



Event Management: AGENCY BRIEF

Oxfam Trailwalker | Mumbai / Bengaluru

About Oxfam Trailwalker

Oxfam Trailwalker is a global, prestigious, team building challenge which is organized annually by Oxfam in India in Mumbai and Bengaluru. Globally, the event takes place in 16 locations spread across 9 countries. An event preferred by the industry leaders, ***it'll take place on the 23rd-25th November 2018 in Karjat, Raigada district in Maharashtra, (2 hours from Mumbai) and 18th– 20th January 2019 around Nandi Hills in Bengaluru.*** We take pride in introducing this 'Walk for Equality' to you, the proceeds of which goes for the welfare, and benefit of the most marginalized and vulnerable communities of India.

During the event, teams of 4 are required to walk 100km within 48 hours. To qualify a team must raise a minimum of Rs 1 Lakh (20k registration + 80k pledge).

Oxfam Trailwalker is a life-changing experience – For people who volunteer, for people who participate and for people who partner. They're part of a global movement of people where ordinary men and women, boys and girls 'Walk Together', inspiring communities to lead healthier lifestyles and make a lasting difference by supporting Oxfam's work around the world.

Oxfam Trailwalker debuted in India in 2012. The first edition took place in Bengaluru followed by Mumbai as the second city in the country to host the event.

More than 1300 corporate teams of four have participated in last 12 Trailwalkers. Each Trailwalker consist of around 700 Volunteers who helps us to make this event a grand success.

Our profile of participants largely constitutes ***Senior and middle management from reputed corporate houses (like Accenture, Goldman Sachs, Google, Thomson Reuters, Deutsche Bank, Credit Suisse, Deloitte , HPCL, HSBC, ICBC, KPMG, L&T, Qualcomm, J P Morgan, Reliance, Technicolor, Tesco, State Street, JSW, Unilever etc.).***

For more details, do visit our website – www.trailwalker.oxfamindia.org

BRIEF

Looking for an Event Management agency to plan and execute Oxfam Trailwalker for both cities.

- A) Overall logistics management of Oxfam Trailwalker
- B) Ensure smooth execution of the event on ground
 - a. Mumbai - 1200 walkers (300 Teams), 300 support crew, 600 Volunteers & Oxfam crew from 23rd – 25th December 2018
 - b. Bangalore - 1800 Walkers (450 Teams), 450 support crew, 800 Volunteers & Oxfam crew from 18th – 20th January 2019
- C) Help drive partnerships / sponsorships for the event

What's in it for you?

1. You get to associate with one of the most influential & respected NGO's in the world
2. You create for a cause, help us mobilize masses through your craft
3. You get to experience a life changing experience of Oxfam Trailwalker
4. You contribute to Oxfam's work and become a part of movement

Last Date of response:

Please revert with your agency credentials and details of projects undertaken of such stature and scale by 27th July 2018 on this email: procurement@oxfamindia.org .

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