boat Sponsors

Snake Boat

1. There are 8 A Grade Chundan Valloms (Snake Boat A Grade) which have won the race during past years. The sponsor can select one of the above Boats on payment of Rs. 10,00,000/- as sponsorship fee.
2. There are 8 B Grade Chundan Valloms (Snake Boat B Grade) which have won the race during past years. The sponsor can select one of the above Boats on payment of Rs. 5,00,000/- as sponsorship fee.

Small Boats

There are nearly 35 other kinds of race boats such as

1. Iruttukuthy - Grade A
2. Veppu - Grade A
3. Iruttukuthy - Grade B
4. Veppu - Grade B
5. Churulan
6. Vanitha Vallom

The sponsor can select any of the above A Grade Valloms (Boats) on Payment of Rs. 5,00,000/- as sponsorship fee.

- a. The name of sponsor will be displayed in the race boat till the race is over. (Name board to be provided)
- b. A Sponsor banner will be displayed in the race boat (2*2 feet) at the time of procession. (Banner to be provided)
- c. The name of Sponsor will be announced during the race.
- d. One publicity boat pass will be issued to the Sponsor.
- e. The name of Sponsor will be printed in all programme booklets published by society.
- f. There will be live television coverage of the entire event in National Networks and in international networks and also full running commentary in All India Radio.
- g. A memento will be presented by the Society to the Sponsor in the function being held during the course of race.
- h. Two numbers of VIP Passes will be issued to the sponsoring company to be seated in the VIP Pavilion.

For more details and conformation please contact

ANTONY DOMINIC

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Revenue Divisional Officer, Alappuzha.

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