

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

EXPRESSION OF INTEREST

No:1-Event (2)/2013

Dated: 15th September, 2014

**SPONSORSHIP OF EVENTS HAVING POTENTIAL FOR PROMOTION OF
TOURISM TO AND/OR WITHIN INDIA**

The Ministry of Tourism, Government of India, invites Expressions of Interest from Non-Governmental Organisations, Trusts, Event Management Companies, etc. who are organizing events of National and International Acclaim in India and abroad for long term association with a view to promote the Incredible India brand as well as to provide a platform to these events to use the association with the Incredible India brand to achieve international standards as well as promote tourism to and/or within the country.

2. The Ministry of Tourism in the above context invites proposals to support cultural, music, dance, literary, sports, cinema and other events which have potential or create potential for attracting large number of tourists, both domestic and international. The support to these events would be decided on a case to case basis based on the potential for promotion of tourism as well as the benefits that would accrue from it for the promotion of Incredible India brand, subject to the following basic minimum eligibility conditions:

(i) The event to be supported may be held in India or abroad.

(ii) The event should have been in existence since the last five years or should have completed at least 5 editions as of 31.12.2013 and should be supported by a certificate to this effect from a Chartered Accountant.

(iii) The event should have a total expenditure of at least Rs 1.00 Crore for each edition supported by audited statements of expenditure on the event for last five years.

3. 'Padma Awardees' would be given relaxation in the eligibility criteria (iii) regarding minimum expenditure of Rs.1.00 crore per edition of the event.

4. The Expression of Interest should be submitted at the address given below along with the following:

(i) Documents proving conformity to eligibility conditions as mentioned in the para above.

(ii) A brief profile of the event.

- (iii) Credentials of the organisers.
- iv) Popularity of the event in terms of quality and quantity of visitors and
- (v) The names and profile of the speakers/performers over the years.

The Expression of Interest should also contain a detailed proposal for association of the Ministry of Tourism with the event, clearly mentioning deliverables and the potential of the event for promotion of tourism to and/or within the country.

5. The Expressions of Interest will be evaluated by a Committee duly constituted for the purpose in the Ministry of Tourism and the agencies will have to make a presentation on the event before the Committee. The proposals will be evaluated on the basis of the following criteria:

- a. Adherence to the minimum eligibility conditions.
- b. Popularity of the event in terms of quality and quantity of visitors.
- c. Profile of speakers/ performers/ visitors over the past few editions.
- d. Deliverables to be provided to the Ministry of Tourism.
- e. Potential of the event for promotion of tourism to and/or within the country.
- f. Credentials of the organisers in terms of number of events organized.

6. The detailed EOI document is available for download from the website www.tourism.gov.in. The proposals for support for both domestic and international events which fulfil the requisite eligibility conditions may be submitted to the Director, Ministry of Tourism, Room No. 124, Transport Bhawan, Sansad Marg, New Delhi-110001, minimum three months before the date of the event. The proposals which meet the minimum eligibility conditions would be processed for placing before the Constituted Committee for their consideration. The meeting of the Constituted Committee would be held four times a year, in the last week of March, June, September, December, being the last month of every quarter of the year. Proposals which are not given three months before the event would not be eligible for consideration, even if they meet the minimum eligibility conditions.

Director (P, E&IT)