

CELEBRATING 125TH BIRTH ANNIVERSARY OF OUR MENTOR,

PANDIT JAWAHARLAL NEHRU

63RD NEHRU TROPHY BOAT RACE COMPETITIONS, 2015

ON 8-8-2015 AT PUNNAMADA LAKE, ALAPPUZHA FROM 2.30 PM

SPONSORSHIP OPTIONS

Main Sponsorship options offered to Sponsors of

63rd Nehru Trophy Boat Race competitions, 2015

Title Sponsorship Entitlements:-

INR 2 Crore (Minimum expected bid amount)

- ☞ The 63rd Nehru Trophy Boat Race will be named after “XYZ 63rd Nehru Trophy Boat Race, 2015”
- ☞ All forms of communication i.e. print, television, radio, etc will bear the composite event logo and brand name of the sponsor. i.e the naming rights of the event.
- ☞ XYZ would be entitled to erect 5 banners of 20 ft. x 5 ft. at the race course. This includes exclusive branding at the VIP pavilion.
- ☞ XYZ would be free to construct an additional branding structure at Alleppey town.
- ☞ Right to minimum branding of 3 motor boats for three days including the race day.
- ☞ Right to carry out brand promotional activities at the race course during the interval of the race.
- ☞ Ten VIP complimentary tickets will be issued to witness the event
- ☞ Sponsorship right of 3 A Grade Snake Boats subject to conditions. The name of the sponsor will be displayed in the race boats till the race is over (Name board to be provided).
- ☞ Event banners with XYZ branding will feature on the hoardings to be erected at different parts of the State/other states across the country.
- ☞ Right to special mention in the official website of NTBR
- ☞ Category exclusivity for the Title Sponsor
- ☞ Other entitlements offered to other sponsors and not specifically mentioned in this category.
- ☞ Title Sponsor will be honoured with a memento in the prize distribution ceremony

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

- ☞ The least rate for Associate Sponsorship is INR 1 Crore with maximum of 4 Associate Sponsors.
- ☞ The number of Associate Sponsors may vary according to the size of the value generated as the sponsorship amount.
- ☞ If Associate Sponsorship value is considerably huge and will near the Title Sponsorship amount, the Associate Sponsor will be a part of the composite event logo which will read as “XYZ 63rd Nehru Trophy Boat Race, 2015, 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.
- ☞ Associate Sponsor would be entitled to erect two banners of 15 ft. X 5 ft. at the race course of their choice second to Title sponsor.
- ☞ Associate Sponsor would be free to construct an additional branding structure at Alleppey town.
- ☞ Right to minimum branding of 2 motor boats.
- ☞ Sponsorship of 2 A Grade Snake Boats, subjects to the conditions. The name of the sponsor will be displayed in the race boats till the race is over (Name board to be provided).
- ☞ Right to carry out brand promotional activities at the race course during the race interval second to Title sponsor.
- ☞ Six VIP tickets will be issued to witness the event.
- ☞ Right to special mention in the official website of NTBR

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

- 1 The least rate for the partner sponsorship will be INR 50 Lakh
- 2 The partner will be entitled to a minimum branding of one banner of 10 ft. X 5 ft. at the venue.
- 3 Right to brand 1 snake boat. The name of the sponsor will be displayed in the race boat till the race is over (Name board to be provided).
- 4 A Sponsor banner will be displayed in the race boat (10 ft. X 5 ft.) at the time of procession. (Banner to be provided)
- 5 The name of sponsor will be announced during the race.
- 6 One publicity boat pass will be issued to the Sponsor.
- 7 The name of sponsor will be printed in all program booklets published by the Society.
- 8 Three VIP tickets will be issued to witness the event.

COMMON ENTITLEMENTS TO TITLE SPONNSOR, ASSOCIATE SPONSOR AND PARTNER SPONSORS

1. There will be live telecast of the entire event in National Network and certain international networks and also full running commentary in All India Radio besides audio documentation by National Public Radio, Washington, which will be aired afterwards.
2. A memento will be presented to the Sponsor by the Society in the prize distribution ceremony.

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 those Boats on payment of Rs. 10,00,000/- as sponsorship fee. The Boat will bear the name of the Sponsor during the race (Name board to be provided)
2. There are 8 B Grade Chundan Valloms (Snake Boat B Grade) which have won the race in early years. The sponsor can select one of the above Boats on payment of Rs. 5,00,000/- as sponsorship fee. The Boat will bear the name of the Sponsor during the race (Name board to be provided)

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) and B Grade Valloms (boat) on Payment of Rs. 3,00,000/- and Rs. 1,50,000/= respectively as sponsorship fee.

Entitlements

- 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 ft. X 2 ft.) 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. 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.
- f. A memento will be presented by the Society to the Sponsor in the Prize distribution ceremony.
- h. Two VIP Passes will be issued to the sponsor to witness the race.

For more details and conformation please contact

D Balamurali I A S,
Secretary, Nehru Trophy Boat Race Society &
Sub Collector, Alappuzha.
Mob : 9447495002, Ph. Office : 0477-2263441,
Website : nehrotrophy.nic.in
e-mail : 1. rdoalappuzha@yahoo.com
2. nehrotrophyboatrace@yahoo.com