

Sponsorship Options

I. Title Sponsorship Entitlements : INR 3 Crore(minimum expected bid amount)

- The 62th Nehru Trophy Boat Race will be named as “XYZ Nehru Trophy Boat Race”.
- All form of communication ie, print, television, radio, PR, etc.. will bear the composite event logo ie, the naming rights of the events.
- XYZ would be entitled to 5 banners at the race venue (20 ft x 5ft. This includes exclusive branding at VIP pavilion).
- Event banners with XYZ branding will feature on the hoarding of different parts of 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 festival.
- Right to special mention in the official NTBR website and in the XYZ official website.
- Min. 10 VIP tickets at the event and Min.2 boats passes will be allotted to the main sponsor.
- Sponsorship right for 3 A grade Snake Boats subject to conditions.

Sponsorship Packages

a. Sponsorship of Island Pavilion(One Crore)

- The name of sponsor will be displayed in the race boat arena till the race is over. (Name board to be provided)
- All forms of communication i.e. print, television, radio, PR etc will bear the Composite event logo. ie. the naming rights of the event.
- XYZ would be entitled to banners at the Island Pavilion venue. This includes exclusive branding at the Island pavilion.
- XYZ would be free to construct additional branding at Alappuzha town.
- Right to minimum branding of 3 boats.
- Right to carry out promotional activities at the race course during the race
- Nehru Trophy Mementos will be presented to the sponsor during Prize distribution ceremony
- There will be live telecast of the entire event in National Network and in international networks and also full running commentary in All India Radio.
- 15 VIP tickets with assured seats will be provided.
- NTBRS is open to negotiate with potential sponsors to customize any additional requirements of prospective sponsors.

b. Gold and Silver Pavilion (Rs. 25 Lakhs)

- Sanction for promoting the brand in boats
- XYZ would be entitled to banners at the Gold and Silver Pavilion venue.
- A memento will be presented by the Society to the Sponsor in the function being held during the course of race.
- 10 VIP tickets with assured seats will be provided.

c. All view (15 Lakhs)

- XYZ would be entitled to banners at the All view gallery venue.
- A memento will be presented by the Society to the Sponsor in the function being held during the course of race.
- 5 VIP Tickets.

d. Lake view (10 Lakhs)

- XYZ would be entitled to banners at the Lake view gallery.
- A memento will be presented by the Society to the Sponsor in the function being held during the course of race.
- 5 VIP Tickets.

e. Starting Point (5 Lakhs)

- XYZ would be entitled to banners at the Lake view gallery.
- A memento will be presented by the Society to the Sponsor in the function being held during the course of race.
- 5 VIP Tickets.