

BIDDING DOCUMENT

PROCUREMENT OF NON-CONSULTANCY SERVICES

SELECTION OF A PUBLIC RELATION (PR) AGENCY TO EXECUTE PUBLIC RELATION ACTIVATION FOR THE 360° COMMUNICATION CAMPAIGN

Contract No: SLTPB/PROC /NCB/116

Sri Lanka Tourism Promotion Bureau
80, Galle Road,
Colombo 03

July 2023

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism and Lands
Sri Lanka Tourism Promotion Bureau

Invitation for Bids

**SELECTION OF A PUBLIC RELATION (PR) AGENCY TO EXECUTE PUBLIC
RELATION ACTIVATION FOR THE 360⁰ COMMUNICATION CAMPAIGN**

Bid No: SLTPB/PROC/NCB/116

The Chairperson, Ministry Procurement Committee of Ministry of Tourism and Lands, invites sealed bids from reputed and experienced agencies for selection of a Public Relation (PR) Agency to Execute Public Relation Activation for the 360⁰ Communication Campaign, in coordination with Campaign Management Secretariat of Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of the proposed integrated global marketing campaign is to make change the Negative perceptions about Sri Lanka which was created as a result of media publicity during the period of the financial crisis in 2022.
2. The maximum total contract value over the period of one year will be LKR 450 million for the proposed activation in UK, Germany, France, India, China, Australia, Russia, Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan) and Scandinavia(Norway, Sweden, Finland and Denmark)and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall have following Qualifications and experience;
 - a. Company duly registered in Sri Lanka as a legal entity.
 - b. Minimum 07 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development;
 - c. Proven track records in handling similar nature business minimum of Three (03) International Brands from 2016 to 2022.
 - d. The Company should have office/agents or sub agents in all specified markets.
4. Bidding will be conducted adopting National Competitive Bidding Method through Two Envelope system under National Procurement Guideline 2006.
5. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel with a copy to nithinip@srilanka.travel.
6. A complete set of bidding documents in English language may be obtained by interested bidders on submission of a written application to the e-mail address below and upon depositing/Online transfer of **Rs.40,000 /=(Forty thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism Promotion Bureau on or before **24.08.2023** credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to nithinip@srilanka.travel furnishing the under-mention information;
 - Name of the Agency
 - Name of the contact person and the contact details
 - Email address of the contact person.

7. The Bidding document could be viewed free of charge by logging in to web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.
8. A Pre Bid Meeting in this regard will be held at **10:30 AM** Sri Lanka Time (GMT + 5.5) on **10.08.2023** at the Board Room, Sri Lanka Institute of Tourism and Hospitality Management (Hotel School) No 80, Galle Road, Colombo 03.
9. All bids shall be accompanied by an Unconditional and On Demand Bid Security, which shall be in the form included in the bidding document, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 for an amount of Sri Lanka Rupees 4.5 Million (Rs. 4,500,000) valid up to 119 days from the date of closing of bids issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairperson, Ministry Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 Bids must be delivered to the Procurement Division (Basement), Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 **at 2.00 pm on or before 25.08.2023** Bids will be opened immediately after the bid closing time at Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 in presence of the bidder's representatives who choose to attend in person.
11. Late bids will be rejected.
12. Further information on the assignment could be obtained from the Head of Procurement (nithinip@srilanka.travel) 0112426800 Ext (117) during office hours.
13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Ministry Procurement Committee.

Chairperson,
Ministry Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road,
Colombo 03

Section I – Instruction to Bidders (ITB)

A. General		
1. Scope of Bid	1.1	The Employer, as defined in the Bidding Data, invites bids for the Services, as described in the Appendix A to the Contract. The name and identification number of the Contract is provided in the Bidding Data
	1.2	The successful Bidder will be expected to complete the performance of the Services by the Intended Completion Date provided in the Bidding Data.
2. Qualification and Experience of the Bidder	2.1	All bidders shall provide in Section III, Forms of Bid and Qualification and Experience Information, a preliminary description of the proposed work method and schedule, including drawings and charts, as necessary.
	2.2	If stated in the Bidding Data, all bidders shall include the following information and documents with their bids in Section III: <ul style="list-style-type: none"> a. List of Services performed for each of the last five years; b. Experience in Services of a similar nature for each of the last three years, and details of Services under way or contractually committed; and names and address of clients who may be contacted for further information on those contracts; c. Work plan and methodology d. list of major items of equipment proposed to carry out the Contract; e. qualifications and experience of key staff proposed for the Contract f. any other if listed in the Bidding Data.
3. Cost of Bidding	3.1	The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Employer will in no case be responsible or liable for those costs.
4. Site Visit	4.1	The Bidder, at the Bidder’s own responsibility and risk, is encouraged to visit and examine the Site of required Services and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the Services. The costs of visiting the Site shall be at the Bidder’s own expense.

B. Bidding Documents		
5. Content of Bidding Documents	5.1	<p>The set of bidding documents comprises the documents listed below</p> <p>Volume I</p> <p>Section I. Instructions to Bidders Section IV General Conditions of Contract Section VIII Security Forms of Securities</p> <p>Volume II</p> <p>Invitation for Bids Section II Bidding Data Section III Forms of Bid and Qualification Information Section V Contract Data Section VI Employer’s Requirements Section VII Financial Bid</p>
6. Clarification of Bidding Documents	6.1	A prospective Bidder requiring any clarification of the bidding documents may notify the Employer in writing at the Employer’s address indicated in the invitation to bid.
C. Preparation of Bids		
7. Language of Bid	7.1	The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in English Language.
8. Documents Comprising the Bid	8.1	<p>The Bidder shall submit the Bid under two separately sealed envelopes as follows:</p> <p>(a) The first envelope shall be clearly marked “ENVELOPE 1 – QUALIFICATION AND EXPERIENCE INFORMATION”; and shall enclose the original Document and the Copy in separately sealed envelopes, duly marking envelopes as “Original” and “Copy”. These envelopes containing the “Original” and “Copy” then be enclose in one single envelop.</p> <p>(b) The second envelope shall be clearly marked “ENVELOPE 2 – “FINANCIAL BID” and warning “DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE BIDDERS”. And shall enclose the “Original” financial bid and the “Copy” in separate sealed envelopes, duly marking envelopes as “Original” and “Copy”. These envelopes containing the “Original” and “Copy” then be enclose in one single envelop.</p>
	8.2	<p>The Envelope 1, marked as “QUALIFICATION AND EXPERIENCE INFORMATION” shall include the originals of the following:</p> <p>(i) Volume 1 of the Bidding Document (ii) Bid security if requested; (iii) Duly filled ‘A’ Schedules, “Qualification and Experience Information”; (iv) Other information listed in Bidding Data; and (v) Any other information, bidder may wish to include</p>

	8.3	The Envelope 2, marked a “ORIGINAL OF FINANCIAL BID” shall include the originals of the following: (i) Duly filled and signed Price Bid Submission Form; (ii) Duly filled Financial Bid
	8.4	The two covers shall then be sealed in an outer Envelope All inner and outer envelopes/covers shall: (a) be addressed to the Employer at the address provided in the Bidding Data; (b) bear the name and identification number of the Contract as defined in Bidding Data; and
9. Bid Prices	9.1	The Contract shall be for the Services, as described in the Employer’s Requirements, Section VI, based on the Financial Bid submitted by the Bidder.
	9.2	The Bidder shall fill in rates and prices for all items of the Services described in the in Employer’s Requirements, Section VI and listed in the Financial Bid, Section VII. Items for which no rate or price is entered by the Bidder will not be paid for by the Employer when executed and shall be deemed covered by the other rates and prices in the Financial Bid.
	9.3	All duties, taxes, and other levies payable by the Service Provider under the Contract, or for any other cause, as of the date 28 days prior to the deadline for submission of bids, shall be included in the total Bid price submitted by the Bidder. However VAT shall be included separately.
10. Currency of Bid and Payment	10.1	The price shall be quoted by the Bidder shall be in Sri Lankan Rupees.
11. Bid Validity	11.1	Bids shall remain valid for the period specified in the Bidding Data.
	11.2	In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders’ responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security (if submitted). A Bidder agreeing to the request will not be required or permitted to otherwise modify the Bid, but will be required to extend the validity of Bid Security (if submitted) for the period of the extension, and in compliance with Clause 12 in all respects.
12. Bid Security	12.1	If indicated in the Bidding Data, the Bidder shall furnish, as part of the Bid, a Bid Security, in the amount specified in the Bidding Data and valid till the date specified in the Bidding Data.
	12.2	If a Bid Security is requested under sub-clause 12.1 above, any bid not accompanied by an acceptable Bid Security shall be rejected by the Employer.
	12.3	The Bid Security of unsuccessful bidders will be returned within 28 days of the end of the Bid validity period specified in Sub-Clause 12.1.

	12.4	The Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security (if required).
	12.5	The Bid Security may be forfeited: (a) if the Bidder withdraws the Bid after Bid opening during the period of Bid validity; (b) if the Bidder does not accept the correction of the Bid price, pursuant to Clause 22; or (c) in the case of a successful Bidder, if the Bidder fails within the specified time limit to: i. sign the Contract; or ii. furnish the required Performance Security (if required).
13. Format and Signing of Bid	13.1	The Bidder shall prepare one original of the documents comprising the Bid as described in Clause 8 of these Instructions to Bidders.
	13.2	The original of the Bid shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder, All pages of the Bid where entries or amendments have been made shall be initialed by the person or persons signing the Bid.
	13.3	The Bid shall contain no alterations or additions, except those to comply with instructions issued by the Employer, or as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the Bid.
D. Submission of Bids		
14. Sealing and Marking of Bids	14.1	The outer envelope prepared in accordance with sub-clause 8.4 shall: and (a) be addressed to the Employer at the address provided in the Bidding Data; (b) bear the name and identification number of the Contract as defined in the Bidding Data; and (c) provide a warning not to open before the specified time and date for Bid opening as defined in the Bidding Data.
	14.2	In addition to the identification required in Sub-Clause 14.2, the envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened if required.
	14.3	If the envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the Bid.
15. Deadline for Submission of Bids	15.1	Bids shall be delivered to the Employer at the address specified above no later than the time and date specified in the Bidding Data.
	15.2	Employer may extend the deadline for submission of bids by issuing an amendment, in which case all rights and obligations of the Parties previously subject to the original deadline will then be subject to the new deadline.

16. Late Bids	16.1	Any Bid received by the Employer after the deadline prescribed in Clause 15 will be returned unopened to the Bidder.
Bid Opening and Evaluation		
17. Bid Opening	17.1	The Employer will open the envelope marked, 'Envelope 1 – Qualification and Experience Information', in the presence of Bidders' designated representatives who choose to attend, at the time, date, and location stipulated in the Invitation to Bid. The Bidders' representatives who are present shall confirm their attendance by signing the attendance sheet.
	17.2	The Bidders' names, the presence (or absence) of Bid security, the presence (or absence) of the Financial Bid and any such other details as the Employer may consider appropriate, will be announced by the Employer at the opening.
	17.3	The envelopes marked 'Envelope 2 – Financial Bid' will be opened after the completing the evaluation of envelope marked 'Envelope 1 – Qualification and Experience Information', in the manner described in Sub-Clause 21.2.
18. Clarification of Bids	18.1	To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer's discretion, request any Bidder for clarification of the Bidder's Bid, including breakdowns of the prices in the Financial Bid, and other information that the Employer may require. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with Clause 22
19. Examination of Bids and Determination of Responsiveness	19.1	Prior to the detailed evaluation of bids, using the information provided in Envelope 1, the Employer will determine whether each Bid (a) is accompanied by the required securities (if requested); and (b) is substantially responsive to the requirements of the bidding documents.
	19.2	A substantially responsive Bid is one which conforms to all the terms, conditions, and Employer's Requirements of the bidding documents, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the Services; (b) which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or the Bidder's obligations under the Contract; or (a) (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.

	19.3	If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.
20. Evaluation of Qualification and Experience	20.1	The Employer will evaluate and compare only the Bids determined to be substantially responsive in accordance with Clause 19.
	20.2	A two-stage procedure will be adopted in detailed evaluation of substantial responsive Bids. The evaluation of qualifications and experience will be completed prior to any financial bid being opened. The Employer evaluates the Envelope 1 – Qualification and Experience Information’ on the basis of their responsiveness to the Employer’s Requirements, applying the evaluation criteria, and point system specified in Sub-Clause 20.3.
	20.3	During the evaluation of Envelope 1 for Qualification and Experience Information’, the Employer will determine whether the Bidders are qualified and whether work plan and methodology are substantially responsive to the requirements set forth in the Bidding Document. In order to reach such a determination, the Employer will examine the information supplied by the Bidders, and other requirements in the Bidding Document, taking into account the factors and point system outlined in the Bidding Data.:
	20.4	Each substantial responsive bid will be given a score as described under sub-clause 20.3. A Bid shall be rejected at this stage if it does not respond to important aspects of the Employer’s Requirements or if it fails to achieve an overall minimum of 70 points together with the minimum given against each criterion.
21 Evaluation of Financial Bid	21.1	After the evaluation of Envelope 1 is completed, the Employer shall notify those Bidders whose qualification and experience did not meet the minimum qualifying marks or were considered nonresponsive to the Employer’s Requirements, indicating that their envelope marked ‘Envelope 2 – Financial Bid’ will be returned unopened after completing the selection process. The Employer shall simultaneously notify the Bidders that have secured the minimum qualifying marks, indicating the date and time set for opening the envelope marked ‘Envelope 2 - Financial Bid’. The notification may be sent by registered letter, or facsimile.
	21.2	The Envelope 2 shall be opened publicly in the presence of the Bidders’ representatives who choose to attend. The name of the bidder, the Bid prices together with any discounts offered shall be read aloud and recorded when the envelopes marked ‘Envelope 2 – Financial Bid’ are opened
	21.3	Before evaluating the Financial Bid, the Employer will determine whether the Bid is signed properly. If the Bid is not signed properly it will be rejected at this stage.

	21.4	In evaluating the Financial Bid, the Employer will determine for each Bid the Evaluated Bid Price by adjusting the Bid Price as follows: a) excluding Provisional Sums and the provision, if any; b) correcting the arithmetical errors in-pursuant to Clause 22. c) making an appropriate adjustment on sound technical and/or financial grounds for any other quantifiable acceptable variations, deviations or alternative offers. d) applying any discounts offered by the Bidder.
	21.5	The Employer reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, alternative offers, and other factors that are in excess of the requirements of the Bidding document shall not be taken into account in Bid evaluation.
22. Correction of Errors	22.1	Bids determined to be substantially responsive will be checked by the Employer for any arithmetic errors. Arithmetical errors will be rectified by the Employer on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
	22.2	The amount stated in the Bid will be adjusted by the Employer in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited in accordance with Sub-Clause 12.5.

F. Award of Contract		
23. Award Criteria	23.1	Subject to Clause 24, the Employer will award the Contract to the Bidder whose Bid has been determined to be substantially responsive to the bidding documents and who has offered the lowest evaluated Bid price
24. Employer's Right to Accept any Bid and to Reject any or all Bids	24.1	Notwithstanding Clause 23, the Employer reserves the right to accept or reject any Bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for the Employer's action.
25. Notification of Award and Signing of Agreement	25.1	The Bidder whose Bid has been accepted will be notified in writing, of the award by the Employer prior to expiration of the Bid validity period. This letter (hereinafter and in the Conditions of Contract called the "Letter of Acceptance") will state the sum that the Employer will pay the Service Provider in consideration of the Services provided by the Service provider as prescribed by the Contract (hereinafter and in the Contract called the "Contract Price").
	25.2	The notification of award will constitute the formation of the Contract.
	25.3	The Contract, in the form provided in the bidding documents, will incorporate all agreements between the Employer and the successful Bidder.
26. Performance Security	26.1	If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form (Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract.
27. Advance Payment and Security	27.1	The Employer will provide an Advance Payment not exceeding 20% of the Contract Price subject to the Service Provider submitting a guarantee acceptable to the Employer.

Section II - Bidding Data

Instructions to Bidders Clause Reference		
1.1	Name of the Employer	Sri Lanka Tourism Promotion Bureau
	Name of the Contract	Selection of a Public Relation (PR) Agency to Execute Public Relation Activation for the 360° Communication Campaign
	Identification No of the Contract	SLTPB/PROC/NCB/116
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	379 days (1 year) from the date of the Letter of Acceptance(365+14)
2.2	The information required from bidders in Sub-Clause 2.2	<p>(I) In addition to information and documents requested under ITB Sub-clause 2.2, The bidder shall submit following documents along with the bid.</p> <ul style="list-style-type: none"> a. Certified copy of the Business registration/ Company Registration together with the Form 1 , Form 20 and Form 6 issued by the Registrar of the Companies in Sri Lanka b. Certified copies of Business registration of the connected Agencies in each Country c. Proofs to confirm minimum 7 years of experience in Public Relations or Communication & Advertising Strategy Development or Creative development; d. Copies of Client References (Employers certificates) to confirm on Proven track records in handling minimum of Three (03) International Brands from 2016 to 2022; e. Declarations issued by the connected agencies to prove the existence of agents or sub agents in all specified markets f. Audited financial statement in digital format(PDF)in flash drive from 2016-2022
6.1	Clarification of Bidding Documents	Pre Bid Meeting will be held at 10:30 AM on 10.08.2023 at the Board Room, Sri Lanka Institute of Tourism and Hospitality Management (Hotel School) No 80, Galle Road, Colombo 03.
8.4	The address for submission of Bids	Chairperson, Ministry Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03
11.1	The period of Bid validity	23.11.2023 (90 days effected from 25.08.2023)
12.1	The amount of Bid Security	The amount of Bid Security shall be LKR 4.5 Million The Bid Security shall be valid until 22 nd December 2023 Type of Bid Security: Unconditional and On Demand Bank Guarantee issued by an A class Commercial Bank registered in Sri Lanka, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau.
14.1	The Employer's address for the purpose of Bid submission	Bids shall be submitted by mail or by hand or deposited in the Tender Box at the Procurement Division (Basement) of the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03

14.2	For identification of the bid the envelopes should indicate:	“SELECTION OF A PUBLIC RELATION (PR) AGENCY TO EXECUTE PUBLIC RELATION ACTIVATION FOR THE 360^o COMMUNICATION CAMPAIGN”			
	Bid / Contract Number	SLTPB/PROC/NCB/116			
15.1	The deadline for submission of bids	Date – 2023/08/25 Time – 2.00 pm Documents Comprising the Bid: Please see the ITB 8.1			
	Bid opening time	Immediate after Bid Closing at 2:00 pm on 2023/08/25			
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03			
20.3	Criteria for Evaluation of Qualification and Experience	S/N	Criteria	Maximum Points	Minimum Points
		1	Experience in similar assignments (Refer Schedule A)	20	10
		2	Work plan and Methodology (Refer Schedule B)	40	20
		3	Key Staff (Refer Schedule C)	20	10
		4	Financial Capability (Refer Schedule F)	10	05
		5	International Network Capability (Refer Schedule A 5)	10	5
			Total	100	60
20.4	Criteria for Evaluation of Qualification and Experience	The bids that not score a minimum of 60 points, together with the minimum given against each criterion shall be rejected. The weightage that shall be given in the combined evaluation for Technical proposal and Financial bid shall be 70: 30 respectively.			
26.1	Performance Security	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the annex B 1. Performance Bank Guarantee (Unconditional and On demand) issued by an A class Commercial bank operating in Sri Lanka and performance bond valid 28 days from the completion of the contract.			
27.1	Advance Payment and Security	20% of the Contract Price on submission of an unconditional and irrevocable Advance Payment Guarantee as per annex C form Bank Guarantee for advance payment by an A Class Commercial bank operating in Sri Lanka;			

Section III. Forms of Bid, Qualification Information, Letter of Acceptance, and Contract

Form of Bid

[date]

Chairperson,
Ministry Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road,
Colombo 03

Having examined the bidding documents, we offer to provide the Services "Selection of a Public Relation (PR) Agency to Execute Public Relation Activation for the 360o Communication" bearing Bid Number: SLTPB/PROC/NCB/116 in accordance with the Conditions of Contract, Employer's Requirements, drawings and Financial Bid accompanying this Bid for the Contract Price of **Sri Lankan Rupees XXXXXXXX (LKR xxxxxxxx)** or any other sum derived in accordance with the said documents.

This Bid and your written acceptance of it shall constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Bid you receive.

We hereby confirm that this Bid complies with the Bid validity required by the bidding documents and specified in the Bidding Data.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

Qualification Information

Notes on Form of Qualification Information

The information to be filled in by bidders in the following pages will be used for purposes of bid evaluation as described in the Instructions to Bidders. Attach additional pages as necessary.

Full Document

Schedule A –Experience in Similar Assignments

(Enclosed in envelope marked, “Envelope 1 – Qualification and Experience Information)

Submission Form A1 – Public Relation Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Bidder's Responsibility %
n				
Total				

Submission Form A2 - Experience in Travel and Tourism Sector from 2016 to 2022

Period	Employer	Description of Works	Value of the Project	Contractor's Responsibility %
n				
Total				

Submission Form A3 - Experience in other sectors related to Public Relations from 2016 to 2022

Period	Employer	Description of Works	Value of the Project	Contractor's Responsibility %
n				
Total				

Submission Form A4 - List of globally recognized awards received by the agency from 2016 to 2022

S/N	Award Name	Awarded for (share details of campaign, including industry, focus markets and brief scope of work)	Award is Presented by	Year of Award
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
n				

If the agency wishes to provide more details of the awards (e.g., portfolio of work), they are free to attach them as appendices.

Submission Form A5 - International Network of the Agency

Country	Name of the Agency and the Address	Contact Person and Designation	Contact Number	Email Address	URL of the Website
UK					
Germany					
France					
India					
China					
Australia					
Russia					
Middle East					
Scandinavia					

Declarations issued by the connected agencies from each and every country shall be submitted by the bidder

Experience of Partnering Agencies

Experience of Partnering Agency in UK

Submission Form A6 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in UK

Submission Form A7 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %

Experience of Partnering Agency in Germany

Submission Form A8 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in Germany

Submission Form A9 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in France

Submission Form A10 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in France

Submission Form A11 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in India

Submission Form A12 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in India

Submission Form A13 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in China

Submission Form A14 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in China

Submission Form A15 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in Australia

Submission Form A16 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in Australia

Submission Form A17 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in Russia

Submission Form A18 – Experience with National Tourism Organizations from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Experience of Partnering Agency in Russia

Submission Form A19 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

**Experience of Partnering Agency in Middle East(UAE, Kingdom of Saudi Arabia, Israel, Jordan)
Submission Form A20 – Experience with National Tourism Organizations from 2016 to 2022**

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

**Experience of Partnering Agency in Middle East(UAE, Kingdom of Saudi Arabia, Israel, Jordan)
Submission Form A21 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022**

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

**Experience of Partnering Agency in Scandinavia (Sweden, Norway, Finland, Denmark)
Submission Form A22 – Experience with National Tourism Organizations from 2016 to 2022**

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

**Experience of Partnering Agency in Scandinavia (Sweden, Norway, Finland, Denmark)
Submission Form A23 - Experience in Travel and Tourism Sector PR Contracts from 2016 to 2022**

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
n				
Total				

Schedule B – Work Plan and Methodology

Bid Submitted by the bidder

A. Overall Public Relations Strategy proposed for the 360° Communication Campaign

PR Strategy to include the following.

- I. Global Data (Post Covid Market Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, out bound projections of respective markets, New travel trends in respective markets, Etc.) and data sources utilized for the development of the strategy
- II. Proposed Methodology
- III. Proposed Target audiences and method of driving the target audiences
- IV. Proposed Message strategy for the 360° Communication Campaign and sub messages for the identified target audiences
- V. Call to action points for the campaign
- VI. Justification for the Strategy

B. Country Specific Public Relations Strategy proposed for the 360° Communication Campaign (All Nine countries has to be addressed separately)

The Country Specific PR Strategy has to be included the following.

- I. Country Specific Data (Post Covid Market Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, out bound projections of respective markets, New travel trends in respective markets, Etc.) and data sources utilized for the development of the strategy
- II. Proposed Methodology
- III. Proposed Target audiences and method of driving the target audiences
- IV. Proposed Message strategy for the 360° Communication Campaign and sub messages for the identified target audiences
- V. Call to action points for the campaign
- VI. Justification for the Strategy

C. Proposed Country Specific Action Plans based on the Proposed strategy (All nine countries has to be addressed separately)

- I. Proposed Methodology
- II. Proposed activities
- III. KPIs
- IV. Budget Allocations for actions
- V. Case studies

Schedule C – Key Staff

(Enclose in envelope marked, “Envelope 1 – Qualification and Experience Information)

Submission Form C1 - Composition of the proposed team for handling the Sri Lanka Tourism Account.

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Account/Brand Director			
2	PR Strategist			
3	Account/Brand Manager			
4	Senior Executive			
5	Key Staff 01			
6	Key Staff 02			
7	Key Staff 03			
8				

Full Document

Submission Form C2 - CV of the members of the team

This form is to be filled for each member of the team . In addition, bidders are free to attach CVs covering aspects not covered in the following tables as appendices.

General Information about the members of the team

Proposed position in the team	
Company in which the member of the team is employed	
Name and Surname of the member of the team	
Professional qualifications/ occupation of the members of the team	
Date of birth	
Nationality	
Total years of service of the relevant sector	
Years of service of the members of the team in the company of Consultant	
Membership in professional associations	
Role/Tasks in the team	

Education of the member of the team

(state college and other specialized education, including names of educational establishments, dates of attendance and degrees/diplomas acquired; fill for all applicable degrees).

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education or diploma/ degree	

Relevant work experience of the member of the team

(State former work experience, beginning with the present. State dates of employment, names of companies/ businesses/ establishment and a short list of assignments)

Date: from (month/year) to (month/year)	
Company/business/establishment	
Address of the company/ business/ establishment	
Position in the company/ business/ establishment	
Top projects/assignments done while in that company/business/establishment (will be elaborated in a table further below)	

Knowledge of foreign languages of the members of the team

For each language state the level of knowledge (native, fluent, conversational, basic conversational in reading, writing and speaking.

Language	Reading	Speaking	Writing

List of the most important projects and assignments of the members of the team in previous employments

Name of the project	Name of the employer	Contractor/ Client of the Project	List of tasks in the project	Period of work in the project: from (month/ year) to (month/ year)

I certify that the information given in this Form is a true description of my qualification and work experience.

Signature of the member of the team and of the authorized representative of the consultant	
Name and surname of the member of the team	

Note: Signature of the CV holder is compulsory

Schedule E – Client’s Reference

(Enclose in envelope marked, “ Envelope 1 – Qualification and Experience Information)

Please attach the certificates given by the client’s, making references on the services executed by the bidder.

Full Document

Schedule F – Financial Information

Item	2022	2021	2020	2019	2018	2017	2016
Information from statement of financial position							
Total Assets							
Total Liabilities							
Current Assets							
Current Liabilities							
Information from Income Statement							
Turnover							
Profit After Tax							

Note : Provide Audited Financial statements in Digital Format (PDF) in a Flash drive for relevant years given above

Schedule F1 – Financial Information Credit Facilities/Overdrafts

(Funding Mode should be disclosed. If the respective bidder goes for credit please provide the following information)

Name of Bank/Financial Institution	Credit Facilities/Overdrafts	Credit Period given	Credit Amount

Note: Documentary evidence to be attached

Checklist for submission of Bid

All the bidders are kindly requested to follow the following checklist and ensure that all the documents require to make the bid complete are enclosed to the respective envelop as prescribed in the bidding Document

Envelop 01 (To be completed by the Bidder)

Form Number	Item	Submission Status	
Section VIII.	Bid Security	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section III.	Forms of Bid	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A1	Public Relation/ Destination Representation Contracts from 2016 to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A2	Experience in Travel and Tourism Sector from 2016 to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A3	Experience in other sectors related to Public Relations from 2016 to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A4	List of globally recognized awards received by the agency from 2016 to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A5	International Network of the Agency	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A6	Experience of Partnering Agency in UK Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A7	Experience of Partnering Agency in UK Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A8	Experience of Partnering Agency in Germany Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A9	Experience of Partnering Agency in Germany Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A10	Experience of Partnering Agency in France Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A11	Experience of Partnering Agency in France Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A12	Experience of Partnering Agency in India Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A13	Experience of Partnering Agency in India Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A14	Experience of Partnering Agency in China Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A15	Experience of Partnering Agency in China Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Submission Form A16	Experience of Partnering Agency in Australia Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A17	Experience of Partnering Agency in Australia Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A18	Experience of Partnering Agency in Russia Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A19	Experience of Partnering Agency in Russia Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A20	Experience of Partnering Agency in Middle East(UAE, Kingdom of Saudi Arabia, Israel, Jordan) Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A21	Experience of Partnering Agency in Scandinavia (UAE, Kingdom of Saudi Arabia, Israel, Jordan) Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A22	Experience of Partnering Agency in Scandinavia (Sweden, Norway, Finland, Denmark) Experience with National Tourism organizations from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form A23	Experience of Partnering Agency in Middle East (Sweden, Norway, Finland, Denmark) Experience in Travel and Tourism Sector PR Contract from 2016to 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule B	Work Plan and Methodology	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C1	Composition of the proposed team for handling the Sri Lanka Tourism Account.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C2	CV of the members of the team	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule E	Client's Reference	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule F	Annual Turn-over Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Envelop 02 (To be Completed)

Form Number	Item	Submission Status	
Schedule FB 01	Financial Bid	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Letter of Acceptance

[letterhead paper of the Employer]

Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders. This Standard Form of Letter of Acceptance should be filled in and sent to the successful Bidder only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and identification number] for the Contract Price of [amount in numbers and words], as corrected and

modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents and it is required to submit performance Bond Value of Rs..... up to (Date) as per the Bid Document within 14 days in order to sign the contract agreement.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

Form of Contract

This CONTRACT (hereinafter called the "Contract") is made the [day] day of the month of [month], [year], between, on the one hand, [name of Employer] (hereinafter called the "Employer") and, on the other hand, [name of Service Provider] (hereinafter called the "Service Provider").

WHEREAS

- a. the Employer has requested the Service Provider to provide certain Services as defined in the Conditions of Contract and Contract Data attached to this Contract (hereinafter called the "Services");
- b. the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of.....;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- a. This Contract Agreement
- b. Letter of Acceptance;
- c. The Conditions of Contract;
- d. The Contract Data;
- e. The Form of Bid
- f. Schedule A to F of the Section III and Financial Bid
- g. The Employer's Requirements
- h. The following Appendices: [Note: If any of these Appendices are not used, the words "Not Used" should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]
 - Appendix A: Description of the Services
 - Appendix B: Schedule of Payments and Reporting Requirements
 - Appendix C: Key Personnel
 - Appendix D: Breakdown of Contract Price
 - Appendix E: Services and Facilities Provided by the Employer

2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:

- a. The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
- b. The Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]

Section IV. General Conditions of Contract

A. General Provisions	
1. Definitions	
1.1	<p>Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:</p> <p>(a) "Financial Bid" is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid;</p> <p>(d) "Completion Date" means the date of completion of the Services by the Service Provider as certified by the Employer</p> <p>(c) "Contract" means the Contract signed by the Parties, to which these General Conditions of Contract (CC) are attached, together with all the documents listed in Clause 1 of such signed Contract;</p> <p>(d) "Contract Price" means the price to be paid for the performance of the Services, in accordance with Clause 6;</p> <p>(e) "Employer" means the party who employs the Service Provider</p> <p>(f) "Party" means the Employer or the Service Provider, as the case may be, and "Parties" means both of them;</p> <p>(g) "Personnel" means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof;</p> <p>(h) "Service Provider" is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;</p> <p>(i) "Service Provider's Bid" means the completed bidding document submitted by the Service Provider to the Employer</p> <p>(j) "Employer's Requirements" means the Employer's Requirements of the service included in the bidding document submitted by the Service Provider to the Employer</p> <p>(k) "Services" means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Employer's Requirements and Schedule of Activities included in the Service Provider's Bid.</p> <p>(l) "Provisional Sum" means a sum which is specified in the Financial Bid as a Provisional Sum for the execution of any part of the contract as specified under sub Clause 6.5</p>
1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Socialist Democratic Republic of Sri Lanka
1.3 Language	This Contract has been executed in English Language
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, to such Party at the address specified in the Contract Data.

1.5 Location	The Services shall be performed at such locations as are specified in Appendix A, in the Employer's Requirements and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the Contract Data.
B. Commencement, Completion, Modification, and Termination of Contract	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services seven (07) days after the date the Contract becomes effective, or at such other date as may be specified in the Contract Data.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the Contract Data. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.5 Force Majeure	
2.5.1 Definition	For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.5.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
2.5.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure
2.5.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
2.6 Termination	
2.6.1 By the Employer	The Employer may terminate this Contract, by not less than Fourteen (14) days' written notice of termination to the Service Provider, to be given after

	<p>the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days' in the case of the event referred to in (f):</p> <p>(a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;</p> <p>(b) if the Service Provider become insolvent or bankrupt;</p> <p>(c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or</p> <p>(d) if the Service Provider does not maintain a Performance Security in accordance with Clause 3.9;</p> <p>(e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;</p> <p>(f) if the Employer, in its sole discretion, decides to terminate this Contract.</p>
2.6.2 By the Service Provider	<p>The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:</p> <p>(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or</p> <p>(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty six (56) days.</p>
2.6.3 Payment upon Termination	<p>Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:</p> <p>(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;</p> <p>(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.</p>
C. Obligations of the Service Provider	
3.1 General	<p>The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the</p>

	Employer's legitimate interests in any dealings with Subcontractors or third parties.
3.3 Confidentiality	The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer
3.5 Service Providers' Actions Requiring Employer's Prior Approval	The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions: (a) entering into a subcontract for the performance of any part of the Services, (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"), (c) changing the Program of activities; and (d) any other action that may be specified in the Contract Data
3.6 Reporting Obligations	The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.
3.7 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer's Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data
3.8 Liquidated Damages	
3.8.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.
3.8.2 Correction for Overpayment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.9 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank

	or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.
D. Service Provider's Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer
4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
E. Obligations of the Employer	
5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the Contract Data
5.2 Change in the Applicable Law	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a)) in the Contract Data, as the case may be or (b), as the case may be.
5.3 Services and Facilities	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
F. Payments to the Service Provider	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with 6.3.1
6.2 Contract Price	The Contract Price is set forth in the Contract Data.
6.3 Payment for Additional Services,	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.

and Performance Incentive Compensation	
6.3.1	For the purpose of determining the remuneration due for additional Services as the case may, a breakdown of the lump-sum price is provided in Appendices D.
6.4 Terms and Conditions of Payment	Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the Contract Data. Any other payment shall be made after the conditions listed in the Contract Data for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.
6.5 Provisional Sum	<p>Each Provisional Sum shall only be used, in whole or in part, in accordance with the instructions of SLTPB, and the Contract Price shall be adjusted accordingly. The total sum paid to the Contractor shall include only such amounts, for the work, supplies or services to which the Provisional Sum relates, as the SLTPB shall have instructed. For each Provisional Sum, the SLTPB may instruct:</p> <ul style="list-style-type: none"> (a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor. (b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price: <ul style="list-style-type: none"> (i) the actual amounts paid (or due to be paid) by the Contractor, and (ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied. <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.</p>
G. Quality Control	
7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	<ul style="list-style-type: none"> (a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected. (b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.

	(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8
H. Settlement of Disputes	
8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
8.2 Dispute Settlement	
8.2.1	Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably-set out in sub clause 8.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
8.2.2	The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
8.2.3	The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof

Section V. Contract Data

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Attention(Contact Person): Managing Director Tel:0112426800 Ext 282 e-mail: md@srilanka.travel Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:</p>
1.6	<p>The Authorized Representatives are: For the Employer: For the Service Provider:</p>
2.1	<p>The date on which this Contract shall come into effect is 14 days from the letter of acceptance</p>
2.2	<p>The Starting Date for the commencement of Services is [date] (14 days after the Letter of Acceptance issued)</p>
2.3	<p>The Intended Completion Date is 379days (One Year) from the date of the Letter of Acceptance</p>
3.5(d)	<p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media agency/establishment or otherwise with the Sri Lanka mission in the respective country in an emergency situation</p>
3.7	<p>I. Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB II. Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright transfer note. If the agency purchased images or video clips from third parties the copyrights transfer note shall submit from the original owner of the content III. Accordingly, SLTPB shall be deemed to be the sole owner of any material produced during the course of the contract</p>
3.8.1	<p>The liquidated damages rate is 0.1% per day. The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>
3.9	<p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>
4.1	<p>Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.</p>
4.2	
5.1	<p>Not Applicable</p>
5.3	<p>" Appendix E" applicable</p>

6.2	The amount is [insert amount].
6.4	<p>Payments shall be made according to the following schedule:</p> <ol style="list-style-type: none"> I. Advance of 20% of the total Contract Price be paid upon awarding of the contract against the submission of an on demand / unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka with a validity period for the contractual period II. The amortization of the Advance payment will be prorated on the actual work completion and will be recovered in full once the cumulative payment reached 75% of the total contract value. III. Payments will be made for the completed activities within the approved Action plan in accordance with the price schedule (Appendix B) upon submission of the original invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, along with the supporting documents. IV. Payment will not be processed for the any progressive activity V. Once the invoice received, a committee appointed by the Board of Management will issue a satisfactory report based on the supporting document and also considering the actual delivery. <p>Payment shall be made within-45 days of receipt of the invoice and the relevant correct and completed documents that shall be agreed with the employer specified in Clause 6.4, and within [56] days in the case of the final payment.</p>
6.5	Not Applicable
6.6	Not Applicable

Appendices

Appendix A – Description of the Services

1. Development of a Public Relations Strategy

The bidder shall develop the overall Public Relations Strategy and country specific PR strategies based on in market data.

2. Development of Country Specific Action Plans for the PR Activation

2.1. Preparation of the Country Specific Action Plan for the following markets

1. UK
2. Germany
3. France
4. China
5. India
6. Australia
7. Russia
8. Middle East
9. Scandinavia (Denmark, Norway, Sweden and Finland has to be considered as a single Market)

In developing time bound action plan, projected actions, cost breakdowns, ROI for each activity and key performance indicators has to be included

2.2. Social media management

The agency is required to propose minimum 5 country-specific widely used leading social media channels according to the proposed Country Specific Action Plans. Content requirements for posts shall be provided by the agency, to assist the Campaign Management Committee (CMC) in creating and distributing content.

Country Specific Action Plans shall include following information(to be submitted as a separated document)

	Item	Content requirement of the social media channel
	Social media channels for UK	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for Germany	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for France	
I.		
II.		

III.		
IV.		
V.		
	Social media channels for India	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for China	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for Australia	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for Russia	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	
I.		
II.		
III.		
IV.		
V.		
	Social media channels for Scandinavia(Norway, Sweden, Finland and Denmark)	
I.		
II.		
III.		
IV.		
V.		

3. Market Intelligence

Monthly report on developing trends, potential opportunities, etc. in digital space which could be effectively capitalized to promote Brand “Sri Lanka”, through mini advertising, campaigns, PR Activities, events etc. has to be provided by the selected Agency

4. Media Relations

4.1. Disseminating information for media

The bidder shall coordinate with CMC on disseminating information requested by the Media within the country in response to the media calls/requests. The Bidder should maintain an editable electronic database including key facts, figures, statistics and information of all details including media. The bidder shall compile dedicated Telephone, and Email register of media and updated Monthly .

4.2. Assist SLTPB for selection of Visiting Journalists to Sri Lanka from the respective Market

The bidder shall Identify and negotiate with minimum forty eight senior travel writers/journalists per year from all nine markets during the contract period of one year to visit Sri Lanka. Number of journalists visit Sri Lanka has to be fairly distributed among all nine markets. In return appropriate media coverage has to be ensured and delivered. The bidder has to send a proposal for each and every journalist who represent correct target groups of the campaign with the media cover agreed with them. Impact of the media coverage has to be measured by the advertising value equivalences. All budget including accommodation, ground transportation and entry tickets for such journalist will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024.

Agency also should negotiate to have 25 images from each photo journalist for the use of SLTPB (non commercial). If two or more journalists visit for a single publication or channel, will be counted as one. Journalists should include upmarket glossy magazines such as Condé Nast, Glamour Etc. Only administration fee will be paid.

4.3. Publishing feature articles and Documentaries

The bidder shall place (not purchase) a minimum of 02 feature articles/Documentaries and 4 online articles per month (each feature article shall not be less than 300 words and the video documentaries shall be more than 5 minutes) that will be provided by the CMC, in high profile daily newspapers, business/ fashion/ lifestyle magazines, consumer travel/trade travel titles and electronic/Digital media. Impact of published articles has to be measured by the advertising value equivalences and reported to CMC.

4.4. Issuing and distribution of News releases

Distribute minimum of six consumer and six trade related news releases per quarter in each market, based on major tourism initiatives in Sri Lanka, positive news on Sri Lanka or related to crisis communication if any. News releases will be provided by the Sri Lanka Tourism Promotion Bureau. Depending on the market requirements the agency may also could initiate releases with the pre-approval of Sri Lanka Tourism Promotion Bureau. The bidder shall ensure the placement of two articles per news release in high profile daily newspapers, business/fashion/lifestyle magazines, consumer travel/trade travel titles and electronic media. Impact of published articles has to be measured by the advertising value equivalences and reported to CMC

4.5. Organizing press conferences

The bidder shall organize at least one Press Conferences / Press Evenings / Press Events or other press event in each market as may be required per quarter with the presence of minimum twenty journalists per Event.

The selected agency shall coordinate with CMC to identify the important events that needed the scheduling of press event for coming quarter to achieve the objectives of the campaign. Impact of

Press Events will be measured by the advertising value equivalences of the total articles published as a result of the press event. Cost of logistics will be borne by the Event Budget of the 360° Communication Campaign. The prospective Bidder shall be entitled to claim the management fee agreed in the financial proposal for total coordination of such events. Third party costs such as logistic cost (venue, refreshment, venue arrangement, AV equipment etc) will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024.

4.6. Providing Media Monitoring Services by clipping

The bidder shall provide Media Monitoring Services, which includes a dedicated clipping service on SLTPB, preliminary and final media coverage reports including qualitative analysis on every PR activity undertaken and industry reports – competitors activity, updates on policy decision, market developments impacting SLTPB's business interests/practices. Monthly Media Monitory report should be given

4.7. Preparation of Country Specific Press Kits

The Bidder shall adopt the Press kit which will be developed by CMC in a manner which suits to the Market. Required language Translations, adopting Colour schemes, Physiographic alterations, Etc. to be considered.

5. Influencer Programme

5.1 Arranging Celebrity Visits

Arranging the visit of a Celebrity from each market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities, Top Corporate Icons) who will be appealing to the "traveler". Air ticket, travel and lodging cost will be borne by SLTPB. Effectiveness of the Celebrity visits will be measured by the Advertising Value Equivalence of the articles published on the Celebrity Visit and the total engagement of the digital publicity.

The prospective Bidder shall be entitled to claim a management fee which will be quoted in the financial proposal of this bidding document for total coordination of celebrity visits. Costs related to airfare, event, logistic cost etc. within Sri Lanka will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024.

5.2 Arranging travel Blogger/ influencer Visits

Arranging at least one travel influencer visit from each market who will have over 5 million follower base on social media platforms popular in the respective country. Effectiveness of the travel influencer visit will be measured by the total engagement of the social media publicity.

The prospective Bidder shall be entitled to claim a management fee which will be quoted in the financial proposal of this bidding document for total coordination of celebrity visits. Costs related to airfare, event, logistic cost etc. within Sri Lanka will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024.

6. Trade Relations

6.1 Destination Training Programmes for Travel Agents/Tour Operators

The bidder shall facilitate and conduct at least three travel agent and wholesaler training events per month per market. Minimum of 100 agents to be trained during the contract period from each market. Selection of the trade partners for the training sessions should be Focus on relevant

distributors whose sale clients whom will match Sri Lanka's target customer. Annual calendar of relevant training events (Sri Lanka-led and distributor-led) has to be a part of the annual action plan. Training presentation will be given by SLTPB and the bidder has to prepare the respective language version of it. The total cost of the training shall be borne by the DMC including venue, Transportation, accommodation etc under this contract. The payments will be made based on the number of agents trained, on a per head basis.

6.2 Trade Familiarization Tours (FAM) to Sri Lanka

The bidder shall organize at least two travel agent/tour operator visits during the contract period in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka. The bidder needs to ensure the agents are currently promoting the Asian regions (Asian market focus strategy) and also need to ensure the Agents have no established business links with local tour operators/Destination Management Companies as the idea is to generate new-new business.

After successful FAM tours the bidder shall coordinate, collect and report the FAM Tour feedback from all participants in the format provided by CMC Minimum of 30 agents to be send to Sri Lanka during the contract period. The prospective Bidder shall be entitled to claim the management fee which will be quoted in the financial proposal of this bidding document for total coordination of such FAM tours. The logistic cost within Sri Lanka will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024. The payments will be made based on the number of agents trained, on per head basis.

6.3 FAM Tour for the Key Association office Bearers

The bidder shall organize a FAM tour for the key office bearers of the Associations and organizations of the Travel and Tourism Industry of each country. The prospective Bidder shall be entitled to claim the management fee which will be quoted in the financial proposal of this bidding document for total coordination of such FAM tours. The logistic cost within Sri Lanka will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024. The payments will be made based on the number of agents Participated, on per head basis.

6.4 Targeting niche products

The prospective bidders shall organize at least one two FAM Trips from each country targeting the key personnel from the niche segments stated below. The prospective Bidder shall be entitled to claim the management fee which will be quoted in the financial proposal of this bidding document for total coordination of such FAM tours. The logistic cost within Sri Lanka will be provided by SLTPB which is already included in the approved action plan 2023 and will be included in 2024.

- 6.4.1 Wedding planners
- 6.4.2 Film directors , producers and choreographer
- 6.4.3 Golf operators
- 6.4.4 Cruise operators (from applicable markets)
- 6.4.5 MICE Operators
- 6.4.6 Agent may propose one other niche operators considered important to grow the respective markets

7. Distribution of e News letters

7.1. Translate and distribute the fortnight e-newsletter of SLTPB (Trade Targeted) among trade partners

The agency should distribute the fortnight e-newsletter which will be issued by the CMC. The agency shall translate the same to the applicable languages of the markets.

7.2. Translate and distribute the Monthly e-newsletter of SLTPB (Consumer Targeted) among the target consumer

The agency should distribute Monthly e-newsletter which will be issued by the CMC. The agency shall translate the same to the applicable languages of the markets.

8. Crisis management

The bidder shall formulate mitigation strategy and Crisis Management Action plan in Crisis situation. Budget allocation and payments will be made with special approval on case by case basis.

Draw upon strong media relationships to manage any adverse issues should they occur including management of media enquiries and media, preparation of statements, media monitoring and measurement, evaluation and reporting.

8.1 Address Negative Communication on Sri Lanka

Immediate communication with the CMC with the proposed remedial actions to be taken on any negative perceptions about the destination Sri Lanka. Weekly report in this regards has to be sent to CMC.

8.2 Weekly report on Negative perceptions on Sri Lanka

Weekly report on Negative perceptions about brand Sri Lanka and new trends developing in the selected Markets and propose remedial Actions and/or interventions to be submitted by the bidder

9. Language Translations (Provisional Sum)

The Agency should facilitate with language translations for promotional materials of the campaign applicable to the whole country or specific state/ province (If required).

10. Localization of creatives provided by the Creative Agency/ CMC (Provisional Sum)

The agency shall localize the global brand templates, guidelines, creatives etc. for effective communication of the campaign of Sri Lanka. The cost of such service shall be paid under a separate budget allocation

11. Dissemination of Promotional Materials

The bidder shall assist SLTPB for custom clearance, storage and dissemination of the promotional materials among trade or consumers. The cost of such service shall be paid under a Separate budget allocation.

12. Staff and Expertise

Appointment of an experienced Account Director with minimum of five years' experience and Account Executive with minimum of two years' experience on part time basis shall be assigned to handle the Sri Lanka account.

Appendix B

Schedule of Payments

Payment Schedule Advance Payments

Advance of 20% of the total Contract Price be paid upon awarding of the contract against the submission of an on demand / unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka and should be valid till as per clause 6.4.

An unconditional Performance security equivalent to 5% of the contract price, valid until as per Caluse 3.9 from an A Class commercial bank operating in Sri Lanka as per the "Annex B".

The amortization of the Advance payment will be prorated on the actual work completion and will be recovered in full once the cumulative payment reached 75% of the total contract value.

Payments for the Work Done

Payments will be made for the completed activities within the approved Action plan in accordance with the price schedule (Appendix B) upon submission of the original invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, along with the supporting documents.

Payment will not be processed for the any progressive activity

Once the invoice received, a committee appointed by the Board of Management will issue a satisfactory report based on the supporting document and also considering the actual delivery.

Submission of Invoice

Invoice should be original, manually signed by authorised person addressed to Sri Lanka Tourism Promotion Bureau. If the invoices are system generated with no signatures, it should be clearly stated in the invoice and a letter should be issued by the company, signed by the authorised signatory to confirm same.

Appendix C

Key Personnel

Staff Placement for handling the Sri Lanka Account

TOR Reference	Staff Category	General Profile
1	Account Director	Responsible for the overall delivery of the activation within the specified market and should possess a minimum of a Bachelor's Degree with a concentration in marketing, public relations, communications, or a related discipline with minimum 5 years of marketing & communication/campaign management experience with adequate understanding in digital marketing, market research and IT literacy with project management tools. Also the campaign director should possess good interpersonal skills and should have a track record of project/campaign/work delivery to the deadlines and specified quality standards.
2	Senior Executive	A bachelor's degree/Diploma or equivalent with minimum 3 years of experience managing marketing campaigns local or international level in travel and tourism or related industry with proven track record on project/campaign/work delivery to the deadlines and specified quality standards.

Appendix E

Services and Facilities Provided by the Employer

The following services and facilities will be provided by SLTPB.

1. Appointing a steering committee to steer the project to ensure the overall effective delivery of the campaign at SLTPB.
2. Appointing a Campaign Management Committee for overall coordination of the project under the directives of SLTPB.
3. The CMC will perform as the representative of SLTPB and manage the entire project under directive of Steering Committee and coordinate, monitor, direct the project activities in coordination with Public Relation Companies, Creative Agency, Digital Agency and Research Agency.
4. CMC will liaise with the PR Companies for the following purposes;
 - b overall facilitation to perform in terms of the agreement effectively;
 - c recommending the Campaign Action plans of PRCs;
 - d recommend payment invoices of PRCs and facilitate the payment process;
 - e evaluate and monitor the performance of PRCs periodically and recommend corrective measures for smooth implementation of strategy and Action Plans.
5. Creatives required for the campaign in English.
6. Trends and insights of Sri Lanka in time to time.

Section VI. Employer's Requirements and Drawings

R1. Background

Sri Lanka Tourism Promotion Bureau is planning to execute a Communication Campaign covering tourist source markets of the destination. The proposed campaign will mainly target prospective tourists from UK, Germany, France, India, China, Australia, Russia, Middle East and Scandinavia and soft activations will be carried out in other main source markets.

The main target of this campaign is to disseminate a positive message about Sri Lanka aiming the rebuilding of the position of the destination which was disturbed as a result of the negative media publicity during the last year.

In the meantime, the execution methodology has been developed to incur the majority of the expenses in Sri Lankan currency rather than making payments in Foreign exchange. Hence all the agencies appointed for this campaign will be Sri Lankan Companies who are having partnerships/franchises in the main markets mentioned above.

In the current crisis recovery state of the country, the main message to be disseminated is that Sri Lanka is ready to receive tourists. In the meantime, it is necessary to combat the negative perceptions about the destination as the result of Negative media publicity at the peak of the political and financial crisis that occurred during the year 2022.

To fulfil the above targets, SLTPB is planning to commence following activations

- Digital Media Campaign over UK, Germany, France, India, China, Australia, Russia, Middle East and Scandinavia
- Public Relations Activations in the same markets
- Establishment of an event Calendar and organize a series of stunning events within Sri Lanka and Overseas
- Cost effective campaigns with the assistance of Sri Lankan Missions and with the support of Sri Lankan Diaspora

R2. Rationale for the Campaign

R2.1 Recovery target of Tourism

During the year 2018 Sri Lanka received the highest yield through tourism with a foot fall of 2.3 million tourists who contributed US\$ 4.3 Billion to the national economy. With the effect of Easter Attack the arrivals fallen down to 1.9 million during the year 2019. Then the Global pandemic affected the industry and Sri Lanka was one of the pioneers of opening the destination in January 2021 with Strict health guidelines. Then again the industry got revived and average daily traffic increased up to 3500 when the economic crisis and political crisis affected during the year 2022.

The perceptual change created in the country due to the negative publicity on the rate of inflation, fuel ques, medical supplies, protests requesting fertilizer etc. during the peak of the crisis reduced the numbers again.

Until now the stakeholders suffer for more than three years due to the insufficient arrivals to the country since the Easter attack hit the economy in April 2019 .

Please refer <https://slttda.gov.lk/en/annual-statistical-report> for more statistical data

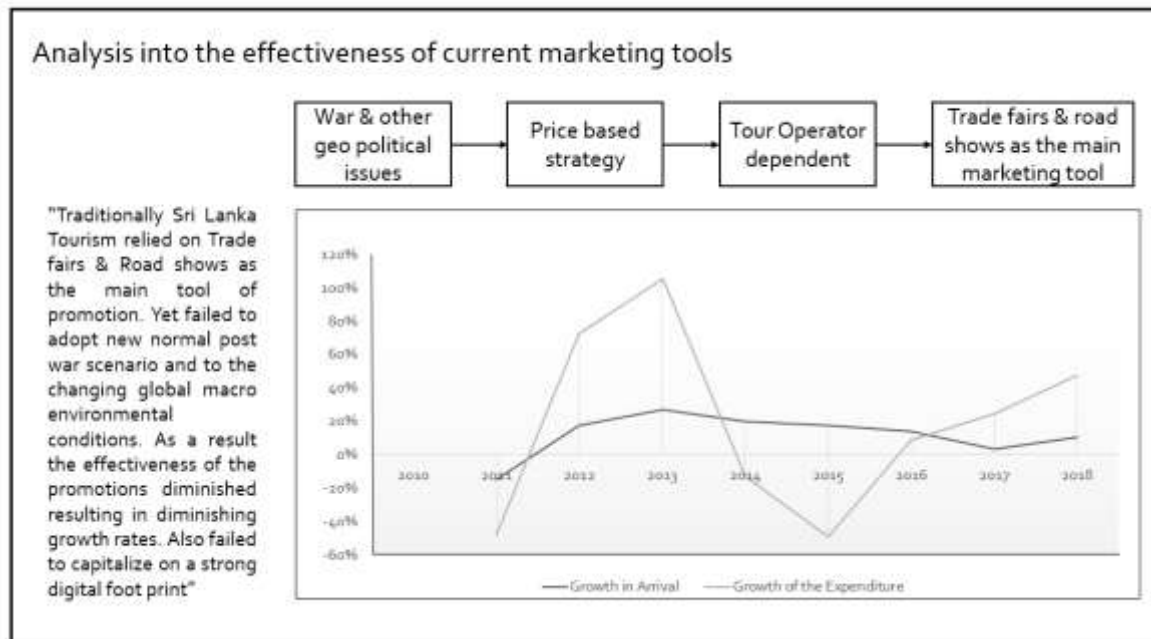
To overcome the current downfall of the industry the set government target is to achieve a tourist footfall of 1.55 million to the country which would contribute US\$ 2.8 billion to the National economy during the year 2023

R2.2 Analysis of the strategic planning Gap

Despite addressing of addressing the current temporary downfall, it is required to make solutions to several historical problems through strategic planning at this campaign.

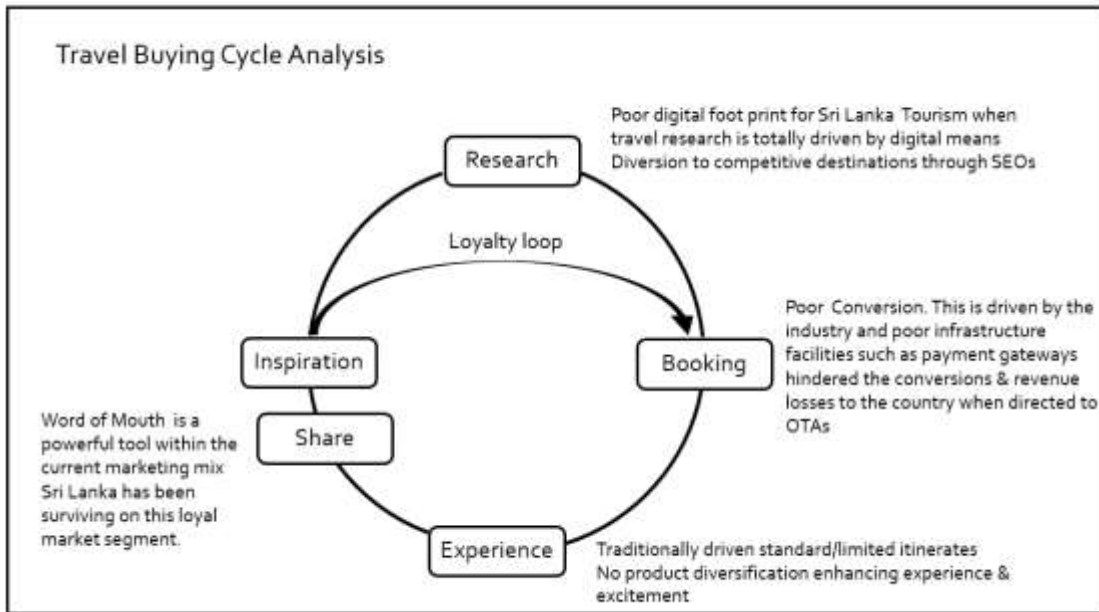
R2.2.1 Un-updated modes of promotions

Analysis of the Promotional expenditure of Sri Lanka Tourism vs the tourist arrivals - Sri Lanka Tourism has observed that the growth rate of the promotional expenditure of conducting traditional mode of promotions on Year on Year (Y on Y) basis did not reflect any interrelationship to the growth rate of the Tourist arrivals as shown in the graph below. Thereby the need to review and relook at non-traditional modes of promotions and communicational methods in achieving the strategic planning gap.



R2.2.2 Gap in the research stage of the travel buying cycle

Analysis of the Travel Buying Cycle - study into the travel buying cycle revealed that the traditional methods of communication had no effective contribution towards the growth of the tourism industry. Bookings had mainly flow through the "loyalty loop" of the travel buying cycle. These bookings were materialized through 'Inspirations' caused by shares on social media and digital platforms (though limited) which were independently generated by the loyal visitors to the destination and the Digital Influencer programme carried out by the Bureau. Poor digital presence in the research stage, poor conversion, poor experience sharing platforms and space has left a vacuum in the travel buying cycle. One factor stemming from the analysis is the poor digital footprint of Sri Lanka Tourism.



R2.2.3 Positioning of Sri Lanka

Analysis into the current positioning - Sri Lanka Tourism has traditionally adopted a generic approach to marketing with ad-hoc campaigns with little or no targeting thus not been able to strategically focus on the key markets to capitalize. With the laps of an integrated communication campaign from 2008/09 the positioning for the destination has been somewhat disconnected with its offering thereby losing out on the global competition.

Analysis into key markets of organic growth - study into the historical arrival numbers revealed 3 key geography based market segments. i.e. the mature markets, emerging markets and the strategic markets for Sri Lanka. They range from the volume contributions of 1% to 10%. Other markets emerge as negligible as revealed by the historical data. This however might not hold true given the post pandemic scenario yet will be valuable information to understand the historical behavior of the key markets for Sri Lanka Tourism.

Analysis of Arrivals

Country of Residence		Annual Arrivals							Percentage Contribution
		2012	2013	2014	2015	2016	2017	2018	
Mature	United Kingdom	114,218	137,416	144,168	161,845	188,159	201,879	254,176	10.89
	Germany	71,842	85,470	102,977	115,868	133,275	130,227	156,888	6.72
	France	56,803	64,388	78,883	80,120	96,440	97,282	106,449	4.56
	India	176,340	208,795	242,734	316,247	356,729	384,628	424,887	18.21
	China (P.R.)	27,316	54,288	128,166	214,783	271,577	268,952	265,965	11.40
Emerging	Eastern Europe	72,401	125,695	154,153	148,458	161,171	161,967	180,905	7.75
	Middle East	56,169	80,509	88,991	101,066	107,635	95,581	95,415	4.09
	Australia	51,614	54,252	57,940	63,554	74,496	81,281	110,928	4.75
	United States	29,907	34,690	39,371	47,211	54,254	57,479	75,308	3.23
Strategic	Spain	8,319	8,183	11,914	15,582	19,425	22,361	29,208	1.25
	Italy	15,871	17,982	21,116	24,293	29,791	31,428	38,379	1.64
	Norway	7,703	8,573	9,237	12,007	12,790	14,159	17,217	0.74
	Sweden	13,775	12,597	14,259	18,423	21,589	24,275	28,267	1.21
	Denmark	8,323	9,845	11,239	15,203	18,097	18,647	19,223	0.82
	Finland	4,840	2,471	2,903	3,830	5,057	7,334	8,888	0.38
	Japan	26,085	31,505	39,136	39,358	43,110	44,988	49,450	2.12
	South Korea	7,838	12,207	13,412	14,373	14,520	15,963	15,748	0.67
	Netherlands	26,754	22,281	24,196	32,742	41,373	51,148	57,160	2.45

R3. Marketing Objectives, Strategy & Branding

R3.1 Marketing Objectives

In achieving the strategic outlook of Sri Lanka Tourism, the following tactical marketing objectives are being aimed at by SLTPB. These include,

- Develop brand equity for Sri Lanka Tourism and its strategic products
- Sharpen the Brand focus as “Sri Lanka is all in one capsule as an Island Nation”
- Enhance the positive digital brand presence (digital footprint) of Sri Lanka Tourism
- Enhance the user experience through strategic activations (that harness the power of staging signature events)
- Create a sense of urgency to visit Sri Lanka and create the top of the mind recall.
- The gradual buildup of the brand to be included in the global traveller ‘wish list’ (aspired branding)

Hence it is required to implement a re-positioning activation targeting brand “Sri Lanka”

In the achievement of the above SLTPB will also look at the following operational objectives that include,

- Establish PR Network and carry out public relational activities
- Develop consistent communication materials across global channels to ensure integrated communication.
- Carry out a digital advertising campaign through different media and communication channels customizing on aligned themes in selected markets
- Create traveler experience awareness on different facets & offerings of the destination which will help to increase the per day spending of tourists.
- Hosting of International Events, top Sporting events and promotions to attract global media

R3.2 Marketing strategy

A key marketing strategy identified in addressing above marketing objectives and the recovery activation is the launch of an 360⁰ communication campaign globally and in the first phase it has to cover the key markets for Sri Lanka Tourism which will be centrally coordinated and locally delivered with a strategy driven by research and insights and building a digital footprint for the destination. The proposed key markets are; United Kingdom, Germany, France, India, China, Russia, Middle East and Australia.

Thereby this document outlines the scope of the engagement and the approach that would support Sri Lanka Tourism in achieving its objectives of revamping the tourism image for Sri Lanka globally and overseeing the execution of the related marketing strategy, ultimately supporting sustainable economic growth through high-value tourism.

R3.3 Brand Focus

Till around the year 2000, the brand focus for Sri Lanka was on its sun, sea and sand (beach focus). However gradually this was shifted to other offerings such as the ‘nature, culture and adventure’. During this time the promotional theme for the destination was ‘a land like no other’ which was then shifted in 2012 to ‘Sri Lanka – Wonder of Asia’. This tagline was adopted on the pillars of Diversity (seeing and being), Compactness & Authenticity. In 2018 Sri Lanka Tourism unveiled the new branding “So Sri Lanka”. This was introduced mainly considering the diversity of the product range that Sri Lanka has to offer and the adaptability (specially the digital adaptability) of the Brand “So Sri Lanka”. Even

though a new branding was introduced, no Integrated Communication Campaign was rolled out to build the brand focus.

Sri Lanka is now focused on a new branding with a focus on the following aspects such as,

Consumer	“Sri Lanka is an Island – Sri Lanka has a wide variety of places/ sights to visit and experience (Diversity), it is convenient to visit all locations in a shorter period of time (Compactness)” . In this context, Sri Lanka Could be considered as an all-in-one capsule for tourists seeks variety of experiences
Travel Agents	“A great destination to recommend for our clients”
Tour operator	“A destination which we can easily be sold ”
Journalists/influencer	“discover the unexplored sites and experiences before every one goes there”

This thereby identifies the key product categories of Beaches, Sports & Adventure, Heritage sites, Mind and Body wellness, Scenic beauty of the country, Wild life & Nature, People & Culture, Year round Festivals etc. Sri Lanka needs to be projected as a tourist destination which can offer all of the above and needs to be projected beyond the traditional attractions.

R3.4 Destination Positioning and Differentiation Challenge

One of the key aspects Sri Lanka Tourism focuses is the identification of the “Target mental category or frame of reference” for the visitors. A “vacation/holiday”, and so far as visitors are concerned, “vacation in another country” is the larger cognitive space or mental category in which Sri Lanka Tourism ought to be located. Within this larger frame of reference, the words “Asia” and “Island” help position Sri Lanka Tourism in a particular and more specific sub-category.

Most visitors’ decision-making processes would be characterized by first deciding on Asia, to spend their next vacation. The word “Island” again is suggestive of “sun and sand” and a particular kind of experience that may well typically precede the decision to isolate a particular holiday destination. Hence, “Overseas Vacation in an Asian Island” is the typical Frame of Reference (FOR) for Sri Lanka Tourism.

Thereafter, it would be important to, “Isolate key point(s) of difference” and identify how Sri Lanka Tourism should stand out from other competing countries and locations within the identified Frame of Reference (FOR). Indeed, actual competition takes place not in the physical or virtual market place, but in a given cognitive space or mental category of the consumer. Thereby three key words have been identified as helping Sri Lanka Tourism to differentiate from its competitors. These include Diversity, Authenticity and Compactness. However this frame of reference can be further explored in the development of the future strategies given the new normal scenario.

R3.5 Brand Positioning Statement

One of the many unfathomable mysteries of Sri Lanka is how it encompasses so many different landscapes, from diverse weather patterns, to an ancient culture dating back more than 2500 years, with latter influence from Dutch, Portuguese and British cultures. Home to eleven of the world’s famous heritage sites, probably even the world’s eighth wonder, with diverse crops from coconut along the warm coastal waters and sandy beaches, to the world famous tea gardens in the salubrious highlands, its abundant flora, fauna, and wild life, and tropical rain forests – all make Sri Lanka a picturesque island with ‘un-missable experiences’.

R3.6 Desired Consumer Perception

Its friendly people truly combine all these treasures so amazingly in this concentrated Small Island to provide the most pleasant, diverse and authentic holiday experience where no other Asian Destination could so conveniently offer.

R3.7 Brand Values

Position	Rational benefits	Emotional benefits	Personality
Asia's most treasured tourist island destination	Palm fringed sandy beaches, warm waters, diverse landscape nature, flora, and fauna, culture, arts, world heritage sites, pageantry, friendly people	I feel relaxed by the blue warm waters and palm fringed beaches. I am amazed at the diversity the small island offers – diverse attractions to meet my individual needs. The ancient culture and historical sites make me marvel at what Sri Lanka would have been in ancient times. The cool highlands take my mind back home. I am made to feel special by the warmth of its people.	Welcoming, vibrant, traditional but innovative, warm and friendly, rugged at times and reassuringly caring

R4. 360° Communication Campaign Strategy Fabric

The overall 360° campaign strategy should take an integrated & strategic approach for communication and positioning of Sri Lanka. It is also expected to take a focused approach with rigour concentration on the selected key markets. The strategy will be developed centrally and delivered locally through the network of the Public Relations Company and Digital Agency appointed specifically for the selected markets for the campaign of Sri Lanka Tourism.

Further a comprehensive and continuous monitoring support and a digital strategy will complement the overall campaign strategy to ensure the overall marketing objectives and thereby the strategic tourism mission is positively contributed towards the campaign. Thus focusing on attracting a higher-yield visitor, increase dispersal of tourism and improve overall visitor seasonality.

R4.1 Campaign Objectives

- R4.1.1. Develop and execute an integrated, 360°communications campaign aligned with the marketing objectives and the strategic mission of the tourism industry of Sri Lanka.
- R4.1.2. Develop and deliver focused and effective localized communication campaigns in the selected key markets for Sri Lanka Tourism in line with the overall communication strategy.
- R4.1.3. Enhance the Digital foot print of Sri Lanka Tourism globally.
- R4.1.4. Ensure an effective and consistent message & creative strategy across all global channels to ensure brand focus and positioning.
- R4.1.5. Communication strategy developed, validated, deployed and monitored through research and insights to ensure a planned and strategic approach is followed into the making of the 360° communication campaign.
- R4.1.6. Ensure a coordinated effort and execution of the 360° Communication Campaign between the Sri Lanka Tourism Officials, Digital, Creative, Production, PR Agency and Research Agency.

R 4.2 Target Groups considered

Four main target groups have been identified as follows by SLTPB and could be considered in the strategic development of the communication campaign, but not to be restricted. The bidder is free to propose target groups and segments on a scientific approach based on their own research data.

R4.2.1. Primary Visitor Target Market - Visitors within the 'seeing and being' segment of the tourism market primarily seeking sun, sea and sand experiences complemented by nature and culture related motivating holiday experiences.

Visitor Profile: Long-haul travelers, 30 years and above within socio-economic group A, B and C+ (upper and upper middle class) primarily from Europe.

R4.2.2. Secondary Visitor Target Market - Nature, culture and wellness 'generalists' seeking a relaxed holiday experience in warm climates

Visitor Profile: Long-haul travelers, 30 years and above within the socioeconomic group A, B and C+ (upper and upper middle class) primarily from Europe.

Note: Developing the Luxury market and niche segments like religious tourism such as Buddhist Trail and Ramyan Yathra and Golf Tourism, Destination Weddings etc.– agencies need to revisit the above-mentioned conventional target market and advice Sri Lanka Tourism on the development of visitor profiles of the luxury market and niche segments and target them accordingly.

R4.2.3. Geographic Target Market – under this category 3 geographical visitor groups have been identified by Sri Lanka Tourism.(even though there are three groups identified the Communication campaign will be only targeted the Group 01 under mentioned

Group 1

Mature Markets & Emerging Markets - United Kingdom, Germany, France, India, China, Russia, Australia and Middle East.

Group 2

Strategic Markets - USA, Spain, Italy, Scandinavia (Sweden, Denmark, Norway, Finland), Japan, Korea, Poland, Netherlands Poland.

Group 3

Tactical Prospects – these include,

- Buddhist Tourism in China, Thailand, Japan, Myanmar, Vietnam, Cambodia, South Korea, Taiwan, Laos and Singapore,
- Ramayan Yathra in India, UK, USA, Canada, France and South Africa
- Wellness Tourism (indigenous Sri Lankan medical genera) in Germany UK, Japan, Middle East

R4.2.4. Others Target Markets – these include,

- Stakeholders - All people and groups who might directly or indirectly be involved in tourism. This may include local travel agents, hotels, guesthouses, related government departments, tourist shops, Sri Lanka Missions overseas, NGOs and community in the areas of tourism.
- Secondary Customers - Travel agents and Tour operators in each market.

R5. CAMPAIGN IMPLEMENTATION STRUCTURE

The implementation structure of the 360° communication campaign will include,

- Campaign Management Committee (CMC)
This committee will support the overall management of the project

- Local Creative agency with global network – to develop the Overall Communication strategy, Creative strategy, PR Strategy, Digital Strategy and to develop the required Campaigns, Concepts and Creatives in line with the overall communication strategy. Will report to CMC.
- Local Production Agency (House) For the production of Television Commercials, Video Clips, Documentaries, Video Stories under the guidelines of the Creative Agency
- Local Digital Agency with global network To support CMC with the development of the digital strategy and to ensure the efficient and effective deployment of global digital foot print. Will report to CMC.
- Local Research agency with global network To generate insights for strategy making, perform market audits, validate strategies and monitor the effectiveness of the campaigns. Will work with CMC and report to the Chairman/MD of SLTPB.
- Public Relation Company To implement the PR strategy in selected markets (UK, Germany, France, India, China, Russia, Middle East, Australia and Scandinavia). Will report to CMC.

R6.0 Timeline and the Budget of the Overall 360° Communication Campaign

At this stage, Sri Lanka Tourism is required to carry out a communication campaign over a period of one year with the budget allocation as per the schedule below. The Public Relations Agency selected under this procurement process has an allocation of LKR 450 million for the PR Activation during the said one year period. Selection of agencies for the execution of other components will be selected through separate procurement processes. Ministry to confirm if this breakdown is required

S/N	Component
1.	Creative development (All Markets) – already selected
2.	Production
3.	PR Campaign (UK, Germany, France, India, China, Australia, Russia, Middle East & Scandinavia)
4.	Digital Campaign in key markets
5.	Research Agency

R7.0 Description of the Services for the Public Relations Agency

The bidder is required to provide a comprehensive Public Relations Solution for the 360° Communication from the development of the Strategy up to the effective execution for the specified period of one year starting from the acceptance of the Letter of Award for the assignment.

Public Relations Company appointed will act as the Market based execution agency of Sri Lanka Tourism and will have to coordinate with the Campaign Management Committee (CMC).

Once the campaign commences based on the developed strategy agreed by SLTPB, the bidder shall be responsible to execute the campaign in terms of the agreed action that shall be validated by the SLTPB through CMC.

Section VII. Financial Bid

Schedule FB 01- Financial Bid Submission Form
(Enclosed in envelope marked, " Envelope 2 – Financial Bid)

.....
[insert date (as day, month and year) of Bid submission]

Invitation for Bids No.: [insert number of bidding process]

To:
Chairperson,
Ministry Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road,
Colombo 03

We, the undersigned Bidder, hereby submit the Financial bid of our Bid.

In submitting our Financial bid we make the following additional declarations:

- (a) Bid Validity Period: Our Bid shall be valid for the period specified under 11.1 of the Bid Data sheet from the date fixed for the bid submission deadline specified under 15.1 of the Bid Data sheet, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (b) Total Price: The total price of our Bid is [insert the total price of the bid in words and figures, indicating the various amounts and the respective currencies];
- (c) Binding Contract: We understand that this Bid, together with your written acceptance thereof included in your Letter of Acceptance, shall constitute a binding contract between us, until a formal contract is prepared and executed.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

Appendix D – Breakdown of the Contract Price

Price Schedule

1. Development of Overall Public Relations Strategy
Other than the cost mentioned in the below table no 2

Item	Cost (LKR)
Development of Overall Public Relations Strategy	

2. Development of Country Specific Action Plans for the PR Activation

Item	Cost (LKR)
Action Plan for UK	
Action Plan for Germany	
Action Plan for France	
Action Plan for India	
Action Plan for China	
Action Plan for Australia	
Action Plan for Russia	
Action Plan for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	
Action Plan for Scandinavia(Norway, Sweden, Finland and Denmark)	
Total	

3. Market Intelligence - monthly Report on developing trends, potential opportunities, etc. in digital space which could be effectively capitalized to promote Brand “Sri Lanka”

Item	Nos	Rate (LKR)	Cost (LKR)
monthly Report on Market Intelligence in UK	12		
monthly Report on Market Intelligence in Germany	12		
monthly Report on Market Intelligence in France	12		
monthly Report on Market Intelligence in India	12		
monthly Report on Market Intelligence in China	12		
monthly Report on Market Intelligence in Australia	12		
monthly Report on Market Intelligence in Russia	12		
monthly Report on Market Intelligence in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	12		
monthly Report on Market Intelligence in Scandinavia (Norway, Sweden, Finland and Denmark)	12		
Total			

4. Media Relations

4.1 Disseminating information for media

	Item	Months	Rate (LKR)	Cost (LKR)
	Disseminating service for UK	12		
	Disseminating service for Germany	12		
	Disseminating service for France	12		
	Disseminating service for India	12		
	Disseminating service for China	12		
	Disseminating service for Australia	12		
	Disseminating service for Russia	12		
	Disseminating service for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	12		
	Disseminating service for Scandinavia (Norway, Sweden, Finland and Denmark)	12		
	Total			

4.2 Assist SLTPB for selection of Visiting Journalists to Sri Lanka from the respective Markets

	Item	Nos (annual)	Rate (LKR)	Cost (LKR)
1	Cost of selection of Visiting Journalists - UK			
	Cost of selection of Visiting Journalists - Germany			
	Cost of selection of Visiting Journalists - France			
	Cost of selection of Visiting Journalists - India			
	Cost of selection of Visiting Journalists - China			
	Cost of selection of Visiting Journalists - Australia			
	Cost of selection of Visiting Journalists - Russia			
	Cost of selection of Visiting Journalists - Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Cost of selection of Visiting Journalists – Scandinavia (Norway, Sweden, Finland and Denmark)			
	Total			

4.3 Publishing feature articles and Documentaries

	Item	Nos	Rate (LKR)	Cost (LKR)
	Publishing Feature Articles in UK			
	Publishing Documentaries in UK			
	Publishing Documentaries in Germany			
	Publishing Feature Articles in Germany			
	Publishing Documentaries in France			
	Publishing Feature Articles in France			
	Publishing Feature Articles in India			
	Publishing Documentaries in India			
	Publishing Documentaries in China			
	Publishing Feature Articles in China			
	Publishing Feature Articles in Australia			
	Publishing Documentaries in Australia			

	Publishing Documentaries in Russia			
	Publishing Feature Articles in Russia			
	Publishing Documentaries in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Publishing Feature Articles in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Publishing Documentaries in Scandinavia (Norway, Sweden, Finland and Denmark)			
	Publishing Feature Articles in Scandinavia (Norway, Sweden, Finland and Denmark)			
	Total			

4.4 Issuing and distribution of News releases

Item	Nos	Rate (LKR)	Cost (LKR)
Cost of Distribution in UK			
Cost of Distribution in Germany			
Cost of Distribution in France			
Cost of Distribution in India			
Cost of Distribution in China			
Cost of Distribution in Australia			
Cost of Distribution in Russia			
Cost of Distribution in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Cost of Distribution in S Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

4.5 Organizing press conferences

Item	Nos	Rate (LKR)	Cost (LKR)
Management Fee in UK	1		
Management Fee in Germany	1		
Management Fee in France	1		
Management Fee in India	1		
Management Fee in China	1		
Management Fee in Australia	1		
Management Fee in Russia	1		
Management Fee in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	1		
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)	1		
Total			

4.6 Providing Media Monitoring Services by clipping

Item	Nos	Rate (LKR)	Cost (LKR)
Monthly Media Monitoring report for UK	12		
Monthly Media Monitoring report for Germany	12		

	Monthly Media Monitoring report for France	12		
	Monthly Media Monitoring report for India	12		
	Monthly Media Monitoring report for China	12		
	Monthly Media Monitoring report for Australia	12		
	Monthly Media Monitoring report for Russia	12		
	Monthly Media Monitoring report for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	12		
	Monthly Media Monitoring report for Scandinavia (Norway, Sweden, Finland and Denmark)	12		
	Total			

4.7 Adopting the Press Kit for the market

	Cost
Preparation of Master Press Kit for the market	
Adopting the Press Kit for UK	
Adopting the Press Kit for Germany	
Adopting the Press Kit for France	
Adopting the Press Kit for India	
Adopting the Press Kit for China	
Adopting the Press Kit for Australia	
Adopting the Press Kit for Russia	
Adopting the Press Kit for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	
Adopting the Press Kit for Scandinavia (Norway, Sweden, Finland and Denmark)	
Total	

5 Influencer Programme

5.1 Arranging Celebrity Visits

Item	Nos	Rate (LKR)	Cost (LKR)
Management Fee in UK	1		
Management Fee in Germany	1		
Management Fee in France	1		
Management Fee in India	1		
Management Fee in China	1		
Management Fee in Australia	1		
Management Fee in Russia	1		
Management Fee in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	1		
Management Fee in Scandinavia	1		
Total			

6 Trade Relations

6.1 Destination Training Programmes for Travel Agents/Tour Operators

Item	Nos	Rate (LKR)	Cost (LKR)
Destination Training Programme in UK			
Destination Training Programme in Germany			
Destination Training Programme in France			
Destination Training Programme in India			

	Destination Training Programme in China			
	Destination Training Programme in Australia			
	Destination Training Programme in Russia			
	Destination Training Programme in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Destination Training Programme in Scandinavia (Norway, Sweden, Finland and Denmark)			
	Total			

6.2 Trade Familiarization Tours (FAM) to Sri Lanka

	Item	No of agents	Rate (LKR)	Cost (LKR)
	Management Fee for arranging Fam Tours from UK			
	Management Fee for arranging Fam Tours from Germany			
	Management Fee for arranging Fam Tours from France			
	Management Fee for arranging Fam Tours from India			
	Management Fee for arranging Fam Tours from China			
	Management Fee for arranging Fam Tours from Australia			
	Management Fee for arranging Fam Tours from Russia			
	Management Fee for arranging Fam Tours from Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Management Fee for arranging Fam Tours from Scandinavia (Norway, Sweden, Finland and Denmark)			
	Total			

6.3 FAM Tour for the Key Association office Bearers

	Item	Nos of participants	Rate (LKR)	Cost (LKR)
	Management Fee in UK			
	Management Fee in Germany			
	Management Fee in France			
	Management Fee in India			
	Management Fee in China			
	Management Fee in Australia			
	Management Fee in Russia			
	Management Fee in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
	Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
	Total			

6.4 Targeting niche products

6.4.1 FAM Tour for Wedding planners

Item	Nos of participants	Rate (LKR)	Cost (LKR)
Management Fee in UK			
Management Fee in Germany			
Management Fee in France			
Management Fee in India			
Management Fee in China			
Management Fee in Australia			
Management Fee in Russia			
Management Fee in Middle East(UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

6.4.2 FAM Tour for Film directors , producers and choreographers

Item	Nos of participants	Rate (LKR)	Cost (LKR)
Management Fee in UK			
Management Fee in Germany			
Management Fee in France			
Management Fee in India			
Management Fee in China			
Management Fee in Australia			
Management Fee in Russia			
Management Fee in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

6.4.3 FAM Tour for Golf operators

Item	No of participants	Rate (LKR)	Cost (LKR)
Management Fee in UK			
Management Fee in Germany			
Management Fee in France			
Management Fee in India			
Management Fee in China			
Management Fee in Australia			
Management Fee in Russia			
Management Fee in Middle East(UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

6.4.4 Cruise Operators (Applicable Markets)

Item	No of participants	Rate (LKR)	Cost (LKR)
Management Fee in UK			
Management Fee in Germany			
Management Fee in France			
Management Fee in India			
Management Fee in China			
Management Fee in Australia			
Management Fee in Russia			
Management Fee in Middle East(UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

6.4.5 FAM Tour for MICE operators

Item	Nos of participants	Rate (LKR)	Cost (LKR)
Management Fee in UK			
Management Fee in Germany			
Management Fee in France			
Management Fee in India			
Management Fee in China			
Management Fee in Australia			
Management Fee in Russia			
Management Fee in Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)			
Management Fee in Scandinavia (Norway, Sweden, Finland and Denmark)			
Total			

6.4.5 Other niche products

Item	Nos of participants	Rate (LKR)	Cost (LKR)
Management Fee in India			

7.1 Translate and distribute the fortnight e-newsletter of SLTPB (Trade Targeted) among trade partners

Item	Nos	Rate (LKR)	Cost (LKR)
Distribution Cost for UK	26		
Translation Cost for Germany	26		
Distribution Cost for Germany	26		
Translation Cost for France	26		
Distribution Cost for France	26		
Distribution Cost for India	26		

	Translation Cost for China	26		
	Distribution Cost for China	26		
	Distribution Cost for Australia	26		
	Translation Cost for Russia	26		
	Distribution Cost for Russia	26		
	Distribution Cost for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	26		
	Translation Cost for Scandinavia (Norway, Sweden, Finland and Denmark)	26		
	Distribution Cost for Scandinavia (Norway, Sweden, Finland and Denmark)	26		
	Total			

7.2 Translate and distribute the monthly e-newsletter of SLTPB (Consumer Targeted)

Item	Nos	Rate (LKR)	Cost (LKR)
Distribution Cost for UK	12		
Translation Cost for Germany	12		
Distribution Cost for Germany	12		
Translation Cost for France	12		
Distribution Cost for France	12		
Distribution Cost for India	12		
Translation Cost for China	12		
Distribution Cost for China	12		
Distribution Cost for Australia	12		
Translation Cost for Russia	12		
Distribution Cost for Russia	12		
Distribution Cost for Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	12		
Translation Cost for Scandinavia (Norway, Sweden, Finland and Denmark)	12		
Distribution Cost for Scandinavia (Norway, Sweden, Finland and Denmark)	12		
Total			

8.2 Weekly report on Negative perceptions about brand Sri Lanka and new trends developing in all Market and propose remedial Actions and/or interventions

Item	Nos	Rate (LKR)	Cost (LKR)
Report Related to UK	52		
Report Related to Germany	52		
Report Related to France	52		
Report Related to India	52		
Report Related to China	52		
Report Related to Australia	52		
Report Related to Russia	52		
Report Related to Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan)	52		
Report Related to Scandinavia (Norway, Sweden, Finland and Denmark)	52		

	Total			

Summary of the price schedule

	Sub Schedule	Cost
1	Development of Overall Public Relations Strategy	
2	Development of Country Specific Action Plans for the PR Activation	
3	Market Intelligence	
4	Media Relation	
5	Influencer Program	
6	Trade Relations	
7	Distribution of News Letters	
8	Crisis management	
9	Language Translation(Provisional Sum)	
10	Localization of creatives provided by the Creative Agency/ CMS (Provisional Sum)	
11	Dissemination of Promotional Materials	
12	Staff and Expertise	
	Total LKR	
	VAT 15%	
	Grand Total	

Rate Card

Rate Card for Language Adaptations of the Creatives provided by SLTPB in English Language

Please provide the unit rate for adaptation of the creative in any language

Unit Cost for Creatives & Productions

COLLATERAL		
Brochure	A4 -Brochure Cover Design (Both sides)	
	A4 -Brochure inside page Design (One Page)	
	A4 -insert translated content to the designed brochure (One Page)	
	A3 -Brochure Cover Design (Both sides)	
	A3 -Brochure inside page Design (One Page)	
	A3 -insert translated content to the designed brochure (One Page)	
	1/3 A4 -Brochure Cover Design (Both sides)	
	1/3 A4 -Brochure inside page Design (One Page)	
	1/3 A4 -insert translated content to the designed brochure (One Page)	
	8x8 -Brochure Cover Design (Both sides)	
	8x8 -Brochure inside page Design (One Page)	
	8x8 -insert translated content to the designed brochure (One Page)	
	Odd size -Brochure Cover Design (Both sides)	
	Odd size -Brochure inside page Design (One Page)	
	Odd size -insert translated content to the designed brochure (One Page)	

Flyer	A4 single side	
	A4 Double side	
	A5 single side	
	A4 Double side	
Leaflet	A4 / Legal Size, Double Sided	
Direct Mailer	Standard e-direct mailer	
Greeting card & Envelope	B5 (Folded Size)	
Backdrops	Design (Per square foot)	
	Printing	
	Fixing	
	Remove and Discarding	
Memorabilia		
	Pen / Pen Drive	
	Mug	
	Mouse Pad	
	Umbrella	
	T-Shirt	
	Tea Set	
Pennants	9' x 3'	
	6' x 2'	
Poster	17" x 22"	
Light Box	6' x 3'	
Sticker / Badges		
Table Top	A5, Double Sided	
Docket	A4	
Letterhead		
Business Card		
Infographic		
PPT Development	Design of PPT – Per Slide Cost	
SMS	Drafting SMS per language (upto 160 Characters)	

Language Translations

Item	Cost (LKR)
Translation cost per word of the original English Document	

Section VIII. Security Forms

Annex A Form: Bid Security

Format for the Bid Security Guarantee*[this Bank Guarantee form shall be filled in accordance with the instructions indicated in brackets]*

----- [insert issuing agency's name, and address of issuing branch or office] -----

Beneficiary: ----- [name and address of Purchaser]

Date: ----- [insert (by issuing agency) date]

BID GUARANTEE No.: ----- [insert (by issuing agency) number]

We have been informed that ----- [insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners] (hereinafter called "the Bidder") has submitted to you its bid dated ----- [insert (by issuing agency) date](hereinafter called" the Bid") for the supply of [insert name of Supplier] under Invitation for Bids No. SLTPB /PROC/NCB/116

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- [insert name of issuing agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [insert amount in figures] ----- [insert amount in words]) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

(a) has withdrawn its Bid during the period of bid validity specified; or

(b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB"); or

(c) having been notified of the acceptance of its Bid by the Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder that the Bidder was unsuccessful, otherwise it will remain in force up to ----- (insert date)

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date. _____

[signature(s) of authorized representative(s)]

Annex B Form: Performance Bank Guarantee (On-demand Unconditional)

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called "the Service Provider") has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called "the Contract");

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor

Name of Bank

Address

Date

Annex C Form: Bank Guarantee for Advance Payment

To: *[name and address of Employer]*

[name of Contract]

Gentlemen:

In accordance with the provisions of the Conditions of Contract, Clause 51 (“Advance Payment”) of the above-mentioned Contract, *[name and address of Service Provider]* (hereinafter called “the Service Provider”) shall deposit with *[name of Employer]* a Bank Guarantee to guarantee his proper and faithful performance under the said Clause of the Contract in an amount of *[amount of Guarantee]* *[amount in words]*

We, the *[Bank or Financial Institution]*, as instructed by the Service Provider, agree unconditionally and irrevocably to guarantee as primary obligator and not as Surety merely, the payment to *[name of Employer]* on his first demand without whatsoever right of objection on our part and without his first claim to the Service Provider, in the amount not exceeding *[amount of Guarantee]* *[amount in words]*

We further agree that no change or addition to or other modification of the terms of the Contract or of Services to be performed there under or of any of the Contract documents which may be made between *[name of Employer]* and the Service Provider, shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall remain valid and in full effect from the date of the advance payment under the Contract until *[name of Employer]* receives full repayment of the same amount from the Service Provider.

Yours truly,

Signature and seal:

Name of Bank/Financial Institution:

Address:

Date:

Copy Right Assignment Agreement (PHOTOGRAPHS / IMAGES).

THIS AGREEMENT is made and entered on this day of 2021 by and between;

Alternative A (When the Assignor is a company/legal person)

..... (name of company) (Carrying Business Registration No. PV) a company duly incorporated under the provisions of the Companies Act and having its registered office at No. (Registered address of the Company) (hereinafter called and referred to as "THE ASSIGNOR" which term shall where the context so requires or admits mean and include the said (Name of Company) its successors and assigns)

Alternative B (When the Assignor is a individual and independent person)

..... (name of individual person/persons) (Holder of national Identity card No.) of (Address or addresses of the person/persons) (hereinafter called and referred to as "THE ASSIGNOR" which term shall where the context so requires or admits mean and include the said (Name of person/persons) heirs, executors. Administrators, successors and assigns)

of the ONE PART

AND

SRI LANKA TOURISM PROMTION BUREAU, a body corporate established by and under the Tourism Act No 38 of 2005 and having its principal office at 80, Galle Road, Colombo 3, in the said Republic of Sri Lanka (hereinafter called and referred to as "THE ASSIGNEE" which term or expression shall where the contexts or requires or admits mean and include the said SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) its successors and permitted assigns) of the OTHER PART, and on the other hand, hereinafter collectively referred to as the Parties, have concluded this Agreement as follows:

The assignor has/ have obliged the task to supply, provide and sell Photographs / Images related to the contract of "Purchase High Resolution Images for SLTPB" bearing Contract No: connected to Sri Lanka Tourism Promotion Bureau and the Assignee carried out said venture in or around on

The Assignor hereby irrevocably represents and warrants to undertake with the Assignee that the Assignor has the capacity and power to enter into, exercise its rights and perform and comply with its obligations under this Agreement.

The assignor warrants and affirm that the Assignor is the sole owner and proprietor of the photographed images morefully described in Annexure A attached hereof.

The assignor transfer and assign all exclusive copy rights, ownership rights, Model rights (If applicable) and such other rights of the said Photographs / Images to the assignee, and the assignee shall at its full discretion use wholly or partly the Photographs / Images described in Annexure A attached hereof on any medium of communication as and when required and The assignor certify and confirm that the due consideration of Rupees (Rs...../-) of lawful money of Sri Lanka was obtained as agreed upon for the sale of the said Photographs / Images morefully described in Annexure A attached hereof.

The assignor hereby relinquish and renounce all author's rights and such other rights the assignor possess with regard to the Photographs / Images sold described in Annexure A attached hereof.

The assignor hereby keep the assignee freed and indemnified from any claim, demand, damage whatsoever arising from any 03rd party therefrom.

PARTY OF THE 1ST PART.

PARTY OF THE OTHER PART (SLTPB.

01.
(Signature)

01.
(Signature)

.....
(name)

.....
(name)

02.
(Signature)

.....
(Name)

- Company seal to be affixed.

If company is party 2 directors have to sign the Agreement.

WITNESSES OF THE PARTY OF 1ST PART

01. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

02. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

WITNESSES OF THE PARTY OF OTHER PART

01. Signature:
Name:
NIC / NPV / Passport No:
Address:
.....

02. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

Full Document

Copy Right Assignment Agreement (VIDEOS).

THIS AGREEMENT is made and entered on this day of 2023 by and between;

Alternative A (When the Assignor is a company/legal person)

..... (name of company) (Carrying Business Registration No. PV) a company duly incorporated under the provisions of the Companies Act and having its registered office at No. (Registered address of the Company) (hereinafter called and referred to as "THE ASSIGNOR" which term shall where the context so requires or admits mean and include the said (Name of Company) its successors and assigns)

Alternative B (When the Assignor is a individual and independent person)

..... (name of individual person/persons) (Holder of national Identity card No.) of (Address or addresses of the person/persons) (hereinafter called and referred to as "THE ASSIGNOR" which term shall where the context so requires or admits mean and include the said (Name of person/persons) heirs, executors. Administrators, successors and assigns)

of the ONE PART

AND

SRI LANKA TOURISM PROMTION BUREAU, a body corporate established by and under the Tourism Act No 38 of 2005 and having its principal office at 80, Galle Road, Colombo 3, in the said Republic of Sri Lanka (hereinafter called and referred to as "THE ASSIGNEE" which term or expression shall where the contexts or requires or admits mean and include the said SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) its successors and permitted assigns) of the OTHER PART, and on the other hand, hereinafter collectively referred to as the Parties, have concluded this Agreement as follows:

The assignor has/ have obliged the task to supply, provide and sell Videos related to the contract of "Purchase High Resolution Images for SLTPB" bearing Contract No: connected to Sri Lanka Tourism Promotion Bureau and the Assignee carried out said venture in or around on

The Assignor hereby irrevocably represents and warrants to undertake with the Assignee that the Assignor has the capacity and power to enter into, exercise its rights and perform and comply with its obligations under this Agreement.

The assignor warrants and affirm that the Assignor is the sole owner and proprietor of the Video more fully described in Annexure A attached hereof.

The assignor transfer and assign all exclusive copy rights, ownership rights, Model rights (If applicable) and such other rights of the said Videos to the assignee, and the assignee shall at its full discretion use wholly or partly the Videos described in Annexure A attached hereof on any medium of communication as and when required and The assignor certify and confirm that the due consideration of Rupees (Rs...../-) of lawful money of Sri Lanka was obtained as agreed upon for the sale of the said Videos morefully described in Annexure A attached hereof.

The assignor hereby relinquish and renounce all author's rights and such other rights the assignor possess with regard to the Videos sold described in Annexure A attached hereof.

The assignor hereby keep the assignee freed and indemnified from any claim, demand, damage whatsoever arising from any 03rd party therefrom.

PARTY OF THE 1ST PART.

PARTY OF THE OTHER PART (SLTPB.

01.
(Signature)

01.
(Signature)

.....
(name)

.....
(name)

02.
(Signature)

.....

(Name)

- Company seal to be affixed.

If company is party 2 directors have to sign the Agreement.

WITNESSES OF THE PARTY OF 1ST PART

01. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

02. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

WITNESSES OF THE PARTY OF OTHER PART

01. Signature:
Name:
NIC / NPV / Passport No:
Address:
.....

02. Signature:.....
Name:
NIC / NPV / Passport No:
Address:
.....

Full Document