

REQUEST FOR PROPOSAL

Ticket Sponsor

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

NTBRS invites proposal from reputed companies and organizations to be part of this fest as the ticket sponsor for the 62nd edition. The following categories of tickets are issued in connection with the race.

Sl.No	Ticket Item	Amount	Width&Lenth	No.
1	Tourist Gold (Admit 1)	2000	11x4.4 Inch	500
2	Tourist Silver (Admit 1)	1000	11x4.4 Inch	1000
3	Rose corner (Admit 1)	500	11x4.4 Inch	1500
4	Rose corner (Admit 1)	300	11x4.4 Inch	2000
5	Tourist Gold (Admit 1)	200	10x4Inch	3500
6	All view (Admit 1)	150	10x4Inch	5000
7	Lake view Gold (Admit 1)	100	10x4Inch	5000
8	Lawn (Admit 1)	50	10x4Inch	7500

These tickets are sold through Government offices, travel agents and so on. Audience for the event includes people from across the nation. This will be an opportunity for the company to reach out to a very large section of the population at ease. The graphics given by the ticket sponsor will be printed on the backside of every ticket and the name of the sponsor will be announced during race day. But the ticket sponsor will not be part of the event logo.

2. Qualification of bidders

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

- Any firm/organization of repute may apply.

3. Proposal

A single cover bid in sealed covers is invited. It should contain:

1. A brief description of the firm.
2. The bid amount.
3. The EMD for participating in the bid is fixed as Rs. 5000/-, 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.

5. Timeline

Last Date for the submission of the quotation in sealed covers - 18.06.2014 - 5 P.M

Scrutiny and verification of the quotations - 19.06.2014 - 2. P.M

Sd/-

Chairman NTBRS

&

District Collector, Alappuzha

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