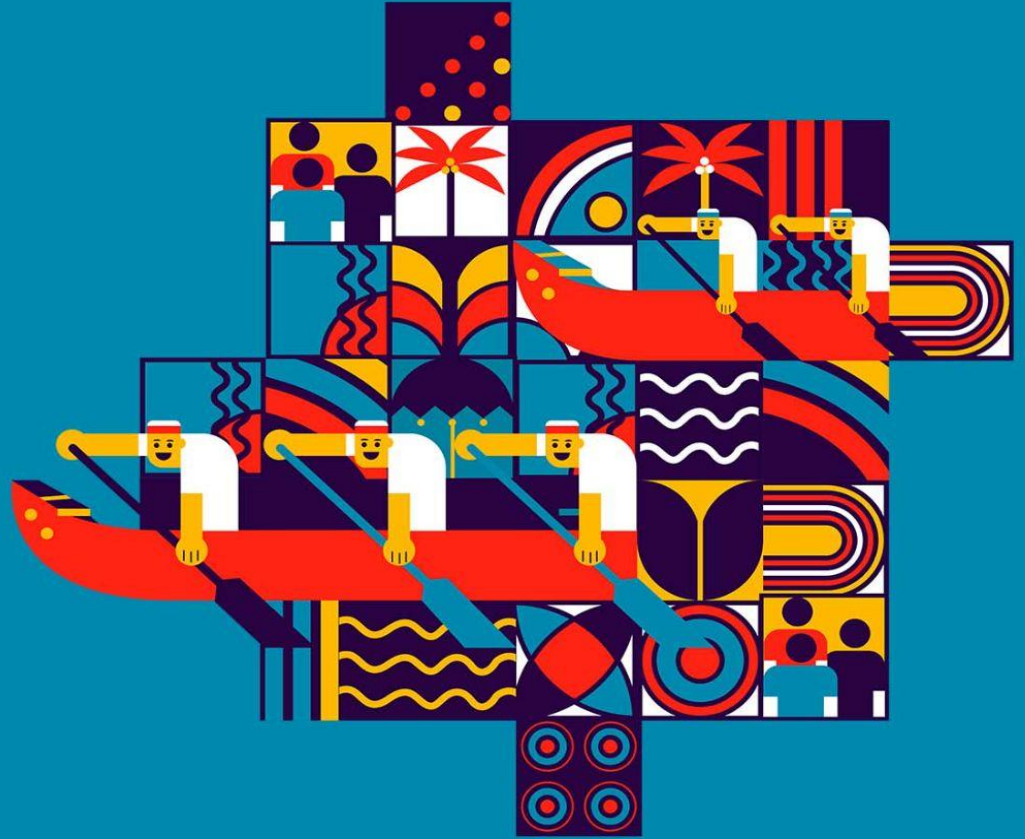


# Harmony on the Waters

Sponsorship Proposal for a Thrilling Journey





## Introduction

Alappuzha is the access point for the world famous Nehru Trophy Boat Race, which falls on the Second Saturday of August every year and 69<sup>th</sup> edition of boat race is scheduled on 12<sup>th</sup> Aug. 2023, Saturday. This race makes Alappuzha a highly sought-after destination on the World tourist map.

Though boat races are considered to be a major component of Kerala's culture, it is the Nehru Trophy Boat Race that elevates it to the excitement of a pinnacle sporting event. It brings world wide acclaim not only to Alappuzha, but also to the whole country. Among these various major and minor boat races, the Nehru Trophy is one of its kind which enjoys immense international attention.

## Chronicle of Nehru Trophy Boat Race

The Nehru Trophy Boat Race commemorates the visit of the first Prime Minister of India, Pandit Jawaharlal Nehru to Alappuzha in 1952. Panditji chanced on a trip from Kottayam to Alappuzha by boat. A procession of the snake boats accompanied him on the trip - competing against each other. Fascinated by the rhythm and precision of the paddlers, Panditji is said to have jumped into Nadubhagam Chundan (Snake Boat). The Nadubhagam Chundan proceeded to Alappuzha Boat Jetty with the Prime Minister on board, leaving the security officers stunned. It was Panditji who suggested starting a boat race as an annual event. Later, he sent an autographed silver replica of a snake boat as a trophy, etched with a handwritten message: *"To the winners of the boat race which is a unique feature of the community life in Travancore - Cochin "*.





## NEHRU TROPHY BOAT RACE



The 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. 69<sup>th</sup> Nehru Trophy Boat Race Committee expects kind sponsorship from your 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.

### Chief Guests

2022	Sri. Pinarayi Vijayan, Chief Minister of Kerala
2019	Sri. Sachin Tendulkar
2018	Sri. Allu Arjun
2017	Sri. Pinarayi Vijayan, Chief Minister of Kerala
2016	Sri. P. Sathasivam Hon'ble Governor of Kerala
2015	Sri. Nitin Gadkari Hon'ble Union Transport Minister
2014	Dr. Hameed Mohammad Hansari Hon'ble Vice President of India
2013	Sri. Chiranjeevi, Hon'ble Union Tourism Minister





The details of the advantages of the sponsorship are narrated below.

### Advantages offered

1. 69th Nehru Trophy Boat Race will be named after the Sponsor Co. (XXX – 69th Nehru Trophy Boat Race, 2023).
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 rights are 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 the finishing point from the northern side of the District Court Bridge.
5. Sponsors can play five advertisements (branding) displaying 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 Sponsorships. Sponsor Co., can use the rear side of the uniform of rowers and cheer squad of





## NEHRU TROPHY BOAT RACE



two Snake Boats of their choice, which would come to 200+ in number, for branding.

9. All promotional materials such as Posters (10,000), entry tickets of various categories (40,000), Track & Heats booklets (3,000), 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 districts of Alappuzha prior to the event, can be used by the sponsor company for branding.
12. Two stall spaces of 400 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 play Changadam on the racecourse in between the races, forenoon and afternoon.
14. Announcement of the name of the sponsor company, at the venue at regular intervals.
15. Media coverage, subject to the conditions.
16. Expected price range for Sponsorship – 50 lakhs.
17. Branding options may be varying according to Sponsorship Amount.

Expecting your kind consideration.

Sd/

**Suraj Shaji IAS**

Secretary,  
Nehru Trophy Boat Race Society  
& Sub Collector, Alappuzha

