

D1- 2026/2026

റവന്യൂ ഡിവിഷണൽ ഓഫീസറുടെ കാര്യാലയം
റവന്യൂ ഡിവിഷണൽ ഓഫീസ്
ആലപ്പുഴ, തീയതി : 09/07/2026
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സെക്രട്ടറി,
നെഹ്റു ട്രോഫി ബോർഡ് റേസ് സൊസൈറ്റി &
റവന്യൂ ഡിവിഷണൽ ഓഫീസർ, ആലപ്പുഴ

ഡയറക്ടർ
പബ്ലിക് റിലേഷൻസ് ഡിപ്പാർട്ട്മെന്റ്
ഗവൺമെന്റ് സെക്രട്ടേറിയറ്റ്
തിരുവനന്തപുരം

സർ,

വിഷയം : 72-ാമത് നെഹ്റു ട്രോഫി ജലമേള 2026 - സ്പോൺസർഷിപ്പ് താല്പര്യപത്രം
പ്രസിദ്ധപ്പെടുത്തുന്നത് - സംബന്ധിച്ച്.

സൂചന : 04.07.2026 ലെ എക്സിക്യൂട്ടീവ് കമ്മിറ്റി തീരുമാനം

2026 ആഗസ്റ്റ് 22-ന് ആലപ്പുഴ പുന്നമട കായലിൽ നടക്കുന്ന 72-ാമത് നെഹ്റു ട്രോഫി ജലമേളയുമായി ബന്ധപ്പെട്ട് സ്പോൺസർഷിപ്പ് താല്പര്യപത്രം ഇതോടൊപ്പം ഉള്ളടക്കം ചെയ്യുന്നു. ഒരു പ്രമുഖ മലയാളം പത്രത്തിലേയും , ഒരു ഇംഗ്ലീഷ് പത്രത്തിലേയും ആലപ്പുഴ ,എറണാകുളം, തിരുവനന്തപുരം ജില്ലകളിലെ എഡിഷനുകളിൽ പരസ്യപ്പെടുത്തുന്നതിന് വേണ്ട നടപടികൾ സ്വീകരിക്കണമെന്ന് അപേക്ഷിക്കുന്നു. ടി പരസ്യത്തുക ആലപ്പുഴ റവന്യൂ ഡിവിഷണൽ ഓഫീസിൽ നിന്ന് കൈമാറുന്നതാണ്



വിശ്വസ്തതയോടെ,

സെക്രട്ടറി,

നെഹ്റു ട്രോഫി ബോർഡ് റേസ് സൊസൈറ്റി &
റവന്യൂ ഡിവിഷണൽ ഓഫീസർ, ആലപ്പുഴ.

പകർപ്പ് : കൺവീനർ പബ്ലിസിറ്റി കമ്മിറ്റി &
ജില്ലാ ഇൻഫർമേഷൻ ഓഫീസർ ആലപ്പുഴ.

NEHRU TROPHY BOAT RACE SOCIETY

ALAPPUZHA – 688001

Expression of Interest – Sponsorship

Nehru Trophy Boat Race Society invites Expression of Interest for sponsorship regarding conduct of 72nd Nehru Trophy Boat Race 2026. The concerned agencies shall be entitled to a commission from the Society based on the total contract value, as per the following schedule:

- **Up to ₹50 lakhs:** 10% commission
- **Above ₹50 lakhs:** Commission shall increase by 1% for every additional ₹10 lakhs or part thereof.
- **Maximum Commission Cap:** The commission shall not exceed 20%, which will apply to any contract value of ₹1.5 crores (₹150 lakhs) and above.

An Agreement should be entered in to between the Society and the Selected Parties on or before 2026 Aug.3rd. Subject to the terms and conditions of this Agreement and in consideration of the sponsorship amount received, the Society hereby agrees to provide the following deliverables and benefits to the Sponsor:

Cost of Delivery / Sponsor Benefits

1. Exclusive Guest Hosting

The Society shall provide an exclusive cabin within the Nehru Pavilion for the Sponsor's guests during the event. The cabin will be equipped with suitable seating and refreshments to ensure a comfortable viewing experience.

2. Recognition at Closing Ceremony

The Sponsor shall be formally acknowledged and honored during the official closing ceremony of the event.

3. Participation in Prize Distribution

The Sponsor shall have the opportunity to participate in the prize distribution ceremony, subject to coordination with the event committee and adherence to the event schedule.

4. Uniform Branding Rights

The Sponsor shall be entitled to display its logo and/or branding on the rear side of the uniforms worn by the rowers and cheer squad members of the participating boats, subject to prior written design approval by the Society.

5. Branding on Promotional Materials

The Sponsor's logo and name shall be prominently featured on the following official promotional materials:

- Track & Heats Booklets (7,500 copies)
- Souvenirs (1,000 copies)
- Brochures (1,000 copies)
- Selected program backdrops

All designs, placements, and material specifications shall be subject to the Society's final approval.

6. Stall Space Allocation

The Society shall provide stall space for the Sponsor's product display and sales at appropriate and available locations designated by the Society. All costs related to logistics, setup, and operation of stalls shall be borne exclusively by the Sponsor.

7. Public Announcements

The Sponsor's name shall be announced at regular intervals over the public address system at the event venue throughout the duration of the event.

8. Media Coverage

The Sponsor shall be featured in media coverage relating to the event, subject to applicable media guidelines, editorial discretion, and partnership agreements. The Society will use reasonable efforts to facilitate such coverage.

9. Banner Display Rights

The Sponsor shall be allocated designated spaces for erecting promotional banners at the following locations:

- Nehru Pavilion
- Permanent galleries on the mainland (western side of the finishing point)
- Both sides of the racecourse

All banners must preferably be made of cloth and installed at the Sponsor's

own cost. Banner placement shall not obstruct spectators' views or interfere with event operations and must be approved by the Society prior to installation.

10. Branding on Motorboats

The Sponsor may operate up to two (2) motorboats displaying branding (excluding the racecourse) on race day, subject to prior written approval and compliance with safety regulations. All related expenses shall be borne by the Sponsor.

11. Branding on Barges

The Sponsor may brand barges (excluding the racecourse) during non-race intervals (forenoon and afternoon sessions), at its own cost and subject to guidelines and approval issued by the Society.

12. Priority and Variability of Branding Opportunities

Branding opportunities and prominence of placement shall vary according to the amount of sponsorship contributed. The Society reserves the right to allocate branding space and priority based on sponsorship tiers, space availability, and event requirements.

13. Additional Partnership Categories

Should the Sponsor wish to participate as a Food & Beverage Partner or in any other specific partnership category beyond the rights granted herein, such participation shall be governed by a separate agreement or an addendum to this Agreement. This shall clearly define the scope, rights, obligations, and any additional fees. All such partnerships require prior approval by the Society and compliance with applicable health, safety, and event regulations. Such incorporation shall only be valid upon execution of the requisite documentation.

Additional Terms

14. Exclusivity / Non-Exclusivity

14.1 The Sponsor may request exclusivity within its product or service category, meaning no competing sponsors shall be engaged in the same category for the duration of the Event.

14.2 Granting exclusivity shall be subject to the Sponsor agreeing to pay an

additional exclusivity fee, which must be reasonable and mutually agreed upon in writing.

14.3 The Society reserves the right to accept or deny such requests based on prior commitments or sponsorship structure.

14.4 Exclusivity, if granted, shall be formalized through a written addendum specifying the scope, terms, and exclusivity duration.

14.5 In the absence of an exclusivity clause or related fee, the Society reserves the right to engage other sponsors in the same or related product/service categories.

15. Indemnity

The Sponsor agrees to indemnify and hold harmless the Society, its officers, employees, and agents from and against any claims, damages, liabilities, losses, costs, or expenses (including reasonable legal fees) arising out of or related to the Sponsor's branding activities, product displays, or any breach of this Agreement.

16. Limitation of Liability

Except for liabilities arising from gross negligence or willful misconduct, neither party shall be liable to the other for any indirect, incidental, consequential, or punitive damages arising out of this Agreement, regardless of the cause of action.

17. Force Majeure

Neither party shall be held liable for any failure or delay in performance caused by circumstances beyond their reasonable control, including but not limited to natural disasters, government actions, strikes, or pandemics. In such cases, the affected party shall notify the other promptly and make reasonable efforts to resume performance.

18. Termination

Either party may terminate this Agreement with written notice if the other party breaches any material term and fails to cure such breach within fifteen (15) days of written notice. Upon termination, all unpaid sponsorship amounts shall become immediately due and payable, and the Sponsor shall cease all use of event branding.

19. Right to Audit and Inspect

The Society shall have the right to inspect the Sponsor's branding installations, stall setup, and other event-related materials to ensure compliance with agreed terms, safety standards, and aesthetic requirements. Any deviations may be subject to corrective action at the Sponsor's cost.

20. Intellectual Property

The Sponsor grants the Society a non-exclusive, royalty-free license to use

the Sponsor's name, logo, and trademarks solely for promotion of the event and sponsorship recognition. The Society shall ensure such usage complies with the Sponsor's brand guidelines. All intellectual property rights remain with their respective owners.

21. Compliance

The Sponsor agrees to comply with all applicable laws, regulations, and event policies, including health, safety, and environmental standards, in connection with its sponsorship activities.

22. Discretionary Provisions for Incidental or Unforeseen Requests

Any incidental, unforeseen, or additional requests or demands made by the Sponsor that are not expressly covered under this Agreement shall be subject solely to the discretion of the NTBR Society. The Society shall have the exclusive right to accept or deny such requests based on feasibility, relevance, event logistics, and availability of resources. No such request shall be binding on the Society unless expressly agreed upon in writing.

23. Dispute Resolution and Jurisdiction

In the event of any dispute or disagreement arising out of or in connection with this Agreement, both parties agree to first attempt to resolve the matter amicably through mutual discussion and negotiation. If unresolved, the dispute shall be subject to the exclusive jurisdiction of courts located in Alappuzha, Kerala, India.

Title Sponsorship – Rights and Deliverables

Subject to the terms and conditions of this Agreement and in consideration of the agreed Title Sponsorship fee, the Society shall provide the following exclusive rights and benefits to the Sponsor:

1. Event Naming Rights

The 72nd Nehru Trophy Boat Race, 2026, shall be officially titled after the Sponsor Company. The event shall be referred to in all official communications and publicity materials as:

"[Sponsor Name] Presents – 72nd Nehru Trophy Boat Race, 2026"

2. Exclusive Branding on Pavilion Rooftop

The Sponsor shall be permitted to use the rooftop of the Nehru Pavilion (approximately 1,400 sq. ft.) exclusively for branding purposes, at its own cost. All installations must adhere to safety and aesthetic standards as approved by the Society.

3. Banner Display Rights at Race Venue

The Sponsor may erect banners (preferably made of cloth) at the following locations:

- Nehru Pavilion
- Permanent galleries on the mainland (western side of the finishing point)
- Both sides of the racecourse

Banner placement must not obstruct the spectators' view and shall be done at the Sponsor's cost, subject to prior approval from the Society.

4. Citywide Banner Display

The Sponsor may install moderately-sized display boards or banners (preferably of cloth or paper) along the roads and canals leading to the race venue from the northern side of the District Court Bridge, subject to local regulations and at the Sponsor's own cost.

14. Motorboat Branding Across the Racecourse

The Sponsor may operate up to three (3) motorboats displaying branding (excluding the racecourse) on race day, subject to prior written approval and compliance with safety regulations. All related expenses shall be borne by the Sponsor.

5. Exclusive Guest Hosting

The Society shall host up to **10 guests** of the Sponsor at an exclusive cabin within the Nehru Pavilion during the event, with light refreshments provided. Additional guests may be accommodated subject to availability and prior request.

6. Recognition at Closing Ceremony

The Sponsor shall be officially honored and acknowledged at the closing ceremony of the event.

7. Uniform Branding

The Sponsor shall have branding rights on the rear side of the uniforms of all rowers and cheer squad members of participating boats, subject to design approvals.

8. Branding on Promotional Materials

The Sponsor's name and logo shall be prominently displayed on the following official promotional materials:

- Posters – 10,000 copies

- Entry tickets of all categories – 40,000 copies
- Track & Heats Booklets – 7,500 copies

Design and placement to be finalized in consultation with the Society.

9. Main Entrance Branding

The Sponsor may utilize the main entrance of the venue for branding purposes, with design and placement subject to prior approval.

10. Mobile Exhibition Bus Branding (Subject to Availability)

If the Society operates a mobile exhibition bus to promote the event in four nearby districts prior to race day, the Sponsor may be provided an opportunity to brand the vehicle. This benefit is **subject to the availability of the bus**, feasibility of branding, and mutual agreement on design and placement. The Society does not guarantee this activity but will make reasonable efforts to include the Sponsor if the initiative is undertaken.

11. Stall Space Allocation

Appropriate stall space shall be provided at the venue for display and promotion of the Sponsor's products, subject to availability and logistical considerations. Installation and operation costs to be borne by the Sponsor.

12. Branding on Barges (Non-Race Periods)

The Sponsor shall have permission to brand barges (excluding the active racecourse) during non-race intervals (forenoon and afternoon sessions), at its own cost and subject to event guidelines.

13. Public Announcements

The name of the Sponsor shall be announced at regular intervals over the venue's public address system throughout the event.

14. Media Coverage

The Sponsor shall receive media visibility as part of the event coverage, subject to media partnership terms and editorial discretion. The Society will make reasonable efforts to ensure coverage.

15. Priority Based on Sponsorship Amount

All branding opportunities and prominence of placement shall vary based on the total sponsorship amount. Sponsors contributing higher amounts shall be given priority in branding rights and visibility.

16. Performing Guarantee

An amount of Rs. 2.5 lakhs as performing Guarantee to fulfill the contractual obligations. If the second party fails to provide the minimum sponsorship amount of 10 lakhs, the amount stated as the performing guarantee shall not be returned to the second party.

Mode of Payment

1. The Sponsor shall transfer **50% of the total sponsorship amount** to the Society at the time of signing this Agreement.
2. The **remaining 50% balance** shall be transferred **on or before 15th August 2026**, without further notice. The commission to the concerned agency will be dispersed up on final settlement.
3. **All payments shall be made exclusively through official banking channels.** No cash payments will be accepted under any circumstances. Proof of transfer shall be shared with the Society upon each transaction

Pre Bid Meeting

A pre bid meeting of the interested parties will be held at the Chamber of District Collector , Alappuzha on 17.07.2026 , 3.30.pm

