

**SELECTION OF AN AGENCY TO EXECUTE A
DIGITAL MARKETING CAMPAIGN IN FRANCE.
2024**

CONTRACT NO: SLTPB/PROC/NCB/130

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

February 2024.

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

Invitation for Bids
SELECTION OF AN AGENCY TO EXECUTE A DIGITAL MARKETING CAMPAIGN
IN FRANCE 2024

Contract No: SLTPB/PROC/NCB/130

The Chairman, Department Procurement Committee of Sri Lanka Tourism Promotion Bureau, invites sealed bids from reputed and experienced agencies for selection of a Digital Marketing Agency to Execute Digital Marketing Campaign for the French Market for a period six months, in coordination with the Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of this proposed Digital Marketing Campaign is to promote Sri Lanka as safe and preferred destination of choice throughout French market as a recovery initiative.
2. The maximum total contract value over the period of six months will be LKR 200 million for the proposed campaign in France and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall comply with following eligibility criteria
 - a. Agency duly registered in Sri Lanka as a legal entity.
 - b. Minimum 03 years of experience in Digital Advertising.
 - c. Proven track records in Digital Marketing handling minimum of three (03) International Brands from 2013 to 2023.
 - d. The agency should have office/agent/representative /sub agent in France. (Should be legally registered entity in France.)
4. Bidding will be conducted adopting National Competitive Bidding (NCB) Method under the National Procurement Guidelines 2006.
5. 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 the English language may be obtained by interested bidders on submission of a written application to the e-mail address below, and upon depositing/online transfer of **Rs.25,000/= (Twenty-five thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism Promotion Bureau on or before **07th March 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 the contact details

- Email address of the contact person.
7. The Bidding document could be viewed free of charge by logging in to web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.
 8. A Pre-Bid Meeting in this regard will be held at **10:30AM** Sri Lanka Time (GMT + 5.5) on **27th February 2024** at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, 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 Two Million (Rs.2,000,000) **valid up to 09th June 2024** 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 **at 1.30 pm on or before 07th March 2024** Bids will be opened immediately after the bid closing time at the 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 (08:30a.m.–16:15p.m.).
 13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Departmental 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 Section III 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. Agency duly registered in Sri Lanka as a legal entity.b. Minimum 03 years of experience in Digital Advertising. (Completed Campaigns)c. Proven track records in Digital Marketing handling minimum of three (03) International Brands from 2013 to 2023. (Completed Campaigns)d. The Company should have office/agent/representative /sub agent in France. (Should be legally registered entity in France.)e. Workplan and methodology.f. List of major items proposed to carry out the Contract.g. Qualifications and experience of key staff proposed for the Contract.h. 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 the Bid, and the Employer will in no case be responsible or liable for those costs.
4. Site Visit	4.1	---Not Relevant to this Campaign---

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 Conditions of Contract</p> <p>Section VII Forms of Securities</p> <p>Volume II</p> <p>Invitation for Bid</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 Employers Requirements</p> <p>Section VII Activity Schedule</p>
6. Clarification of Bidding Documents	6.1	A prospective Bidder requiring any clarification of the bidding documents may notify the Employer in writing at the Employer's address indicated in the invitation to bid.
C. Preparation of Bids		
7. Language of Bid	7.1	The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in English Language.
8. Documents Comprising the Bid	8.1	<p>The Bidder shall submit the Bid under two separately sealed envelopes as follows:</p> <p>(a) The first envelope shall be clearly marked "ENVELOPE 1 – QUALIFICATION AND EXPERIENCE INFORMATION"; and shall enclose the original Document and the Copy in separately sealed envelopes, duly marking envelopes as "Original" and "Copy". These envelopes containing the "Original" and "Copy" then be 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 envelope.</p>

	8.2	<p>The Envelope 1, marked as “QUALIFICATION AND EXPERIENCE INFORMATION” shall include the originals of the following:</p> <ul style="list-style-type: none"> (i) Volume 1 of the Bidding Document (ii) Bid security if requested; (iii)Duly filled Schedule A, “Qualification and Experience Information”; (iv)Other information listed in Bidding Data; and (v) Any other information, bidder may wish to include
	8.3	<p>The Envelope 2, marked as “ORIGINAL OF FINANCIAL BID” shall include the originals of the following:</p> <ul style="list-style-type: none"> (i) Duly filled and signed Price Bid Submission Form; (ii) Duly filled Financial Bid
	8.4	<p>The two covers shall then be sealed in an outer Envelope All inner and outer envelopes/cover shall:</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 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, all taxes 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	The outer envelope prepared in accordance with sub-clause 8.4 shall: and (a) be addressed to the Employer at the address provided in the Bidding Data; (b) bear the name and identification number of the Contract as defined in the Bidding Data; and (c) provide a warning not to open before the specified time and date for Bid opening as defined in the Bidding Data.
	14.2	In addition to the identification required in Sub-Clause 14.1, the envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened if required.
	14.3	If the envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the Bid.
15. Deadline for Submission of Bids	15.1	Bids shall be delivered to the Employer at the address specified above no later than the time and date specified in the Bidding Data.
	15.2	Employer may extend the deadline for submission of bids by issuing an amendment, in which case all rights and obligations of the Parties previously subject to the original deadline will then be subject to the new deadline.
16. Late Bids	16.1	Any Bid received by the Employer after the deadline prescribed in Clause 15 will be returned unopened to the Bidder.
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 the completing the evaluation of envelope marked ‘Envelope 1 – Qualification and Experience Information’, in the manner described in Sub-Clause 21.2.

18. Clarification of Bids	18.1	To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer's discretion, request any Bidder for clarification of the Bidder's Bid, including breakdowns of the prices in the Financial Bid, and other information that the Employer may require. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with Clause 22
19. Examination of Bids and Determination of Responsiveness	19.1	Prior to the detailed evaluation of bids, using the information provided in Envelope 1, the Employer will determine whether each Bid (a) is accompanied by the required securities (if requested); and (b) is substantially responsive to the requirements of the bidding documents.
	19.2	A substantially responsive Bid is one which conforms to all the terms, conditions, and Employer's Requirements of the bidding documents, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the Services; (b) which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or the Bidder's obligations under the Contract; or (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.
	19.3	If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.
20. Evaluation of Qualification and Experience	20.1	The Employer will evaluate and compare only the Bids determined to be substantially responsive in accordance with Clause 19.
	20.2	A two-stage procedure will be adopted in 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: <ul style="list-style-type: none"> 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

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 of the Employer	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.
	Name of the Contract	Selection of a Digital Marketing Agency to execute Digital Marketing Campaign in France for a period of six months.
	Identification No of the Contract	SLTPB/PROC/NCB/130
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	Six months from the date of the Letter of Acceptance
2.2	The information required from bidders in Sub-Clause 2.2	<p>In addition to information and documents requested under ITB sub clause 2.2, The bidder shall submit following documents along with bids</p> <ol style="list-style-type: none"> a. Proof to confirm that the agency is duly registered in Sri Lanka as a legal entity. b. Minimum 03 years of experience in Digital Marketing. c. Proven track record of handling minimum of three (03) International Brands from 2013 to 2023 in Digital Marketing. d. The Company should have office/agent/representative /sub agent in France. (Should be legally registered entity in France.) e. Workplan and methodology. <p>Note -The bidder shall be able to prove the experience of bidding of International Brand with the copies of Client Reference. (Employers certificates) in the Schedule D.</p>

5.1		<p>The set of bidding documents comprises the documents listed below</p> <p>Section I Instructions to Bidders (ITB)</p> <p>Section II Bidding Data</p> <p>Section III – (Appendix A) Schedule of Requirements (SOR)</p> <p>Section IV Price Schedule (Schedule A)</p> <p>Section V Rate Card</p> <p>Section VI Quotation Submission Form and Financial Bid Submission Form</p> <p>Section VII Letter of Acceptance</p> <p>Section VIII Bid Security</p> <p>Section IX General Conditions of the Contract</p> <p>Section X Contract Data & Form of Contract</p> <p>Schedule A Experience in Similar Assignments</p> <p>Schedule B Work Plan and Methodology</p> <p>Schedule C - (Appendix C) Key Staff</p> <p>Schedule D Client's References.</p> <p>Schedule E Financial Information</p> <p>Schedule F Checklist for Bid Submission</p> <p>Annex A Performance Bank Guarantee</p> <p>Annex B Bank Guarantee for Advance Payment</p> <p>Annex C Copy Right Assignment Agreement (Photos/images)</p> <p>Annex D Copy Right Assignment Agreement (Videos)</p> <p>Annex E SLTPB New Branding Strategy -Brief</p> <p>Annex F Creative Concepts & Productions offered by SLTPB Creative Agency</p> <p>Appendix B: Schedule of Payments and Reporting Requirements</p> <p>Appendix D: Breakdown of Contract Price (Price Schedule)</p> <p>Appendix E: Services and Facilities Provided by the Employer</p>
6.1	Clarification of Bidding Documents	Pre-bid meeting will be held at 10:30 AM 27th February 2024 2024 at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, Galle Road, Colombo 03
8.0	Documents comprising bids.	<p>Bid Submission Method: Two Envelope System</p> <p>All documents listed in (Schedule F) should be submitted by the bidder separately in Envelope 1 & Envelope 2.</p>
11.1	The period of Bid validity	91 days from bid closing date
12.1	The amount of Bid Security	<p>The amount of Bid Security shall be LKR 2 million</p> <p>The Bid Security shall be valid until 09th June 2024</p>

		Type of Bid Security: Unconditional and On Demand Bank Guarantee issued by an A class Commercial Bank registered in Sri Lanka, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau.			
14.1	For identification of the bid the envelopes should indicate:	“Selection of an Agency to execute a Digital Marketing Campaign in France for a period of six months”			
	Bid / Contract Number	SLTPB/PROC/NCB/130			
14.1 (a)	The Employer’s address for the purpose of Bid submission	Bids shall be submitted by hand or deposited in the Tender Box at the Finance Division of the Sri Lanka Tourism Promotion Bureau, No.80, Galle Road, Colombo 03.			
15.1	The deadline for submission of bids	Date – 07th March 2024 Time – 1.30 pm Documents Comprising the Bid: Please see the ITB 8.1			
	Bid opening time	Immediate after Bid Closing at 07th March 2024			
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03			
20.3	Criteria for Evaluation of Qualification and Experience	S/N	Technical Evaluation Criteria	Maximum Points	Minimum Points
		1	Experience of local agency in similar assignments (Refer Schedule -A)	10	6
		2	Work plan and Methodology (Refer Schedule - B)	55	34
		3	Key Staff (Refer Schedule - C)	10	06
		4	Partnering agent in France for Similar assignment (Refer Schedule A)	15	08
		5	Financial Capability (Refer Schedule E, E1)	10	06
			Total	100*	60
		*Technical weightage will be calculated to 80%.			
20.4	Criteria for Evaluation of Qualification and Experience	The bids that not secure minimum of 60 points, together with the minimum given against each criterion shall be rejected. The weightage that shall be given in the combined evaluation for technical proposal and financial bid shall be 80: 20 respectively.			
26.1	Performance Security	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the annex A 1. 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;
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(Appendix A)

Schedule III- Digital Marketing Campaign in France. Schedule of Requirements (SOR)

1. Background

Sri Lanka Tourism Promotion Bureau, SLTPB, is an established body under the Tourism Act. No. 38 of 2005 of the Parliament of the Democratic Socialist Republic of Sri Lanka which is the National Tourism Organization responsible in promoting Sri Lanka as an attractive destination among the potential global travelers.

France is one of the traditional source markets which is placed among the top five markets for Sri Lanka Tourism. Sri Lanka Tourism intend to carry out a Digital Marketing Campaign targeting French Market to Promote Sri Lanka as safe and preferred destination of choice as a recovery initiative. SLTPB is interested in sourcing local a Digital Marketing Agency to plan and execute a Campaign for a period of six months. The campaign is aimed to devise a country specific digital marketing strategy, continuous monitoring across digital channels and recommending regular digital marketing initiatives across different platforms to reposition Sri Lanka as a most sought-after destination.

2. Rationale for the campaign.

During the year 2018 Sri Lanka received the highest yield through tourism with a footfall of 2.3 million tourists who contributed US\$ 4.3 Billion to the national economy. Forecasted arrivals for 2024 is 2.3 million out of which 4.5 % is expected from the French travelers. Currently French market contributes 56,251 arrivals which is 3.7 %. Sri Lanka Tourism has set an ambitious target of achieving 5 million tourist arrivals a year by 2025 to make tourism the primary income source to contribute to the National Economy in the upcoming years.

During the year 2018, Sri Lanka received the highest number of arrivals from France contributing 106,449. The global pandemic severely affected the tourism industry followed by the political instability prevailed in the country during year 2022. The new digital campaign will have to address these key issues and set out the positive image for Sri Lanka in French Market. Sri Lanka is aiming to rebuild the destination perception which has suffered a setback as a result of the adverse media publicity over the years. Establishing strong digital presence in this market will be essential to rebuild the Brand Sri Lanka. To counteract negative publicity and to rebuild travelers' confidence and establishing credibility destination. To counteract negative media publicity, build the travelers confidence, position new tagline strong digital presence is essential.

2.2 Eligibility Criteria

- a. Agency duly registered in Sri Lanka as a legal entity.
- b. Minimum 03 years of experience in Digital Marketing.
- c. Proven track records in Digital Marketing handling minimum of three (03) International Brands from 2013 to 2023.
- d. The Company should have office/agent/representative /sub agent in France. (Should be legally registered entity in France.)

3. Marketing Objectives, Strategies.

3.1. Marketing Objectives

- Increase the current arrival market share to 4.5 %
- Increase online awareness of Sri Lanka Tourism covering aspects of key words, SEOs monitoring, channel management, etc. and thereby the digital share of voice and high top of the mind recall for Sri Lanka as a destination to visit.
- Increase online engagement in terms of activating online following, conversion, real time response and dissemination of new activities, positive news related to destination.
- Create a sense of urgency across digital platforms to visit the island increasing the conversion rate.
- Monitor, evaluate and analyze digital media and to provide real time analytics and data for campaign designing
- Enhance the effectiveness of digital strategy with emphasis to the geographical channel segmentation across the target markets.
- Identify the key digital channels that can influence potential travelers to visit Sri Lanka.

3.2. Marketing strategy

Marketing communication strategy identified in addressing the above marketing objectives and the recovery activation is the launch of a strategic Digital Marketing Campaign in the French Market and it has to deliver the key marketing objectives for Sri Lanka Tourism which will be centrally coordinated and locally delivered with a strategy driven by research and insights and aiming to build a strong Digital footprint for Sri Lanka in the French Market.

Thereby it is expected to outlines the digital strategy and the approach that Sri Lanka Tourism expects in achieving these objectives of enhancing the tourism image for Sri Lanka in the France and overseeing the execution of the related digital strategy, ultimately supporting sustainable economic growth ensuring high-value and volume from French market.

3.3. Brand Identity

Till around the year 2000, the brand focus for Sri Lanka was on its sun, sea and sand (beach focus). However, gradually this was shifted to other offerings such as ‘nature, culture and adventure’. During this time the promotional theme for the destination was ‘a land like no other’ which was then shifted in 2012 to ‘Sri Lanka – Wonder of Asia’. In 2018 Sri Lanka Tourism unveiled the new branding “So Sri Lanka”. A new Sri Lanka Tourism Branding has been introduced this year “**Sri Lanka -You will come back for More**” and it will be incorporated to the intended Digital Campaign for the French market. The selected bidder is required to work closely with the creative agency to incorporate new tourism branding into 360 degree campaign plan. The selected bidder should align with the new Sri Lanka Tourism branding strategy for the overall Digital campaign and a brief will be provided to the prospective bidder in this regard. (Annex E)

3.3.2. New Sri Lanka Tourism Branding Strategy

A new Sri Lanka Tourism Branding has been introduced this year, with the tag-line “**Sri Lanka -You’ll Come Back for More**” and it should be adopted to the intended Digital Campaign for the French market. This new positioning strategy for the destination will form a platform for an integrated marketing communication campaigns across all brand touch points.

The selected bidder is requested to work closely with the creative agency of SLTPB to incorporate new tourism branding into the 360 degree campaign plan. The selected bidder should align with the new Sri Lanka Tourism branding strategy and rollout plan for the overall Digital campaign plan.

3.3. Agency to identify Segmentations and profiles to position the given below product offerings

3.3.1. Product offerings

- The key product offerings of destination Sri Lanka appealing to French audience can be identified in the following categories;
 - Culture & Heritage sites
 - Golden Sandy Beaches
 - Wild life & Nature
 - Sports Tourism
 - Soft Adventure Tourism
 - People & Lifestyle
 - Year -round Festivals
 - Luxury Segment
- Developing the niche segments/emerging segments is key in the French Market
 - Wellness Tourism
 - Weddings and Honeymoon.

- Other Target Market Segments

Stakeholders - All people and groups who might directly or indirectly be involved in tourism. This may include local travel agents, hotels, guesthouses, related government departments, tourist shops, Sri Lanka Missions overseas, Diaspora, Travel Associations, Media Associations, NGOs and communities in the areas of tourism.

- Secondary Customers - Travel agents, Tour operators, OTA's, Airlines in the French market.

3.4. Target Groups

Four main target groups have been identified in the **French market** as follows by SLTPB and could be considered in the strategic development of the Digital Communication Campaign, but not limited. The bidder should propose target groups and segments on a scientific approach based on their own research data. The Campaign should aim towards these identified target group considering their visitor profile, demographics, psychographics, media habits, socioeconomic standings etc. in the French market.

The identified target traveler segments from the French Market are as follows;

- **Baby Boomers (Age 55+) – Empty Nesters**

Bayboomers: 55+ empty nesters. Defined as the wealthiest, most active and most physically fit generation up to the era in which they arrived. They are also the generation that received peak levels of income and in France and have benefited from being able to tap into pension funds early. They are experience seekers who are looking to “Reboot” their lives after children and are the primary audience for Culture & Heritage, Nature & Wildlife and Sun & Beach. As well as seeking new experiences and destination they are also interested in revisiting previous destinations before children. Security and safety is a consideration for this audience and increasingly they are travelling solo or with friends.

- **Millennials – (Age 25-41) – Students and Young Professionals**

Millennials / DINKs: 18-35 students or young professionals (Dual Income No Kids). We have added students into this segment as they are a secondary audience within this demographic who are looking at gap year travel. Increasingly we are also seeing young professionals taking work breaks. The 25-34 market is the largest travel market segment for overseas travel.

- **Families:**

Families with kids represent a fast-growing market segment representing interesting growth opportunity for Sri Lanka. French families segment are interested in planning a stay featuring a mix of culture nature and relaxing activities and is ideal for the variety of activity Sri Lanka has to offer. Safety is one their primary concern while travelling.

- **Business Travelers**

High income frequent international travelers. Senior Executives working in IT companies, Global Companies and Multinational Companies.

Each target audience segments' travel behavior can be further enhanced and updated by obtaining information/data and insights. The agency should work to obtain information through market research and development statistics. Bidder also can refer for further statistical data provided by SLTDA through the survey.

3.5. Destination Positioning and Differentiation

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

The new Sri Lanka Tourism branding positions the destination as **"Sri Lanka -You'll Come Back for More"** emphasizing that the travelers need to revisit the destination to explore more offerings the destination has to offer, which cannot be fully experienced in a one-time visit. The new Sri Lanka Tourism differentiation strategy and the new positioning for the destination brand are based on the 3 key pillars identified as points of differentiation for Sri Lanka Tourism to stand-out from its competitors;

- 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 takes 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 travelers desiring to revisit the destination to explore more offerings of the destination which cannot be fully experienced in a single visit. Further, the 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, 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. Description of the Services

The bidder is required to provide a comprehensive Digital communication for an effective execution of Digital campaign for the period of six months starting from the acceptance letter of award for the assignments.

4. Scope of Work

4.1. Carryout a digital Audit and Situational analysis.

- Provide data-led consumer.
- Competitive and industry insights.
- Industry best practices and relevant global trends in digital marketing.
- Identify the target audience.
- Analytical Analysis of all metrics from the target market to get more engagement and interactions.

4.2. Develop the Digital Marketing Strategy of Campaign for a period of six months.

4.3. Develop action plans for digital activations in the market.

4.4. The Bidders shall not quote for creatives as main campaign creatives will be provided by Creatives Agency appointed by SLTPB which is shown in the **Table1**. Resizing of the creatives to meet specifications is part of selected bidders scope. If there is requirement for creatives apart from the main campaign creatives bidder will be requested to provide as per rate card. Rs. 10,000,000.00 has been allocated for this purpose.

4.5. Real-time monitoring of the Sri Lanka Tourism campaigns executed in the specified markets and the trends and topics (favorable/unfavorable) circulated around Digital Media and responding accordingly while reporting the progress to the SLTPB. (This will include the digital media monitoring & social listening)

4.6. Providing a commercial grade Digital Asset and Campaign Management Tool for monitoring peruse.

4.7. **Design and develop a campaign microsite in French language, serving as a landing page, to optimize conversions and deliver the campaign message effectively for enhanced efficacy.**

4.8. Carryout Digital media advertising in accordance with the following media schedule agree with SLTPB.

S/N	Media Channel	Estimated KPI	Unit	KPI Target
1	PPC	Impressions	Impressions	
			Clicks	
2	Display ads on Search engines	Impressions	Impressions	
		Views	Views	
		Website Clicks	Clicks	
3	Facebook	reach	Reach	
		Impressions	Impressions	
		Website Clicks	Clicks	
		Estimated Engagement	Engagement	
4	Facebook - Videos	Video Views	Views	
5	Instagram	Reach	Reach	
		Impressions	Impressions	
		Website Clicks	Clicks	
		Engagement	Engagement	
6	YouTube	Impressions	Impressions	
		Video Views	views	
		Clicks	Clicks	
7	Display ads on Booking Engines	Impressions	Impressions	
		Reach	Reach	
		Website Clicks	Clicks	
8	Display Ads on Review sites (eg: Trip Advisor)	Impressions	Impressions	
		Reach	Reach	
		Website Clicks	Clicks	
9	Advertise on Premium Content Sites - Quality Content Travel Sites	Impressions	Impressions	
		Reach	Reach	
		Website Clicks	Clicks	
10	OTA Activity Activities managed by French Online Travel Agencies.	Impressions	Impressions	
		Reach	Reach	
		Website Clicks	Clicks	
11	Re-targeting of Sri Lanka Engagers	Impressions	Impressions	
		Reach	Reach	
		Website Clicks	Clicks	

4.9. Data Aggregation- Gather the campaign data such as engagement data and handover the same in a usable manner for retargeting and reuse.

4.10. **In the bid evaluation, SLTPB will assign greater weightage to the Engagement Factor, emphasizing the campaign's effectiveness. Additionally, CTR will be considered as a benchmark for comparison purposes**

5. Schedule of Payments

S/N	Activity	Payment Structure	Time Period
B.1	Advance Payment	20%	<ul style="list-style-type: none">– Mobilization advance of 20% of the contract amount will be paid after signing the agreement based on the submission of an on-demand and /unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka with a validity period of 28 days beyond the contractual period.– The amortization of the Advance payment will be prorated on the actual work completion and will be recovered in full once the cumulative payment reached 75% of the total contract value.
B.2	Payments on progress	80%	<ul style="list-style-type: none">– Payments will be made in accordance with above subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicatorsbased on the actual delivery of the pre-agreed deliverables accordance with the price schedule. (Schedule A)– Proportionately payment deductions will be applied for the non-performed campaign deliverables.

• Submission of Invoice

1. Original Invoice addressed to Chairman of SLTPB giving breakdown of expenses as per the price schedule.
2. Payment will be made on actual basis on submission of invoices along with a supporting document on monthly basis.

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

7.Evaluation Criteria

S/ N	Technical Criteria	Maximum Points	Minimum Points
1	Experience of local agency in similar assignments (Refer Schedule -A)	10	6
2	Work plan and Methodology (Refer Schedule - B)	55	34
3	Key Staff (Refer Schedule - C)	10	06
4	Partnering agent in France for Similar assignment (Refer Schedule - A)	15	08
5	Financial Capability (Refer Schedule E)	10	06
	Total	*100	60
	*Technical weightage will be calculated to 80%		

8. Services and Facilities Provided by the Employer (SLTPB)

The following services and facilities will be provided by SLPTB during the Campaign, hereinafter referred to as (Appendix E) ;

1. Monitoring & Supervision of the overall campaign to ensure the effective delivery of the campaign objectives.
2. The SLTPB will provide assistance in the areas of coordinating, monitoring, directing the project activities, liaising and as a mediator with Public Relation Agency, Creative Agency, and Digital Agency and Production Agency.
3. SLTPB will liaise with the Digital Agency for the following purposes;
 - I. Overall facilitation to perform in terms of the agreement effectively;
 - II. Recommending the Campaign Action plans of PRCs;
 - III. Recommend payment invoices of PRCs and facilitate the payment process;
 - IV. Evaluate and monitor the performance of PRCs periodically and recommend corrective measures for smooth implementation of strategy and Action Plans.
4. Creatives and productions required for the campaign. Trends and insights of Sri Lanka in time to time.
5. Ensure the delivery of creative concepts and productions offered to the Digital Agency by the Creative Agency as mentioned in the Annex E.

Section IV- Price Schedule

Appendix - A

To be submitted with envelop 2

Price schedules

Digital audit to bench mark pre campaign scenario and conduct a situational analysis. (Refer 5.1)

SOR	Item	Cost (LKR)
1	Digital audit and situational analysis.	

Development of digital marketing strategy (Refer 5.2)

SOR	Item	Cost (LKR)
2	Development of digital marketing strategy	

Development of country specific action plan (Refer 5.3)

SOR	Item	Cost (LKR)
3	Development of country specific action plan	

Digital media monitoring and social listening. (Refer 5.5)

SOR	Item	Cost (LKR)
4	Digital media monitoring and listening	

Digital asset management tool. (Refer 5.6)

SOR	Item	Cost (LKR)
5	Digital Asset and Campaign Management Tool	

Price schedule – Creation of Micro site – Please refer 5.7

SOR	Item	Cost (LKR)
6	Design & Development of Micro site in French	

Digital Media Advertising (Refer 5.8)

S/N	Media Channel	Estimated KPI	Unit	KPI Target	Cost LKR
1	PPC (Pay-Per-Click)	Impressions	Impressions		
		Website Clicks	Clicks		
2	Display ads on Search engines	Impressions	Impressions		
		Views	Views		
		Website Clicks	Clicks		
3	Facebook	reach	Reach		
		Impressions	Impressions		
		Website Clicks	Clicks		
		Estimated Engagement	Engagement		
4	Facebook - Videos	Video Views	Views		
5	Instagram	Reach	Reach		
		Impressions	Impressions		
		Website Clicks	Clicks		
		Engagement	Engagement		
6	YouTube	Impressions	Impressions		
		Video Views	views		
		Clicks	Clicks		
7	Display ads on Booking Engines	Impressions	Impressions		
		Reach	Reach		
		Website Clicks	Clicks		
8	Display Ads on Review sites (eg: Trip Advisor)	Impressions	Impressions		
		Reach	Reach		
		Website Clicks	Clicks		
9	Advertise on Premium Content Sites - Quality Content Travel Sites	Impressions	Impressions		
		Reach	Reach		
		Website Clicks	Clicks		
10	OTA Activity Activities managed by French Online Travel Agencies.	Impressions	Impressions		
		Reach	Reach		
		Website Clicks	Clicks		
11	Re-targeting of Sri Lanka Engagers	Impressions	Impressions		
		Reach	Reach		
		Website Clicks	Clicks		

Price Schedule- Summary.

Item	LKR
Digital audit and situational analysis.	
Development of digital marketing strategy	
Development of country specific action plan	
Developments of creatives	10,000,000
Digital media monitoring and social listening.	
Digital asset and campaign management tool.	
Digital Media Advertising	
Design & Development of Campaign Micro Site .	
Sub Total	
Taxes	
Total	

SECTION V- RATE CARD.
Rate Card for Creatives

	Platform	LKR. (Per unit price)
1	Display ad on Search engines	
2	Facebook post	
	Facebook Ads	
	Facebook story	
	Facebook – Videos	
	5 sec	
	15 sec	
	30 sec	
	45 sec	
	60 sec	
	120 sec	
	180 sec	
3	Instagram Stories	
	Instagram Ads	
	Instagram Posts	
	Instagram Videos	
	6 sec	
	15 sec	
	30 sec	
	45 sec	
	60 sec	
	120 sec	
	180 sec	
4	YouTube	
	YouTube Shorts	
	Display Ads	
	Video Ads	
	6 sec	
	15 sec	
	30 sec	
	45 sec	
	60 sec	

	120 sec	
	180 sec	
	240 sec	
	300 sec	
5	Google and other Booking Engine advertisement	
	Image Ads	
	Video Ads	
	Animation Ads	
6	Travel review site advertisement	
7	Advertisements for Premium Content Sites	
8	OTA Advertisements	
9	Animated Videos	
	6 sec	
	15 sec	
	30 sec	
	45 sec	
	60 sec	
	120 sec	
	180 sec	
	240 sec	
	300 sec	
19	Composing Music Tracks (cost per 30 seconds)	
20	Sub titling of Videos (cost per word)	
21	Electronic Direct Mailer (EDM)	
22	Digital Press Release	
23	e-flier	
24	Banners	
25	Web micro site design- Concept	
	Copy Writing	
	Home Page + 5 Pages	
	Landing page design	
26	Microsite - Landing page design	
27	WhatsApp Icon	
28	Emojis	
29	EDM	
30	GIF's	
31	Cinemograph	

32	E-Newsletter	
33	Web Banners – Static	
34	Animated Digital Posts 10 sec	
35	Animated Digital Posts 20sec	

Bidder may suggest the creatives to the rate card if required.

SECTION VI-A
QUOTATION SUBMISSION FORM – TECHNICAL PROPOSAL.

To be submitted with the Envelop - 1

[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 AN AGENCY TO EXECUTE A DIGITAL MARKETING CAMPAIGN IN FRANCE 2024”** bearing Bid Number: SLTPB/PROC/NCB/130 in accordance with the Conditions of Contract, Employer’s Requirements.

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	
	Company Rubber Stamp	

SECTION VI - B
Financial Bid Submission Form

To be submitted with the Envelop - 2

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

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

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

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

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

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

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

VII. 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	

Schedule A –Experience in Similar Assignments – Local Agent

Submission Forms (To be Submitted with Envelop 1)

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 Agency (Full name and Designation)	
Business Registration Number (Copy of the Certificate to be attached)	

Submission Form A2- Minimum 03 Years of Experience in handling Digital Marketing Campaigns.

[illegible]

Submission Form A3 - Handling of Minimum 03 International Brands from 2013 to 2023
(Submit Client Reference Proof)

[illegible]

If the agency wishes to provide more details of the International Brands handled (eg: portfolio of work) they are free to submit them as appendices.

Submission Form A4 – Similar Nature of Contracts of Local Agency in non-Travel and Tourism Sector

Each bidder should submit the evidence for successful completion of the non-Travel and Tourism sector project in similar size and complexity related to the Digital Marketing Campaigns for the period 2013 to 2023. **(Completed Campaigns)**

[illegible]

Submission Form A5 – Experience of Local Agency in Travel and Tourism Sector

Each bidder should submit the evidence for successful completion of the Travel and Tourism sector project of similar size and complexity related to the Digital Marketing for the period 2013 to 2023. (**Completed Campaigns**)

[illegible]

Submission Form A6 - List of globally recognized awards received by the local agency for the period 2013 to 2023.

S/N	Award Name	Awarded for (share details of campaign, including industry, focus markets and brief scope of work)	Award is Presented by	Year of Award	Proof attached Yes /No
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Submission Form A7 – Similar Nature of Contracts in non-Travel and Tourism Sector) – Partnering Company in France.

Each bidder should submit the evidence for successful completion of the non-Travel and Tourism sector project in similar size and complexity related to the Digital Marketing from 2013 to 2023. (**Completed Campaigns**)

[illegible]

Submission Form A8 Similar Nature of Contracts in Travel and Tourism Sector- Partnering Company in France.

Each bidder should submit the evidence for successful completion of the Travel and Tourism sector project in similar size and complexity related to the Digital Marketing from 2013 to 2023. (Completed Campaigns)

[illegible]

Schedule B – Work Plan and Methodology

Bid Submitted by the bidder

WM 1. Proposed Digital Marketing Strategy for the Digital Marketing Campaign.

Digital Marketing Strategy proposed for the campaign including the following.

1. Data (Market Surveys, Ground level studies, Projections, Air Connectivity studies, consumer behaviors, out bound projections of respective markets, new travel trends in respective markets, Etc.) and data sources utilized for the development of the strategy
2. Proposed target audiences and method of driving the target audiences
3. Proposed Message strategy for the campaign and sub messages for the identified target audiences.
4. Call to action points for the campaign
5. Digital Media strategies proposed (Owned and Earned)

WM 2. Proposed plan for digital media advertising

(Please include following aspects)

1. Proposed digital and social media advertising strategy behind the breakdown the budget allocation for each digital media channel and platform to ensure optimal resource utilization.
Ad Formats and Creative Elements: Detail the types of ad formats (e.g., images, videos, carousel ads) and creative elements to be used, including messaging, visuals, and any interactive features.
2. **Ad Placement Strategy:** Outline the strategy for ad placement, considering factors such as geographic targeting, device targeting, and specific websites.
3. **Content Calendar:** Develop a content calendar outlining the timing and frequency of ad placements, taking into account seasonality or specific events relevant to the campaign.
4. **Keyword Strategy:** If the campaign involves search engine marketing, provide details about the keyword strategy and how it aligns with campaign objectives.
5. Proposed Digital activations which will increase the social media engagement of Sri Lanka Tourism Channels (Digital Media Advertising (Refer 5.8))

WM 3. Proposed mechanism for real-time monitoring, evaluations and reporting of the progress of the digital marketing campaign

1. Proposed methodology for the performance monitoring and reporting mechanism
2. Periodicity of reports/reporting & factors to be covered in the report
3. Software used (submissions should include reports from Meta Business Manager, Google Analytics,)
4. Performance monitoring mechanism (can use analytical tools and social listening to monitor segment along with weekly reports to SLTPB).
5. The agency is responsible for managing all inquiries and messages received throughout the campaign period under the supervision of SLTPB. The agency is required to submit a separate report on inquiries/messages handled.
6. **Dashboard Creation:** Describe the creation of a centralized dashboard for real-time visualization of campaign performance, incorporating relevant KPIs.

Schedule C – Key Staff – Local Agency

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

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

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Digital Marketing Specialist			
2	Social Media Specialist			
3	Digital Creative Specialist			
4	Account Manager			
5	Digital Media Buying Manager			
6	Content Specialist			
7	Copy Writing Specialist			

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)	

Knowledge of foreign languages of the members of the team

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

Language	Reading	Speaking	Writing

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

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

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

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

Schedule D
Client's Reference

To be Submitted with the Envelop -1

(Qualification and Experience Information of the Bidder)

Proof of Previous works and awards for similar projects shall be provided, including testimonials and contact details for references.

The URL should be submitted. Only sites that are live will qualify during evaluation.

Schedule E – Financial Information

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

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

Schedule E1 – Financial Information Credit Facilities/Overdrafts

As an alternative to the Working capital, Credit facilities will be considered and the bidder shall disclose the facilities in the given format.

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

Note: Certified Documentary evidence by authorized personal to be attached

Schedule -F

Checklist for submission of Bid

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

(To be completed by the Bidder)

Reference	Form Number	Item	Submission Status	
Eligibility Criteria		Business Registration	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A2	Proofs to confirm minimum 3 years of experience in Digital Marketing.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A3	Copies of Client References (Employers certification) to confirm on Proven track records in handling minimum of Three (03) International Brands from 2013-2023.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Declarations issued by the connected agency to prove the existence of agents / representative / sub agents.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Evaluation Criteria	Submission Form A4	Digital Marketing Contracts from 2013 to 2023 - non-Travel and Tourism Sector (Local Agent)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A5	Digital Marketing Contracts from 2013 to 2023 – Travel and Tourism Sector. (Local Agent)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A6	List of globally recognized awards received by the agency from 2013 to 2023-Local Agent	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A7	Digital Marketing Contacts from 2013 to 2023 - Agent in France in Non-Travel and Tourism Sector.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form A8	Experience in Travel and Tourism Sector from 2013 to 2023 - Agent in France.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Schedule B	Work Plan and Methodology	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form C1	Composition of the proposed team for handling the Sri Lanka Tourism Account.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Submission Form C 2	CV of the members of the team	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Schedule E	Annual Turn-over Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Schedule D	Client's Reference	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Form IV -A	Bid submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>

	Annex A	Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Envelop - 2

Section IV -B	Financial Fid Submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A	Price Schedule -Item wise cost Breakdown, Mater Price Schedule and Rate Card.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Yes <input type="checkbox"/>	No <input type="checkbox"/>

Section VIII

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/130

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]

Section IX

General Conditions of the Contract

1. General Provisions	
1.1 Definitions	<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 III) 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 III 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 shall be 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.
2. 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 within seven (07) days of the date effective of the Contract, 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.
2.4 Force Majeure	
2.4.1 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.
2.4.2 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.
2.4.3 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
2.4.4 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.
2.5 Termination	
2.5.1 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's Performance Security is not in compliance 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.
2.5.2 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.
2.5.3 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.
3. 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.
3.2 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
3.3 Service Providers' Actions Requiring Employer's Prior Approval	The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions:
	(a) entering into a subcontract for the performance of any part of the Services,
	(b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"),
	(c) changing the Program of activities; and
	(d) any other action that may be specified in the Contract Data

3.4 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.
3.5 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
3.6 Liquidated Damages	
3.6.1 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.
3.6.2 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 pay interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.7 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.
4. Service Provider's Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix c. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer

4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
5. 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.
6. 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, breakdown of which is provided in Appendix D.

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.
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>
7. 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.
	(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.

7.2 Correction of Defects, and Lack of Performance Penalty	(b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.
	(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8
8. 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.
8.2.1	Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
8.2.2	The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
8.2.3	The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof.

Section X**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	The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Attention (Contact Person): Managing Director Tel:0112426800 Mobile:0772213828 e-mail: md@srilanka.travel Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:
1.6	The Authorized Representatives are: For the Employer: For the Service Provider:
2.1	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.]
2.2	The Starting Date for the commencement of Services is [date] (14 days after the Letter of Acceptance issued)
2.3	The Intended Completion Date is 196 days (06 Months + 14 days) 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
3.3(d)	The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation.
3.4	Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements .
3.5	<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 transfer note. If the agency purchased images or video clips from third parties the copyrights transfer note shall submitted by original owner of the content

	<ul style="list-style-type: none"> • All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB. • Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract
3.6.1	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.
3.7	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Appendix C- Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Note Applicable
5.3	Point 11.0 Services and facilities provided by the Employer - applicable
6.1	Appendix A - Description of the Services (Schedule of Requirements (SOR))
6.2	The amount is [insert amount]. (Appendix D)
6.3	Appendix E – Services and Facilities Provided by the Employer
6.3.1	Remuneration due for additional services shall be in accordance with the rate card (Section V)
6.4	<p>Payments shall be made according to the following schedule: [Note: (a) the following installments are indicative only; (b) “commencement date” may be replaced with “date of effectiveness;” and (c) if applicable, detail further the nature of the report evidencing performance, as may be required] .</p> <ol style="list-style-type: none"> Advance of 20% of the total Contract Price be paid upon awarding of the contract against the submission of an on demand / unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka with a validity period of 28 days beyond the contractual period. Payments will be made in accordance with above subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule. (Section IV). Proportionately payment deductions will be applied for the non-performed campaign deliverables Payment will not be processed for the any on-going activities. <p>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.</p>
6.5 Provisional Sum	A provisional sum of 10% will be allocated for creatives & production listed in the Rate card to obtain required services from a separate Budget, in addition to the creatives provided by the SLTPB’s creative agency and within the PR Agency’s campaign scope. This will be utilized for special requirements/ contingencies on need basis as per the conditions laid under General conditions of the contract No: 6.5)

FORM OF CONTRACT

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

WHEREAS

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

NOW THEREFORE the parties hereto hereby agree as follows:

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

- a. This Contract Agreement
- b. Letter of Acceptance
- c. The Conditions of Contract
- d. The Contract Data
- e. The Form of Bid
- f. Schedule A to F and the Financial Bid
- g. The Employer’s Requirements
- h. The following Appendices: [Note: If any of these Appendices are not used, the words “Not Used” should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]

Appendix A: Description of the Services (Schedule of Requirements (SOR)

Appendix B: Schedule of Payments and Reporting Requirements

Appendix C: Key Personnel

Appendix D: Breakdown of Contract Price (Price Schedule)

Appendix E: Services and Facilities Provided by the Employer

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

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

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

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]

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

Annex B Form: Bank Guarantee for Advance Payment

To: *[name and address of Employer]*

[name of Contract]

Gentlemen:

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

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

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

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

Yours truly,

Signature and seal:

Name of Bank/Financial Institution:

Address:

Date:

Annex C : Copy Right Assignment Agreement (PHOTOGRAPHS / IMAGES).

THIS AGREEMENT is made and entered on thisday of..... 2024 by and between;

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

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

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

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

of the **ONE PART**

AND

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

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

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

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

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

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

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

PARTY OF THE 1ST PART.

PARTY OF THE OTHER PART (SLTPB.

01.

(Signature)

.....

(name)

01.

(Signature)

.....

(name)

02. (Signature)

..... (Name)

- Company seal to be affixed.

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

WITNESSES OF THE PARTY OF 1ST PART

01. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

02. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

WITNESSES OF THE PARTY OF OTHER PART

01. Signature:

Name:

NIC / NPV / Passport No:

Address:

.....

02. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

Annex D : Copy Right Assignment Agreement (VIDEOS).

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

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

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

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

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

of the **ONE PART**

AND

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

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

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

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

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

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

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

PARTY OF THE 1ST PART.

PARTY OF THE OTHER PART (SLTPB.

01.

01.

(Signature)

(Signature)

.....

.....

(name)

(name)

02.

(Signature)

.....

(Name)

- Company seal to be affixed.

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

WITNESSES OF THE PARTY OF 1ST PART WITNESSES OF THE PARTY OF OTHER PART

01. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

01. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

02. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

02. Signature:.....

Name:

NIC / NPV / Passport No:

Address:

.....

ANNEX E : SLTPB NEW BRANDING STRATEGY - BRIEF

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 04 months (SLTPB to discuss internally and specify exact timelines), 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 target groups.

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 harbor 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 target groups 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 destinations in Asia.

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.

TABLE -1 CREATIVES PROVIDED BY CREATIVE AGENCY

1	Main Film – Language version (Adaptation from Master English)	2- minute version	1
2	Film Edits Language version (Adaptation from Master English)	Cut down versions/edit (60 sec, 30 sec,15 sec, 10 sec, 5 sec)	4
3	Magazine Ads/Key Visuals – Adaptation of main campaign	Key visuals of the brand campaign (using existing images)	4
4	Digital Posts (Language Versions) Adaptation of main campaign	Posts, display Ads and banners developed from the brand campaign (using existing images)	18
5	Tactical – Sri Lanka Ready Film – Language Version	2- minute version (Using existing rushes)	1
6	Tactical – Sri Lanka Ready Film edits – Language Version	Cut down versions/edit (60 sec, 30 sec,15 sec, 10 sec, 5 sec) (Using existing rushes)	5
7	Tactical – Sri Lanka Ready Magazine ad (Adaptation)	Key visuals of campaign (using existing images)	4
8	Tactical – Sri Lanka Ready digital Posts (Adaptation)	Posts, displays Ads and banners developed from the Sri Lanka Ready campaign – (Using existing images)	12
9	Composite e-Brochure (Adaptation)	Covering up to 10 pillars of the destination. 22 pages – (using existing images)	1
10	Topical e-brochures (Adaptation)	1 pillar * 1 page - (using existing images)	5
11	Posters – for Trade / Foreign mission (Adaptation)	(Main Campaign – Using existing images)	5