



**EOI invited for Empanelment of Event Management,  
Event Marketing and Experiential Agencies For  
Conceptualisation, Marketing and Management of Events,  
Workshops, Festivals and Tourism Activities  
Under Muziris Heritage Project & Alappuzha Heritage Zone  
MPL-451/25 Dt.09-03-2026**



EOI ID: MPL-451/25 Dt.07-03-2026  
Last Date of Application: 16<sup>th</sup> March 2026 - 11.00 AM

# EXPRESSION OF INTEREST (EOI)

Empanelment of Event Management, Event Marketing and Experiential Agencies  
For Conceptualisation, Marketing and Management of Events, Workshops, Festivals and  
Tourism Activities

Under Muziris Heritage Project & Alappuzha Heritage Zone – MPL-451/25 Dt.09-03-2026

Issued by: Muziris Projects Limited (MPL)  
Government of Kerala

## 1. Introduction

Muziris Projects Limited (MPL), an initiative of the Government of Kerala under Kerala Tourism, is implementing the internationally acclaimed Muziris Heritage Project aimed at conserving, revitalising and promoting the historic Muziris region. Muziris was one of the most important maritime trade centres of the ancient world connecting India with Rome, the Middle East and other global civilisations.

The project integrates heritage conservation with sustainable tourism development and experiential programming across multiple locations along the Periyar and Chalakudy rivers and the Alappuzha heritage tourism circuit.

The project currently includes restored heritage buildings, museums, interpretation centres, amphitheatres, waterfront promenades, boat jetties, cultural venues and public spaces which offer significant potential for tourism experiences including events, festivals, workshops and cultural programmes.

## 2. Objective of the EOI

The objective of this EOI is to identify and empanel professional agencies capable of marketing venues, conceptualising tourism events, organising workshops, festivals and experiential tourism programmes, and generating sustained visitor engagement across Muziris and Alappuzha heritage destinations.

## 3. Key Project Locations

### Muziris Heritage Zone

- North Paravur – Chendamangalam heritage circuit
- Kottappuram – Mathilakam – Mala region
- Azhikode – Munakkal Muziris Beach area
- Various museum and heritage premises
- Waterfront spaces and boat jetties

### Alappuzha Heritage Zone

- Amphitheatre and Heritage Hall at New Model Coir Society premises
- Naalpaalam (Muppalam) West Canal waterfront spaces
- Heritage museum spaces
- Open public cultural venues

But not limited to above sites/clusters.

## 4. Partnership Models

### Model 1 – Venue Marketing and Event Booking

Empanelled agencies shall market MPL venues and heritage spaces and attract bookings for events including cultural performances, destination weddings, corporate events, tourism festivals, exhibitions, workshops, and creative programmes. Revenue generated through such bookings will be shared between MPL and the agency based on the percentage quoted in the financial proposal.

### Model 2 – Agency Conceptualised and Produced Events

The agency may conceptualise, produce and manage events such as music festivals, food festivals, heritage festivals, art exhibitions, training workshops, tourism masterclasses and experiential tourism programmes. Capital expenditure for such events will be borne by the agency. Revenue generated through ticket sales or participation fees will be shared with MPL with MPL receiving a share between 10% and 30%.

### Model 3 – Jointly Developed Events

MPL and the selected agency may jointly conceptualise and produce signature events, international festivals, tourism summits, cultural conventions and large experiential programmes. Investment and revenue sharing will be determined mutually based on the financial participation of both parties.

## 5. Potential Events, Workshops and Tourism Activities

- Music concerts and cultural performances
- Art and heritage festivals
- Food and culinary festivals
- Destination weddings
- Photography workshops and art workshops
- Craft and heritage skill workshops
- Tourism training programmes and masterclasses
- Community cultural programmes
- Film screenings and creative events
- Waterfront cultural programmes and night tourism events
- Heritage walks and storytelling experiences

## 6. Eligibility Criteria

Applicants may include event management companies, event marketing agencies, experiential tourism companies, cultural production houses, destination wedding planners, startups, creative collectives and organisations with relevant operational and financial capability.

## 7. Evaluation Criteria

Criteria	Indicative Weightage
Experience in event management / tourism programming	30%
Quality of event concepts proposed	25%
Marketing and audience development strategy	20%
Financial capacity and sustainability	15%
Innovation and cultural relevance	10%

## 8. Submission Process

Applicants shall submit proposals through a two-cover system consisting of Technical Proposal and Financial Proposal. Only technically qualified applicants will have their financial proposals evaluated.

# Annexure 1 – Technical Proposal Format

- Name of Organisation: \_\_\_\_\_
- Registered Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Contact Details: \_\_\_\_\_
- Website: \_\_\_\_\_
- Years of Experience: \_\_\_\_\_
- Details of major events organized: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Proposed event concepts for Muziris: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Team structure: \_\_\_\_\_
- Financial capability documents: \_\_\_\_\_

\*more details may be added as attachment.

## Annexure 2 – Financial Proposal Format

### A. Venue Marketing Model

Particulars Quote

Revenue Share offered to \_\_\_\_\_ %  
MPL

### B. Agency Produced Events

Particulars Details

Estimated Investment ₹ \_\_\_\_\_

Revenue Share to MPL (10% - \_\_\_\_\_ %  
30%)

### C. Jointly Developed Events

Particulars Details

Proposed Event Concept \_\_\_\_\_

Proposed Investment by Agency ₹ \_\_\_\_\_

Proposed Revenue Sharing Structure \_\_\_\_\_

### Contact Information

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