

REQUEST FOR PROPOSAL

Marketing Services

The world renowned Nehru Trophy Boat Race will be held on 09th of August 2014. This will be the 62nd edition of the event. The event is organized by the Nehru Trophy Boat Race Society which is a registered under the Travancore-Cochin Literary, Scientific and charitable societies registration act, 1955 with the District Collector of Alappuzha district as the chairman. The event will include, besides a host of races on the race day, curtain raising events across Alappuzha district for one week preceding the race day.

1. Scope of services

The NTBRS invites proposals from reputed marketing/event management and other firms with requisite experience to market the 62nd Nehru Trophy Boat Race with a view of securing sponsors in accordance with the guidelines of the society. The privileges, facilities provided to sponsors and other broad guidelines are available at the official NTBR website: www.nehrutrophy.nic.in. The information thus given is meant as general guidelines and better sponsorship plans may be drawn up by the winning firm, subject to limitations set by the society and existing laws.

2. Qualification of bidders

Only those firms fulfilling all of the below mentioned qualifications may apply:

- a. Should have managed/marketed atleast 2 events with a budget of atleast Rs. 1 crore.
- b. Should have atleast 3 years of experience in the field and submit last 3 years audited financial statements.
- c. Should have a worth of atleast Rs. 25 lakhs
- d. Should not be specifically barred by the executive committee.

3. Proposal

A two cover proposal consisting of a technical and financial bid in sealed covers is invited. It should contain:

a) **Technical bid:** Technical bid should contain:

1. All documents required to prove the qualifications given in para 2 of this RFP
2. A detailed marketing plan for the event

b) **Financial bid:** The financial bid should contain:

1. The total amount that the firm propose to raise for the event and the names of the sponsors under all categories.
2. The commission charged by the firm.
3. The Minimum Assured Amount (MAA) that the firm propose raise for the event. This amount should be given as bank guarantee to the Secretary, NTBRS while executing the final agreement. This will be forfeited if the firm fails to raise the MAA.
4. Entire amount should be raised and deposited with the society before 25.7.2014

5. 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.

4. Bid evaluation process

The Society will select the most economic proposal guaranteeing maximum income through an objective process. The total amount to be raised and the commission amount will be the sole criteria on which the bid will be awarded. Technical bid will be used only for qualification purpose and will not add to the final marks. The point matrix is as follows :

Amount	Marks	Commission	Marks
<1 crore	5	<10%	35
1-2 crore	20	10-12%	25
2-3 crore	30	12-14%	20
3-4 crore	40	14-16%	15
4-5crore	50	16% +	0
5 +	65		

The top three firms will be called for an interview where each will give a presentation and will be given a chance to put forward the best possible deal. The bid will be awarded to the top scorer after this level.

5. Timeline

Last date for the submission of the quotation in sealed covers	03.07.2014-5 P.M
Scrutiny and verification of the quotation	04.07.2014-2 P.M
Interview and awarding of the bid	05.07.2014-2 P.M

6. Disclaimer

Marketing proposals submitted by firms should be limited only to companies in which Government (Central or states) is not a majority stakeholder. The society reserves its right to conduct direct marketing with companies, both public and private.

Sd/-

Chairman NTBRS
&
District Collector, Alappuzha
Ph: 0477-2251720, Fax: 0477-2251720,
Mob:+919447129011
Website: nehrotrophyboatrace.nic.in
Email: nehrotrophyboatrace@yahoo.com,
rdoalappuzha@yahoo.com

SPONSORSHIP OPTIONS

Main Sponsorship options offered to sponsors of Nehru Trophy Boat Race 2014

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 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.
- ☞ 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 mention in the official NTBR website in the XYZ official website and vice-versa.
- ☞ 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.
- ☞ Right to minimum branding of 2 boats.

- ☞ Right to carry out promotional activities at the race course during the race interval.
- ☞ Right to special mention in the official NTBR website
- ☞ Min 5 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 3VIP 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 information please contact

G.R GOKUL. IAS
Secretary, Nehru Trophy Boat Race Society &
Sub collector, Alappuzha.
Ph : 0477-2263441, 2260320, Mob : 9447495002
Website :nehrotrophy.nic.in
E-mail :nehrotrophyboatrace@yahoo.com