



NEHRU TROPHY BOAT RACE

66<sup>th</sup>

# Nehru Trophy Boat Race-2018

on 11th August 2018, Punnamada Lake, Alappuzha-Kerala

No. H-2018/2018

Date: 11/07/18

**Nehru Trophy Boat Race Society**  
Reg. No. A-740/1990  
Revenue Divisional Office,  
Alappuzha-688001

**CHIEF PATRON**  
**PINARAYI VIJAYAN**  
Hon. Chief Minister of Kerala

**PATRONS**  
**Dr. T.M. THOMAS ISAAC**  
Minister for Finance & Coir

**G. SUDHAKARAN**  
Minister for Public Works and  
Registration

**P. THILOTHAMAN**  
Minister of Food & Civil Supplies

**RAMESH CHENNITHALA**  
Leader of Opposition

**K.C. VENUGOPAL MP**  
**KODIKKUNNIL SURESH MP**  
**THOMAS CHANDY MLA**

**CHAIRMAN**  
**SUHAS. S. IAS**  
District Collector &  
District Magistrate, Alappuzha  
Phone : 0477 2251720 (Off)  
Fax : 0477 2251720  
Mob : 9447129011

**SECRETARY**  
**V.R. KRISHNA TEJA IAS**  
Sub Collector &  
Sub Divisional Magistrate, Alappuzha  
Phone : 0477 2263441 (Off)  
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Mob : 9447495002  
e-mail : rdoalappuzha@yahoo.com  
website : www.nehrutrophy.nic.in

## TITLE SPONSORSHIP- PROPOSAL INVITATION

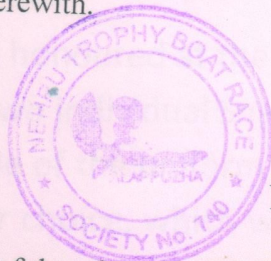
Proposals are invited for title sponsorship in connection with the 66<sup>th</sup> Nehru Trophy Boat Race competitions, 2018, which is scheduled to be held on 11-8-2018 at Punnamada Lake.

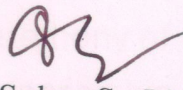
Nehru Trophy Boat Race has now gained international acclaim for showcasing Kerala's unique cultural heritage. The boat race committee usually runs this international competition with the help of sponsorship of any international business firm. 66th Nehru Trophy Boat Race Committee expects sponsorship from world famous business firm. On behalf of the committee, I assure that if you undertake this venture, it will certainly enhance the popularity of your firm.

Now a days an approximate of 1,00,000 people watch the race in person, besides lakhs watch on television around the globe. It is seen that the majority of the foreign nationals turn up to watch the race is from Europe and American continents.

The proposals will be accepted in the Revenue Divisional Office, Alappuzha till 4:00 PM on 20.07.2018. and the quotations will be opened at 4.30 PM on same day, by the Secretary, Nehru Trophy Boat Race Society, Alappuzha & Sub Collector Alappuzha at Revenue Divisional Office, Alappuzha. It is inform you that if there are so many firms comes forward for taking sponsorship, it is decided that the sponsorship would be given to those who have consented to give the highest rate. It is also inform you that the final decision in this matter will depend upon the decision of the Nehru Trophy Boat Race Society Executive Committee.

The right to accept or reject any or all proposals, vests with the Chairman, Nehru Trophy Boat Race Society & District Collector, Alappuzha and his decision will be final in this regard. Advantages of the sponsorship are attached herewith.



  
Suhas.S, IAS,  
Chairman,

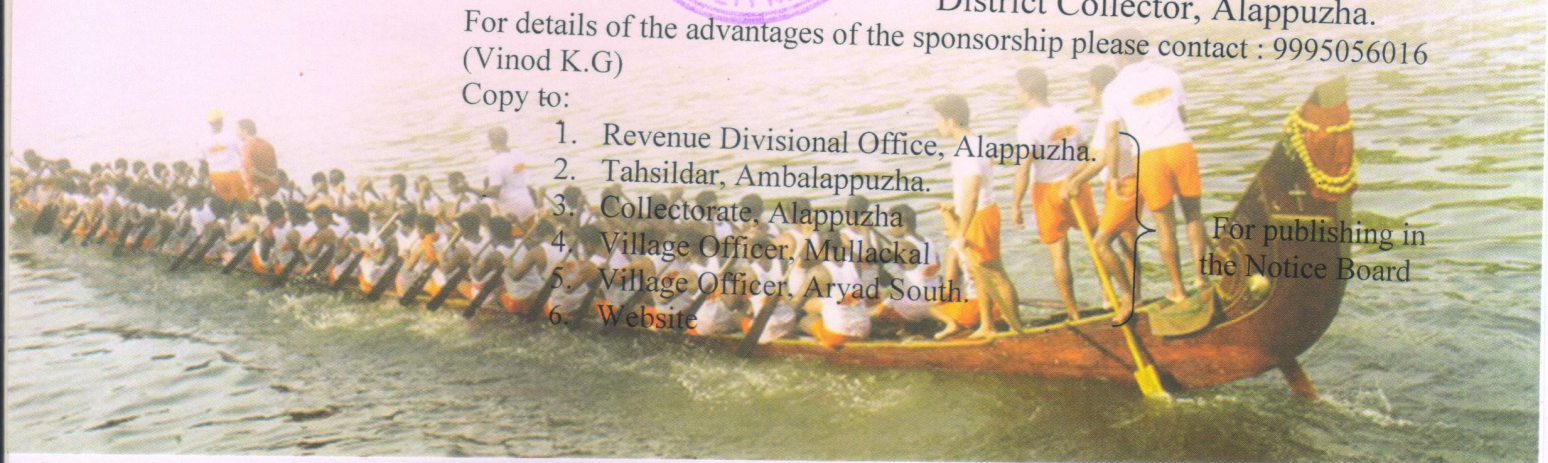
Nehru Trophy Boat Race Society &  
District Collector, Alappuzha.

For details of the advantages of the sponsorship please contact : 9995056016  
(Vinod K.G)

Copy to:

1. Revenue Divisional Office, Alappuzha.
2. Tahsildar, Ambalappuzha.
3. Collectorate, Alappuzha
4. Village Officer, Mullackal
5. Village Officer, Aryad South.
6. Website

For publishing in  
the Notice Board





# 66<sup>th</sup> NEHRU TROPHY BOAT RACE, 2018

## TITLE SPONSORSHIP OPTIONS

### Advantages offered

1. 66<sup>th</sup> Nehru Trophy Boat Race will be named after the Sponsor Co. (XXX – 66<sup>th</sup> Nehru Trophy Boat Race, 2018).
2. Sponsor Co., can use the entire roof top of the Nehru Pavilion for branding. The space is 1400 Sq. Ft. (approximate).
3. Sponsor Co., can erect banners, preferably of cloth, at Nehru Pavilion, permanent galleries on main land (western side of the finishing point) and along the both sides of the race course, subject to the condition that the banners shall not disturb the comfortable vision of the spectators to race. Exclusive branding right is also available to sponsor at the venue of the race.
4. Sponsor Co., can erect boards, preferably of cloth or paper, of moderate size, along the municipal road leading to finishing point from the northern side of the District Court Bridge.
5. Sponsor can ply five advertisement (branding) display motor boats across the race course on race day subject to conditions.
6. Society will host 20 Guests of Sponsor Co., creating an exclusive cabin at Nehru Pavilion, to witness this magnificent event, with light refreshments.
7. The Sponsor will be honoured at the closing ceremony of the event.
8. This is inclusive of two individual Snake Boat Sponsorship. Sponsor Co., can use the rear side of the uniform of rowers and cheer squad of two Snake Boats of their choice, which would come to 200+ in number, for branding.



9. All promotional materials and events will bear the logo and name of the Sponsor company.
10. Sponsor Company can use the main entrance for their branding.
11. Mobile exhibition bus, which visits four nearby district of Alappuzha prior to the event, can be used by the sponsor company for branding.
12. Two stall spaces of 200 Sq. Fts. Will be provided for display of the products of the sponsor company, near the main entrance (compound of office of the Deputy Director, Tourism).
13. Permission to ply Changadam on the race course in between the races, forenoon and afternoon. (Subject to conditions).
14. Announcement of the name of the sponsor company, at the venue at regular intervals.
15. Media coverage, (subject to the conditions).
16. Social Media Coverage, (subject to the conditions).



Suhas.S, IAS,  
Chairman,  
Nehru Trophy Boat Race Society &  
District Collector, Alappuzha