

BIDDING DOCUMENT

PROCUREMENT OF NON-CONSULTANCY SERVICES

Appointment of a Production Agency to Develop Advertising Materials

Contract No: SLTPB/PROC /S/151

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

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

Invitation for Bids

**Appointment of a Production Agency for the
Development of Advertising Materials
Bid No: SLTPB/PROC/S/151**

The Chairman, Department Procurement Committee of Sri Lanka Tourism, invites sealed bids from reputed and experienced agencies for selection of a Production Agency to execute 360° Communication Campaign of the Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The maximum total contract value over the period of one year will be LKR 100 million for the proposed activation and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Prospective bidders shall have following Qualifications and experience (Eligibility Criteria)
 - 2.1. Legal Registration:**
 - 2.1.1. The production agency must be a legally registered entity in the Sri Lanka.
 - 2.2. Industry Experience:**
 - 2.2.1. The agency must demonstrate a proven record of accomplishment in the production industry, specifically five video productions for global brands/ international brands, within the last five years from 2018 to 2023 with a minimum value of LKR. 5 million.
 - 2.2.2. The production agency should have experience in producing three travel, tourism & hospitality sector related international video productions within the last 5 years of 2018 to 2023.
 - 2.3. Financial Stability:**
 - 2.3.1. The agency shall require to submit audited financial statements for the past five years, demonstrating a positive balance for at least three years. This showcases the agency's financial stability and its capacity to effectively manage this tender.
 - 2.4. Submission of Price Schedule:**

Bidders shall completely fulfill all the services requested in the price schedules which are under SECTION III.
3. Bidding will be conducted adopting National Competitive Bidding Method (NCB) under the National Procurement Guideline 2006.
4. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau after sending a request to procurement@srilanka.travel with a copy to nithinip@srilanka.travel
6. A complete set of bidding documents in English the 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.20,000 /=(Twenty thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism

Promotion Bureau on or before **22.03.2024** 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-mentioned information;

- Name of the Agency
- Name of the contact person and contact details
- Email address of the contact person.

Since the organization's creative strategy will be provided to the prospective Bidders, there shall be a need to sign a Non – Disclosure Agreement with SLTPB.

Therefore, a letter of authorization should be submitted by the prospective bidders by nominating a competent person to the signing of the Agreement with SLTPB before obtaining Bid documents from SLTPB

7. The Bidding document could be viewed free of charge by logging in to the web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.
8. A Pre-Bid Meeting in this regard will be held at 11.00 am on **07.03.2024** Sri Lanka Time at the Board Room, Sri Lanka Institute of Tourism and Hotel 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 One Million (Rs. 1,000,000) 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 Chairman, Department 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 on or before at **2.00 pm on 25.03.2024**. 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 Department Procurement Committee.

Chairman
Department Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road
Colombo 03

Section I – Instruction to Bidders (ITB)

ITB shall be read in conjunction with the section III - Bidding Data Sheet (BDS), which shall take precedence over 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	<p>If stated in the Bidding Data, all bidders shall include the following information and documents with their bids in Section III:</p> <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</p> <p>Section IV General Conditions of Contract</p> <p>Section VIII Security Forms of Securities</p> <p>Volume II</p> <p>Invitation for Bids</p> <p>Section II Bidding Data</p> <p>Section III Forms of Bid and Qualification Information</p> <p>Section V Contract Data</p> <p>Section VI Employer's Requirements</p> <p>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 the 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 enclosed 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 enclosed 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</p> <p>(ii) Bid security if requested;</p> <p>(iii) Duly filled Schedules A, "Qualification and Experience Information";</p> <p>(iv) Other information listed in Bidding Data; and</p> <p>(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	<p>The Bid Security may be forfeited:</p> <ul style="list-style-type: none"> (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: <ul style="list-style-type: none"> 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	<p>The outer envelope prepared in accordance with sub-clause 8.4 shall: and</p> <ul style="list-style-type: none"> (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.
	15.1	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. Deadline for Submission of Bids	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.
E. 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 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;

		<p>(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</p> <p>(a) (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.</p>
	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 the 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 sheet.
	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 60 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 Sheet

The following specific data for the services to be procured shall complement, supplement, or amend the provisions in the Instructions To Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

Instructions to Bidders Clause Reference		
1.1	Name and Address of the Employer	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.
	Name of the Contract	Appointment of a Production Agency for the Development of Advertising Materials
	Identification No of the Contract	SLTPB/PROC/S/151
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	01-year period from the date of the Letter of Acceptance
2.2	The information required from bidders in Sub-Clause 2.2	<p>Prospective bidders shall have following Qualifications and experience (Eligibility Criteria)</p> <p>2.1. Legal Registration: 2.1.1. The production agency must be a legally registered entity in the Sri Lanka.</p> <p>2.2. Industry Experience: 2.2.1. The agency must demonstrate a proven record of accomplishment in the production industry, specifically five video productions for global brands/ international brands, within the last five years from 2018 to 2023 with a minimum value of LKR. 5 million.</p> <p>2.2.2. The production agency should have experience in producing three travel, tourism & hospitality sector related international video productions within the last 5 years of 2018 to 2023.</p> <p>2.3. Financial Stability: 2.3.1. The agency shall require to submit audited financial statements for the past five years, demonstrating a positive balance for at least three years. This showcases the agency's financial stability and its capacity to effectively manage this tender.</p> <p>2.4. Submission of Price Schedule: Bidders shall completely fulfill all the services requested in the price schedules which are under SECTION III.</p>
6.1	Clarification of Bidding Documents	Pre-bid meeting will be held at 10:30 AM (After the 10 days from calling quotations) 2023 at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 80, Galle Road, Colombo 03.

11.1	The period of Bid validity	91 Days from bid closing date																
12.0	The amount of Bid Security	The amount of Bid Security shall be LKR 1 Million The Bid Security shall be valid until 119 Days from the bids opening date 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.																
13.1	For identification of the bid the envelopes should indicate:	Appointment of a Production Agency for the Development of Advertising Materials																
	Bid / Contract Number	SLTPB/PROC/S/151																
14.1	The Employer’s address for the purpose of Bid submission	Bids shall be submitted by Post or by hand or deposited in the Tender Box at the Procurement Division of the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.																
15.1	The deadline for submission of bids	Date – (21 days from date of calling quotations) Time – 2.00 pm Documents Comprising the Bid: Please see the ITB 7.1																
	Bid opening time	Immediate after Bid Closing at (21 days from date of calling quotations)																
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03																
20.3	Criteria for Evaluation of Qualification and Experience	<table><tr><th>Ref. Num</th><th>Criteria</th><th>Points</th><th>Minimum Points</th></tr><tr><td colspan="4">Portfolio of the Agency & Relevant Industry Experience:</td></tr><tr><td>4.3.</td><td>The agency should have a proven record of accomplishment in the production industry, with a focus on advertising and marketing campaigns. All the submissions will be evaluated based on their Creativity and Innovation, Effectiveness, Target Audience Relevance, Brand Alignment and Quality of the past produced materials.<ul style="list-style-type: none">Managed projects with local and international directors.Production materials developed for global brands/ international brands.Tourism related international video productions.</td><td>40</td><td>24</td></tr><tr><td colspan="4">Experienced Team:</td></tr></table>	Ref. Num	Criteria	Points	Minimum Points	Portfolio of the Agency & Relevant Industry Experience:				4.3.	The agency should have a proven record of accomplishment in the production industry, with a focus on advertising and marketing campaigns. All the submissions will be evaluated based on their Creativity and Innovation, Effectiveness, Target Audience Relevance, Brand Alignment and Quality of the past produced materials. <ul style="list-style-type: none">Managed projects with local and international directors.Production materials developed for global brands/ international brands.Tourism related international video productions.	40	24	Experienced Team:			
Ref. Num	Criteria	Points	Minimum Points															
Portfolio of the Agency & Relevant Industry Experience:																		
4.3.	The agency should have a proven record of accomplishment in the production industry, with a focus on advertising and marketing campaigns. All the submissions will be evaluated based on their Creativity and Innovation, Effectiveness, Target Audience Relevance, Brand Alignment and Quality of the past produced materials. <ul style="list-style-type: none">Managed projects with local and international directors.Production materials developed for global brands/ international brands.Tourism related international video productions.	40	24															
Experienced Team:																		

		2.8	Assign a dedicated team of professionals with relevant experience in the travel and tourism industry, including international brand exposure.	20	12
		Budget Distribution			
		7	Production Cost for Overall Campaign & market specific productions	20	12
			Budget Distribution for the rate card	20	12
		Total		100	60
		Note: Agencies that score below 60 points will be considered as non-responsive bids.			
20.4	Criteria for Evaluation of Qualification and Experience	Bids that fail to achieve a minimum of 60 points, along with the minimum points specified for each criterion, will be deemed non-responsive.			
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 A Performance Bank Guarantee (Unconditional and on demand) issued by an A class Commercial bank operating in Sri Lanka.			
27.1	Advance Payment and Security	20% of the Contract Price on submission of an unconditional and irrevocable Advance Payment Guarantee as per Annex B form Bank Guarantee for advance payment by an A Class Commercial bank operating in Sri Lanka;			

SECTION III

Price Schedule

1. Budget Distribution

a. Production Cost for Overall Campaign

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film – English Language Master	2 Minute Version			Content has been already produced. References attached with the creative brief.
2.	Main Fil Edits – Cut down versions/ edits	60 Sec.			
		30 Sec.			
		15 Sec.			
		10 Sec.			
3.	Magazine Ads/Key Visuals – Main Campaign	Magazine Ad for Key visuals of the brand campaign (with Images)			
4.	Digital Posts	Post, Display Ads and Banners development for the brand campaign			
5.	Tactical - Sri Lanka Ready Film	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film (Cut down versions/ edits)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads	Images (10 Images for each pillar)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts				
9.	Composite e- Brochures		25 images with exclusive rights		
10.	Topical e-brochures/ e Flyer for 10 pillars				
11.	Posters - for Trade/ Foreign missions				
Sub Total 01 - Production Cost for Overall Campaign					

b. Country Specific Cost for Germany

All production shall produce in German Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version			Content has been already produced. References attached with the creative brief.
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.			
		30 Sec.			
		15 Sec.			
		10 Sec.			
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	Magazine Ad for Key visuals of the brand campaign (with Images)			
4.	Digital Posts – Language Version (Adaptation from main campaign)	Post, Display Ads and Banners developed for the brand campaign			
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)		25 images with exclusive rights		
9.	Composite e- Brochures (Adaptation)				
10.	Topical e-brochures/ e Flyer (Adaptation)				
11.	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 02 - Production Cost for Country Specific Cost - Germany					

c. Country Specific Cost for France

All production shall produce in French Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version			Content has been already produced. References attached with the creative brief.
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.			
		30 Sec.			
		15 Sec.			
		10 Sec.			
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	Magazine Ad for Key visuals of the brand campaign (with Images)			
4.	Digital Posts – Language Version (Adaptation of main campaign)	Post, Display Ads and Banners developed for the brand campaign			
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version - Language adaptation	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts(Adaptation)		25 images with exclusive rights		
9.	Composite e- Brochures (Adaptation)				
10.	Topical e-brochures/ e Flyer (Adaptation)				
11.	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 03 - Production Cost for Country Specific Cost – France					

d. Country Specific Cost for India

All production shall produce in English Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version			Content has been already produced. References attached with the creative brief.
2.	Main Film Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.			
		30 Sec.			
		15 Sec.			
		10 Sec.			
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	Magazine Ad for Key visuals of the brand campaign (with Images)			
4.	Digital Posts – Language Version (Adaptation of main campaign)	Post, Display Ads and Banners developed for the brand campaign			
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)		25 images with exclusive rights		
9.	Composite e- Brochures (Adaptation)				
10	Topical e-brochures/ e Flyer (Adaptation)				
11	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 04 - Production Cost for Country Specific Cost - India					

e. Country Specific Cost for China

All production shall produce in Chinese Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version	1		
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	20 Images	20		
4.	Digital Posts – Language Version (Adaptation of main campaign)	24 Images	24		
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version - Language adaptation	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)		25 images with exclusive rights		
9.	Composite e- Brochures (Adaptation)				
10	Topical e-brochures/ e Flyer (Adaptation)				
11	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 05 - Production Cost for 2. Country Specific Cost - China					

f. Country Specific Cost for Russia

All production shall produce in Russian Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version	1		
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	20 Images	20		
4.	Digital Posts – Language Version (Adaptation of main campaign)	24 Images	24		
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)				
9.	Composite e- Brochures (Adaptation)		25 images with exclusive rights		
10	Topical e-brochures/ e Flyer (Adaptation)				
11	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 06 - Production Cost for 2. Country Specific Cost - Russia					

g. Country Specific Cost for Middle East

All production shall produce in Arabic Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version	1		
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	20 Images	20		
4.	Digital Posts – Language Version (Adaptation of main campaign)	24 Images	24		
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)				
9.	Composite e- Brochures (Adaptation)		25 images with exclusive rights		
10	Topical e-brochures/ e Flyer (Adaptation)				
11	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 07 - Production Cost for Country Specific Cost - Middle East					

h. Country Specific Cost for Australia

All production shall produce in English Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
2.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version	1		
3.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
4.	Magazine Ads/Key Visuals – Adaptation from main campaign	20 Images	20		
5.	Digital Posts – Language Version (Adaptation of main campaign)	24 Images	24		
6.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
7.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
8.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
9.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)		25 images with exclusive rights		
10	Composite e- Brochures (Adaptation)				
11	Topical e-brochures/ e Flyer (Adaptation)				
12	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 08 - Production Cost for Country Specific Cost - Australia					

i. Country Specific Cost for Scandinavia

All production shall produce in Swedish Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
1.	Main Film –Language Version (Adaptation from Master English)	2 Minute Version	1		
2.	Main Fil Edits – Cut down versions/ edits (Adaptation from Master English)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
3.	Magazine Ads/Key Visuals – Adaptation from main campaign	20 Images	20		
4.	Digital Posts – Language Version (Adaptation of main campaign)	24 Images	24		
5.	Tactical - Sri Lanka Ready Film Language Version	2 Minute Version	1		
6.	Tactical - Sri Lanka Ready Film Cut down versions/ edits (Language Versions)	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		10 Sec.	1		
		5 Sec.	1		
7.	Tactical - Sri Lanka Ready Magazine Ads (Adaptation)	Images (5 Images for each pillar for adaptation)	25 images with usage rights		
8.	Tactical - Sri Lanka Ready Digital Posts (Adaptation)		25 images with exclusive rights		
9.	Composite e- Brochures (Adaptation)				
10	Topical e-brochures/ e Flyer (Adaptation)				
11	Posters - for Trade/ Foreign missions (Adaptation)				
Sub Total 09 - Production Cost for Country Specific Cost - Scandinavia					

j. Master Price Schedule

No.	Sub Total	Cost LKR
1.	Sub Total 01 - Production Cost for Overall Campaign	
2.	Sub Total 02 - Production Cost for Country Specific Cost - Germany	
3.	Sub Total 02 - Production Cost for Country Specific Cost - France	
4.	Sub Total 04 - Production Cost for Country Specific Cost - India	
5.	Sub Total 05 - Production Cost for 2. Country Specific Cost - China	
6.	Sub Total 06 - Production Cost for Country Specific Cost - Russia	
7.	Sub Total 07 - Production Cost for Country Specific Cost - Middle East	
8.	Sub Total 08 - Production Cost for Country Specific Cost - Australia	
9.	Sub Total 09 - Production Cost for Country Specific Cost - Scandinavia	
10.	Cloud storage & management during the contract period. Refer: 2.9. Content Management Process: under the Section VI	
Applicable VAT		
Grand Total		

2. Rate Card Unit Cost for Productions

No	Items	Description	Cost per Unit (LKR)
ATL MATERIAL			
	Press Ads	A3 Page – English	
		A4 Page – English	
		A5 Page – English	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative	
	Magazine Ads	A3 Page – English (Single Side)	
		A4 Page – English (Single Side)	
		A5 Page – English (Single Side)	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative (Single Side)	
		A3 Page – English (Double Side)	
		A4 Page – English (Double Side)	
		A5 Page – English (Double Side)	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative	
	Radio Spot	Radio Jingle composing	
		30 Second – English	
		60 Second – English	
		15 Second - English	
		30 Second – Per Foreign Language	
		60 Second – Per Foreign Language	
		15 Second - Per Foreign Language	
	Production Cost for TVCs/ Promotional Videos in Full HD resolution with music composing.	3 minutes	
		2 minutes	
		90 second	
		60 second	
		30 second	
		15 Second	
		10 second	
		5 second	
	Narration/ Voice over	3 minutes - English	
		2 minutes - English	
		90 second - English	
		60 second - English	
		30 second - English	
		15 Second - English	
		10 second - English	
		5 second - English	
		Language Adaptation	
	Music composing	3 minutes	

		2 minutes	
		90 second	
		60 second	
		30 second	
		15 Second	
		10 second	
		5 second	
	Subtitling/ Suppers for the produce TVCs/ Promotional Videos	Per word	
	Images (24 megapixel)	Per image with usage rights	
		Per image with exclusive rights	
	Images (48 megapixel)	Per image with usage rights	
		Per image with exclusive rights	
	Hoardings	Hoarding Artwork (10x20ft)	
		Hoarding Artwork (20x30ft)	
	Sign Board	Sign Board Art work (3x6ft)	
		Sign Board Art work (4x8ft)	
	Logo Design	Logos with on Brand Manual	
		Logos without Brand Manual	
DIGITAL ARTWORKS			
	Website design	Concept and Blueprint	
		Home Page + 5 Pages	
		Extra Page	
	Microsite	Home Page + 2 Pages	
		Extra Page	
	Web Landing page design	Per Page	
	Blog Posts	< 500 words	
		500 – 1,000 Words	
		1,000 – 1,500 Words	
	Travel Guides	< 500 words	
		500 – 1,000 Words	
		1,000 – 1,500 Words	
	E-Mail Signature		
	WhatsApp Icon		
	Emojis		
	Sticker Design		
	EDM/ Flyers	HTML version	
	GIF's		
	Web Banners – Static	Free size	

	Web Banners – Animated	Free size	
	Vector Graphic Design	Free size	
	Animated Digital Posts (basic 2D) with music composing. Format GIF or MP4	5 Seconds	
		10 Seconds	
		20 Seconds	
		30 Seconds	
	Google	Per Ad	
	Facebook and Instagram content • All creatives in English Language	Image ad / Display ad	
		Video ad	
		Carousel ad	
		Slideshow ad	
		Edited Photos with a caption	
		Story	
		Animation with music (1 min)	
		Facebook cover photo	
	Twitter Content • All creatives in English Language	Image ad	
		Video ad	
		Edited Photos with a caption	
		Cover photo/ Banner	
	YouTube Content • All creatives in English Language	Non/ Skippable in-stream ads	
		Bumper ads	
		Display ads	
		YouTube cover photo	
		Video Thumbnail	
	Wechat Content • All creatives shall be produced in Chinese language.	Wechat Single Image/ Animation ads	
		Wechat Video ads	
		Wechat Moments	
		Profile Image / Icon design	
		Edited Photos/ Post with caption	
	Weibo Content • All creatives shall be produced in Chinese language.	Video Ads	
		Sponsored post of the Campaign Video (Tunnel placement, Fan Headline, Feed Ads)	
		Weibo Cover Photo/ Banner	
	Douyin Content • All creatives shall be produced in Chinese language	Cover Photo	
		Profile Image	
		Open Screen Ads	
		In Feed ad	
		Top-view ads	

Vkontakte • All creatives shall be produced in Russian language.	Cover Photo	
	Profile Image	
	Display ad	
	Video ad	
	Sponsored post	
	Edited Photos/ Post with caption	
Telegram • All creatives shall be produced in Russian language.	Banner/ Image ads	
	Video ads	
	Audio messages	
	Edited Photos/ Post with caption	
RuTube • All creatives shall be produced in Russian language.	Video ad roll (Pre/ Mid)	
	Banner ads	
	Overlay ads	
	Sponsored content	
	In-video ads	
Weibo • All creatives shall be produced in Chinese language	Cover	
	Post	
	Ads	
	Instant Article	
	Lead Generation Ads	
	Videos	
Baidu and Shenma • All creatives shall be produced in Chinese language	General Ads	
	Display ad	
	Display Banner	
Youku and other tube Videos • All creatives shall be produced in Chinese language	6 seconds	
	15 Seconds	
	30 Seconds	
	60 Seconds	
	Tube Headers	
Yandex • All creatives shall be produced in Chinese language	General Ads	
	Display ad	
	Display Banner	
BRANDING MATERIALS		
Logo Design	Logo Design & tagline with a Brand Visual Identity System (VIS)	
	Logo Design – Master/ original	
	Logo Design - adaptation	
OUTDOOR		
Stall designs in line with trends in the market	1000 to 3000 sq feet	
	5000 to 10,000 sq feet	
	10,000 above	

	Vehicle Branding	Bus Branding – Front + Rear + Side Panels	
		Van Branding – Front + Rear + Side Panels	
		Car Branding - Front + Rear + Side Panels	
	Flags	8 ft height x 3 ft width	
		9 ft height x 3 ft width	
COLLATERAL			
	Greeting card & Envelope	B5 (Folded Size)	
	Backdrops	Design (Per square feet)	
	Memorabilia branding		
		Pen / Pen Drive	
		Mug	
		Mouse Pad	
		Umbrella	
		T-Shirt	
		Tea Set	
	Pennants	Per square feet	
		3x6 ft	
	Poster	17” x 22”	
	Table Top	A5, Double Sided	
		A4, Double Sided	
		A5, Single Sided	
		A4, Single Sided	
	Docket	A4	
	Letterhead Designing	A4	
	Business Card Double Sided	90mmX55mm	
	PPT Development	Design of PPT – Per Slide Cost	
	SMS	Drafting SMS per language (upto 160 Characters)	

QUOTATION SUBMISSION FORM

[The Vendor shall fill in this Form in accordance with the instructions indicated.
No alterations to its format shall be permitted and no substitutions will be accepted.]

[The Vendor shall fill in this Form and it is compulsory to submit with signature.]

[date]

Chairman
Department Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 80, Galle Road,
Colombo 03

Having examined the bidding documents, we offer to provide the Services for **“Selection of Production Agency to Execute 360 communication Campaign of SLTPB ”** bearing Bid Number: SLTPB/PROC/S/151 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **Sri Lankan Rupees**
(words) (LKR.....)(figure) 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	

Schedule A –Experience in Similar Assignments

(Qualification and Experience Information of the Bidder)

Submission Form A1 – Agency Profile

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Numbers of the Agency	Office : Mobile :
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the Company (Full name and Designation)	
Business Registration Number	

Submission Form A2 –

The production agency should have experience in managing projects within the last 5 years with international directors with the value of over LKR 5 million, encompassing a range of local and international projects.

Period	Client	Description of Works	Value of the Project (LKR)	Name of the International director involved

Bidders shall attach all project details separately for each project mentioned above, along with the client references, key production materials developed under the direction of the international director.

Submission Form A3 –

The production agency should have experience in managing projects within the last 5 years with local directors with the value of over LKR 3 million, encompassing a range of local and international projects.

Period	Client	Description of the project	Value of the Project (LKR)	Name of the local director involved
n				

Bidders shall attach all project details separately for each project mentioned above, along with the client references, key production materials developed under the direction of the local director.

Submission Form A4 -

The agency must demonstrate a proven record of accomplishment in the production industry, specifically five video productions for global brands/ international brands, within the last five years from 2018 to 2023 with a minimum value of LKR. 5 million.

Period	Client	Description of the project	Value of the Project (LKR)	Name of the global/ international brand involved
n				

Bidders shall attach all project details separately for each project mentioned above, along with the client references, key production materials developed under the projects.

Submission Form A5 -

The production agency should have experience in producing travel, tourism & hospitality sector related international video productions within the last 5 years of 2018 to 2023.

Period	Client	Description of the project	Value of the Project (LKR)
N			

Bidders shall attach all project details separately for each project mentioned above, along with the client references, key production materials developed under the projects.

Schedule C – Key Staff

(Qualification and Experience Information of Bidders Staff)

Submission Form C1 –

Composition of the proposed team for handling the Sri Lanka Tourism Account/ Project.

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Director (The director shall have experience in handling international projects)			
2	Director of Photography			
3	Production Manager			
4	Music Director			
5	Offline & Online Editors			
6	Animation & VFX artists			
7	Art Director			
8	English Copywriter			

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	
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)	

Name	
Designation	
Signature of the team member	

Schedule D – Client’s References & Case Studies

(Qualification and Experience Information of the Bidder)

Please attach the certificates given by the client’s, making references on the services executed by the bidder and case studies (one successful case study which has the best performance of the company) of the projects undertaken of similar nature by the Agency in the Past).

Schedule E– Financial Information

Item	2022	2021	2020	2019	2018
Information from Balance sheet					
Total Assets					
Total Liabilities					
Current Assets					
Current Liabilities					
Information from Income Statement					
Turnover					
Profit After Tax					

Note : Provide Audited Annual Accounts in Digital Format (PDF) in a Flash drive.

Section IV

General Conditions of the 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) "Price List " 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 (Section IV) 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 Section IV in the SOR and Schedule of Activities included in the Service Provider's Bid.</p> <p>(l) "Provisional Sum" means a sum which is specified as an additional 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 Democratic Socialist 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 Section IV , in the Schedule of 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 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):
	(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;
	(b) if the Service Provider become insolvent or bankrupt;
	(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
	(d) if the Service Provider does not maintain a Performance Security in accordance with Clause 3.9;
	(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.;
	(f) if the Employer, in its sole discretion, decides to terminate this Contract.
2.6.2 By the Service Provider	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:
	(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
	(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.
2.6.3 Payment upon Termination	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:
	(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
	(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.
C. Obligations of the Service Provider	
3.1 General	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 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	<p>The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions:</p> <p>(a) entering into a subcontract for the performance of any part of the Services,</p> <p>(b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"),</p> <p>(c) changing the Program of activities; and</p> <p>(d) any other action that may be specified in the Contract Data</p>
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.
	(b) 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) 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 Clauses 2.4 and 6.3

6.2 Contract Price	The Contract Price is set forth in the Contract Data.
6.3 Payment for Additional Services, and Performance Incentive Compensation	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
6.3.1	For the purpose of determining the remuneration due for additional Services as 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 SCC 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	(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.

Penalty	(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 no settled amicably in as with sub clause 8.2.1 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</p> <p>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 [date]. [Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank Guarantee (see Clause 6.4), etc.]</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 379 days (One Year) from the date of the Letter of Acceptance In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.5(d)	<p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise with the Sri Lanka mission in the respective country in an emergency situation</p>
3.7	<ul style="list-style-type: none"> • 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 • 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 Assignment provided as follows:. • If the agency purchases images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB. • SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.

3.8.1	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.
3.9	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Not Applicable
5.3	Point 11.0 Services and facilities provided by the Employer - applicable
6.2	The amount is [insert amount].
6.4	Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.
6.5 Provisional Sum	Not Applicable

Section VI

Appointment of a Production Agency to Develop Advertising Materials

3. BACKGROUND

The Sri Lanka Tourism Promotion Bureau is seeking a production agency development of advertising materials. This campaign aims to rebuild Sri Lanka's positive image in tourist source markets, including the UK, Germany, France, India, China, Australia, Russia, Middle East, and Scandinavia. The primary goal is to counter negative media coverage from the past few years and assure prospective tourists that Sri Lanka is ready to welcome them.

In summary, Selection of a Production Agency to Develop Advertising Materials is a crucial step in restoring Sri Lanka's image and promoting it as a desirable tourist destination, focusing on key source markets while managing costs effectively.

Campaign period is One Year

SLTPB MARKETING COMMUNICATION STRATEGY AND ROLLOUT PLAN:

In line with the promotional strategies of SLTPB the appointed creative agency for Sri Lanka Tourism has developed a new positioning strategy for the destination which will form the platform for all integrated marketing communication campaigns across all touchpoints. Accordingly, the new positioning for the destination is 'Sri Lanka - You'll Come Back for More'.

The new MARCOM strategy has taken into account the laps of an integrated communication campaign from 2008/09 and the absence of a differentiation strategy for the destination. Further, the new positioning for the destination brand has been developed on the 3 pillars of Sri Lanka Tourism brand:

- Compact
- Diverse
- Authentic

Instead of the common trend among other Asian destinations that use various adjectives to position the destination following an inside-out approach, the new strategy take the point of view of the travelers, particularly the impact Sri Lanka has on travelers such as the fact that travelers are overwhelmed by the unmatched beauty & diversity of the place and the incredible warmth of its people. This has resulted in travellers desiring to revisit the destination to explore more offerings of the destination which cannot be fully experienced in a single visit. Further, the SLTDA data and statistics indicate a high prevalence of repeat visitors to the destination due to the lasting impact the destination has on its visitors.

'You'll Come Back for More' is a statement of confidence that invokes curiosity and implies 'normalcy', 'safety' and all the island's riches - diversity, compactness, and authentic offerings. It highlights how Sri Lanka is so diverse in experiences that draws them back for more. It is an evocative statement that is not just tourist-centric but also extends to the limitless offerings of Sri Lanka. It is more than a slogan or tagline. It is a country positioning and nation branding.

While all communication for SLTPB will be focused on creating awareness for Sri Lanka, with the new positioning strategy and positioning, the marketing communication for the destination will be rolled out in 2-phases, each addressing a specific objective to address the key challenges towards achieving the goals of tourist arrivals, revenue, and future growth of the industry. The new brand logo and tagline will be used across all phases of the campaign replacing 'So Sri Lanka' brand logo and tagline.

Phase 1: Priming Campaign

During the first six months the greater “thrust” of messaging will be put on promoting Sri Lanka is Safe to Travel. This will be the **Priming** phase of the campaign that will start seeding in the idea of visiting Sri Lanka in the minds of the core TG.

Since 2019, the world media has played out negative news about Sri Lanka that has resulted in waning tourist numbers to the island and loss of tourism revenue. Hence, this phase of the campaign will primarily focus on changing this narrative and the misconceived perceptions that travelers across the world harbour about Sri Lanka while highlighting the diversity of unique experiences in Sri Lanka.

The messaging: Everything is normal and safe in Sri Lanka. And we are ready to welcome you!

'Ready to Welcome You' thus becomes a visual hook for the priming campaign and calls out Sri Lanka's readiness to welcome travelers in an unforgettable manner.

Phase 2: Inspiring Campaign

Soon on the heels of the Priming, the campaign will shift to **Inspiring** phase. During this phase, the message will focus on tempting TG with glimpses of Sri Lankan experience & get them seriously consider visiting and revisiting the destination.

This will be a brand positioning campaign focused on the task of differentiating Sri Lanka from other destinations and give the travelers compelling reasons to visit and revisit Sri Lanka. In this phase the 3 pillars of the destination; Compact – Authentic – Diverse will be dialed up to make Sri Lanka unique and stand out from other competing destinations in the Asia region.

The messaging: You'll come back for more!

This enchanting island is so diverse in experiences that it casts a spell on you, pulling you back for more, again and again.

4. Scope of Work for the Production Agency

This Scope of Work outlines the key responsibilities and expectations for the production agency to ensure the successful development of required advertising materials as envisioned by the creative agency and SLTPB.

The production agency will play a pivotal role in executing the creative materials and content proposed by the creative agency for the 360° Communication Campaign. The following outlines the scope of work for the production agency.

2.1. Collaborative Planning:

Work in close collaboration with the creative agency of the SLTPB to understand the creative strategies, concepts, and requirements established for the campaign.

The creative brief for the campaign "Sri Lanka – You Will Come Back for More" can be obtained from the SLTPB procurement division upon purchasing this bid document. Bidders acquiring the creative brief from the creative agency must sign a non-disclosure agreement with SLTPB. This agreement includes terms and conditions binding bidders to refrain from disclosing any creative concepts outlined in the creative brief.

2.2. Detailed Production Plan:

Develop a comprehensive production plan that aligns with the overall campaign strategy. This plan should include a detailed timeline and budget allocation to produce creative materials as per the creative agency brief.

2.3. Creative Material Production:

Execute the production of creative assets, including but not limited to:

- Audio & Video productions (Videography)
- Photography
- Sourcing foreign nationals as models
- Design and conceptualizing ideas
- Developing of advertising materials
- Copy writing – English and other relevant languages
- Other visuals required for the campaign

Ensure that all creative materials are in line with the creative agency's vision and meet the quality standards expected by SLTPB.

2.4. Multilingual Content:

Produce creative content in the respective languages of the targeted countries, as specified by the creative agency. The master productions should be capable of providing deliverables that are edited in market-specific films or edits in the respective language.

2.5. Timely Delivery:

Adhere to the production schedule agreed upon with SLTPB. advertising materials required, should be delivered as per the requirement of the SLTPB. All productions for the entire campaign should be delivered within the agreed-upon time period specified in the Letter of Award.

2.6. Quality Assurance:

Maintain the highest standards of quality in the production of all creative materials and content.

2.7. Collaboration with Partners:

Collaborate with the Creative Agency, Public Relations Agencies, and the Digital Agencies to ensure the seamless integration of productions into advertising and PR proposals.

2.8. Experienced Team:

Assign a dedicated team of professionals with relevant experience including international brand exposure.

- Director
- Director of Photography
- Production Manager
- Music Director
- Offline & Online Editors
- Animation & VFX artists
- Art Director
- English Copywriter

2.9. Content Management Process:

To facilitate this, The selected production agency shall set up a cloud space where the production agency can upload the produced materials. This cloud space shall enable partner agencies, including Creative, PR, Digital, and SLTPB, to access the content simultaneously, and the production agency shall maintain the said cloud space within the contract period. The agency shall be decided the required capacity based on the production plan.

Additionally, the production agency is required to submit all campaign materials to SLTPB, including raw footage, stored in portable hard drives, with duplicate copies for backup.

2.10. Reporting and Communication:

Maintain open and transparent communication with the creative agency and SLTPB throughout the production process. Provide regular progress reports and updates as required.

2.11. Submission of Campaign Materials:

The production agency shall be required to submit all developed materials, including raw materials, to the SLTPB referring point number “2.12. Copyright of the content development” of this document. Additionally, all campaign materials must be handed over to the SLTPB via portable hard drives, with a backup copy of the same data.

All submissions need to be submitted by following the submission format mentioned below.

<i>Oder Number</i>	
<i>Date</i>	
<i>Description of the submission (including the attachment of the produced material/s)</i>	
<i>Copyright Certificate</i>	
<i>Total cost (LKR)</i>	
<i>Name & Signature of the Requested Person (SLTPB)</i>	
<i>Name & Signature of the Approved Person (SLTPB)</i>	

2.12. Copyright of the content development

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 Assignment provided as follows:

- 2.12.1. If the agency purchases images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB.
- 2.12.2. SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.

5. Payment for the deliverables

SLTPB will request the production of materials as needed according to the price schedule or rate card.

A 20% advance payment will be made upon the selected agency providing the advance guarantee issued by A Grade any commercial bank in Sri Lanka, after the contract has been signed.

Quarterly payments, inclusive of applicable taxes, will be made based on the deliverables.

6. Financial Stability:

The agency is required to submit audited financial statements for the past three years, demonstrating a positive balance. This showcases the agency's financial stability and its capacity to manage this tender effectively.

Section VII

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/134

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. _____

Signed [insert signature(s) of authorized representative] in the Capacity of [insert title]

Name [insert printed or typed name]

Duly authorized to sign the bid for and on behalf of [insert authorizing entity]

Dated on [insert day] day of [insert month], [insert year]

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. The Conditions of Contract;
- b. The Contract Data
- c. The Quotation Submission Form
- d. Schedule A to D and Section VII of the Price Schedule
- e. The Schedule of Requirements
- f. Price Schedule & Master Price Schedule
- g. Rate Card for Additional Requirements
- h. Quotation Submission Form
- i. Bid Security Guarantee
- j. Work Plan and Methodology
- k. Annual Turn-over Information
- l. Audited Annual Accounts in Digital Format (PDF) in a Flash drive
- m. Documented evidence for Credit Facilities/Overdrafts
- n. Letter of Acceptance

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]

LETTER OF ACCEPTANCE

[Letterhead of the Employer]

[This is applicable for the selected supplier.]

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 Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB 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.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

For and on behalf of [name of Service Provider]
[Authorized Representative]

Annex A 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

Checklist for submission of Bid

All the bidders are kindly requested to follow the following checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the envelope.

Submission Documents

Item	Submission Status	
Quotation submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Company Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Experience in two projects with international directors	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Experience in three projects with local directors	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Experience in handle global brands/ international brands	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Experience in travel & tourism related international video productions	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule C Key Staff	Yes <input type="checkbox"/>	No <input type="checkbox"/>
CV's of the members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Clients Reference	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Financial Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>

