

71st The Nehru Trophy Boat Race
Invitation of EOI for Mobilizing Sponsorship

The Nehru Trophy Boat Race Society, under the leadership of the Alappuzha District Administration and with the patronage of the Government of Kerala, invites Expression of Interest (EOI) from eligible individuals or companies for mobilizing sponsorship for the 71st Nehru Trophy Boat Race, scheduled to be held on 30th August 2025 at Punnamada Lake, Alappuzha.

About the Event:

The Nehru Trophy Boat Race is Kerala's most prestigious and iconic water sports event, drawing national and international attention. With its rich traditions, vibrant cultural programs, and huge public participation, the event offers an exceptional opportunity for brands to achieve high visibility and goodwill.

Scope of Work: We are seeking a qualified Sponsorship Mobilization Partner to:

- Identify, approach, and secure sponsorships from businesses, corporates, and organizations.
- Design sponsorship packages in consultation with the organizing committee.
- Ensure timely collection of sponsorship contributions.
- Coordinate branding and deliverables for sponsors across venues and materials.
- Maintain transparency in operations and finances.

Key Terms & Conditions:

Minimum Proposal Amount: ₹10,00,000 (Rupees Ten Lakhs only)

EMD (Earnest Money Deposit): ₹50,000 (Rupees Fifty thousand only), to be submitted along with the proposal.

Last Date & Time for Submission: 25th July 2025, 2:30 PM, at the Revenue Divisional Office, Alappuzha.

Opening of EOI: 25th July 2025, 3:00 PM, at the Revenue Divisional Office, Alappuzha.

Agreement Deadline: The selected bidders must execute an agreement with the Nehru Trophy Boat Race Society within 3 days of selection, failing which the EMD will be forfeited. Security deposit @2.5% of the agreed amount of contract subject to a minimum of 1,00,000/- is to be deposited by the bidder at the time of execution of the agreement.

EMD Refund: EMD will be refunded to all unsuccessful bidders after confirmation of successful bidders. For the selected bidders it will be refunded after the agreement is executed.



Ineligibility: Government employees / Government departments / PSU are not eligible to participate in this EOI.

Sponsor Visibility:

The organizing committee will provide branding and promotional opportunities including:

- Sponsor ads in official printing materials.
- Branding space on motorboats, race tracks, pavilions, venue areas, and during cultural programs.
- Exposure through digital platforms and event publicity campaigns.

Submission Address:

EOI proposals in the prescribed format, along with EMD and relevant documents, must be submitted to:

Secretary,
Nehru Trophy Boat Race Society
Revenue Divisional Office,
Alappuzha – 688001

