

# **BIDDING DOCUMENT**

## **PROCUREMENT OF NON-CONSULTANCY SERVICES**

### **SELECTION OF A PUBLIC RELATIONS (PR) AGENCY TO EXECUTE A PUBLIC RELATIONS COMMUNICATION CAMPAIGN IN GERMANY 2024/2025**

**Contract No: SLTPB/PROC /S/132**

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

January 2024

**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Tourism**  
**Sri Lanka Tourism Promotion Bureau**

**Invitation for Bids**

**SELECTION OF A PUBLIC RELATIONS (PR) AGENCY TO EXECUTE A  
PUBLIC RELATIONS COMMUNICATION CAMPAIGN IN  
GERMANY2024/2025  
Bid No: SLTPB/PROC/S/132**

The Chairman, Department Procurement Committee of Sri Lanka Tourism, invites sealed bids from reputed and experienced agencies for selection of a Public Relations (PR) Agency to Execute Public Relations Campaign in Germany, in coordination with the Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of the proposed Public Relations Campaign is to Develop a country-specific PR strategy for German Market and establishing a fully-fledged strategic PR campaign in the German market for a period of one year.
2. The maximum total contract value over the period of one year will be LKR 100 million for the proposed campaign in Germany and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall comply with the following Eligibility Criteria ;
  - a. The Agency duly registered in Sri Lanka as a legal entity.
  - b. Minimum 03 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development.
  - c. Proven track records in handling a minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns).
  - d. The Agency shall have conducted at least 3 PR campaigns specifically for international brands/ destination marketing or tourism-related products 2013 to 2023 (Completed Campaigns).
4. Bidding will be conducted adopting National Competitive Bidding Method (NCB) 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](mailto:procurement@srilanka.travel) with a copy to [nithinip@srilanka.travel](mailto: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 12.02.2024 credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to [nithinip@srilanka.travel](mailto:nithinip@srilanka.travel) furnishing the under-mentioned information;
  - Name of the Agency
  - Name of the contact person and contact details
  - Email address of the contact person.
7. The Bidding document could be viewed free of charge by logging in to the web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.

8. A Pre-Bid Meeting in this regard will be held at **10:30 AM** Sri Lanka Time (GMT + 5.5) on **02.02.2024** 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 One Million (Rs. 1,000,000) valid up to 10.06.2024 issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairman, Department Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 Bids must be delivered to the Procurement Division (Basement), Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 13 .02. 2024 on or before at 2.30 pm. 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](mailto:nithinip@srilanka.travel) ; 0112426800 (Ext 117) during office hours (8.30 a.m.- 4.15 p.m.)
13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Department Procurement Committee.

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

## Section I – Instruction to Bidders (ITB)

ITB shall be read in conjunction with the section III - Bidding Data Sheet (BDS), which shall take precedence over ITB.

<b>A. General</b>		
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 of 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"> <li>a. Minimum 03 years of experience in the Public Relations or Communication Advertising Strategy Development or Creative development.</li> <li>b. Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns)</li> <li>c. The Agency shall have conducted at least 3 PR campaigns specifically for international brands/ destination marketing or tourism-related products 2013 to 2023.</li> <li>d. Work plan and methodology</li> <li>e. List of major items proposed to carry out in the Contract.</li> <li>f. Qualifications and experience of key staff proposed for the Contract.</li> <li>g. Any other if listed in the Bidding Data.</li> </ul>
3. Cost of Bidding	3.1	The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Employer will in no case be responsible or liable for those costs.
4. Site Visit	4.1	---Not Relevant to this Campaign---

<b>B. Bidding Documents</b>		
5. Content of the Bidding Document	5.1	<p>The set of bidding documents comprises the documents listed below;</p> <p><b>Volume 1</b></p> <p>Section 1 – Instructions to Bidders  Section 1V – Conditions of Contract  Section V11 – Forms of Securities</p> <p><b>Volume 11</b></p> <p>Invitation for bid  Section 11 – Bidding data  Section 111 – Forms of Bid and Qualification Information  Section V – Contract Data  Section V1 – Employers Requirements  Section V111 – 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.
<b>C. Preparation of Bids</b>		
7. Language of Bid	7.1	The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in the English Language.
8. Documents Comprising the Bid	8.1	<p>The Bidder shall submit the Bid under two separately sealed envelopes as follows:</p> <p>(a) The first envelope shall be clearly marked "ENVELOPE 1 – QUALIFICATION AND EXPERIENCE INFORMATION"; and shall enclose the original Document and the Copy in separately sealed envelopes, duly marking envelopes as "Original" and "Copy". These envelopes containing the "Original" and "Copy" then be enclosed in one single envelop.</p> <p>(b) The second envelope shall be clearly marked "ENVELOPE 2 – FINANCIAL BID" and warning "DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE BIDDERS". and shall enclose the "Original" financial bid and the "Copy" in separate sealed envelopes, duly marking envelopes as "Original" and "Copy". These envelopes containing the "Original" and "Copy" then be enclosed in one single envelop.</p>

	8.2	The Envelope 1, marked as “QUALIFICATION AND EXPERIENCE INFORMATION” shall include the originals of the following: (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	The Envelope 2, marked a “ORIGINAL OF FINANCIAL BID” shall include the originals of the following: (i) Duly filled and signed Price Bid Submission Form ; (ii) Duly filled Financial Bid
	8.4	The two covers shall then be sealed in an outer Envelope All inner and outer envelopes/covers shall: (a) be addressed to the Employer at the address provided in the Bidding Data; (b) bear the name and identification number of the Contract as defined in Bidding Data; and
9. Bid Prices	9.1	The Contract shall be for the Services, as described in the Employer’s Requirements, Section VI, based on the Financial Bid submitted by the Bidder.
	9.2	The Bidder shall fill in rates and prices for all items of the Services described in the in-Employer’s Requirements, Section VI and listed in the Financial Bid, Section VII. Items for which no rate or price is entered by the Bidder will not be paid for by the Employer when executed and shall be deemed covered by the other rates and prices in the Financial Bid.
	9.3	All duties, taxes, and other levies payable by the Service Provider under the Contract, or for any other cause, as of the date 28 days prior to the deadline for submission of bids, shall be included in the total Bid price submitted by the Bidder. However, 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"> <li>(a) if the Bidder withdraws the Bid after Bid opening during the period of Bid validity;</li> <li>(b) if the Bidder does not accept the correction of the Bid price, pursuant to Clause 22; or</li> <li>(c) in the case of a successful Bidder, if the Bidder fails within the specified time limit to: <ul style="list-style-type: none"> <li>i. sign the Contract; or</li> <li>ii. furnish the required Performance Security (if required).</li> </ul> </li> </ul>
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.
<b>D. Submission of Bids</b>		

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.
<b>E. Bid Opening and Evaluation</b>		
17. Bid Opening	17.1	The Employer will open the envelope marked, 'Envelope 1 – Qualification and Experience Information', in the presence of Bidders' designated representatives who choose to attend, at the time, date, and location stipulated in the Invitation to Bid. The Bidders' representatives who are present shall confirm their attendance by signing the attendance sheet.
	17.2	The Bidders' names, the presence (or absence) of Bid security, the presence (or absence) of the Financial Bid and any such other details as the Employer may consider appropriate, will be announced by the Employer at the opening.
	17.3	The envelopes marked 'Envelope 2 – Financial Bid' will be opened after completing the evaluation of envelope marked 'Envelope 1 – Qualification and Experience Information', in the manner described in Sub-Clause 21.2.
18. Clarification of Bids	18.1	To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer's discretion, request any Bidder for clarification of the Bidder's Bid, including breakdowns of the prices in the Financial Bid, and other information that the Employer may require. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be



		sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with Clause 22
19. Examination of Bids and Determination of Responsiveness	19.1	Prior to the detailed evaluation of bids, using the information provided in Envelope 1, the Employer will determine whether each Bid (a) is accompanied by the required securities (if requested); and (b) is substantially responsive to the requirements of the bidding documents.
	19.2	A substantially responsive Bid is one which conforms to all the terms, conditions, and Employer's Requirements of the bidding documents, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the Services; (b) which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or the Bidder's obligations under the Contract; or (a) (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.
	19.3	If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.
20. Evaluation of Qualification and Experience	20.1	The Employer will evaluate and compare only the Bids determined to be substantially responsive in accordance with Clause 19.
	20.2	A two-stage procedure will be adopted in the detailed evaluation of substantial responsive Bids. The evaluation of qualifications and experience will be completed prior to any financial bid being opened. The Employer evaluates the Envelope 1 – Qualification and Experience Information' on the basis of their responsiveness to the Employer's Requirements, applying the evaluation criteria, and point system specified in Sub-Clause 20.3.
	20.3	During the evaluation of Envelope 1 for Qualification and Experience Information', the Employer will determine whether the Bidders are qualified and whether work plan and methodology are substantially responsive to the requirements set forth in the Bidding Document. In order to reach such a determination, the Employer will examine the information supplied by the Bidders, and other requirements in the Bidding Document, taking into account the factors and point system outlined in the Bidding Data sheet.
	20.4	Each substantial responsive bid will be given a score as described under sub-clause 20.3. A Bid shall be rejected at this stage if it does not respond to important aspects of the Employer's Requirements or

		if it fails to achieve an overall minimum of 60 points together with the minimum given against each criterion.
21 Evaluation of Financial Bid	21.1	After the evaluation of Envelope 1 is completed, the Employer shall notify those Bidders whose qualification and experience did not meet the minimum qualifying marks or were considered nonresponsive to the Employer's Requirements, indicating that their envelope marked 'Envelope 2 – Financial Bid' will be returned unopened after completing the selection process. The Employer shall simultaneously notify the Bidders that have secured the minimum qualifying marks, indicating the date and time set for opening the envelope marked 'Envelope 2 - Financial Bid'. The notification may be sent by registered letter, or facsimile.
	21.2	The Envelope 2 shall be opened publicly in the presence of the Bidders' representatives who choose to attend. The name of the bidder, the Bid prices together with any discounts offered shall be read aloud and recorded when the envelopes marked 'Envelope 2 – Financial Bid' are opened
	21.3	Before evaluating the Financial Bid, the Employer will determine whether the Bid is signed properly. If the Bid is not signed properly it will be rejected at this stage.
	21.4	In evaluating the Financial Bid, the Employer will determine for each Bid the Evaluated Bid Price by adjusting the Bid Price as follows: a) excluding Provisional Sums and the provision, if any; b) correcting the arithmetical errors in-pursuant to Clause 22. c) making an appropriate adjustment on sound technical and/or financial grounds for any other quantifiable acceptable variations, deviations or alternative offers. d) applying any discounts offered by the Bidder.
	21.5	The Employer reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, alternative offers, and other factors that are in excess of the requirements of the Bidding document shall not be taken into account in Bid evaluation.
22. Correction of Errors	22.1	Bids determined to be substantially responsive will be checked by the Employer for any arithmetic errors. Arithmetical errors will be rectified by the Employer on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
	22.2	The amount stated in the Bid will be adjusted by the Employer in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount,

		the Bid will be rejected, and the Bid Security may be forfeited in accordance with Sub-Clause 12.5.
<b>F. Award of Contract</b>		
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 and Address of the Employer	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.
	Name of the Contract	Selection of a Public Relations Agency to Execute a Public Relations Campaign in Germany 2024/2025
	Identification No of the Contract	SLTPB/PROC/S/132
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	01-year period from the date of the Letter of Acceptance
2.2	The information required from bidders in Sub-Clause 2.2	<p>(I) In addition to information and documents requested under ITB Sub-clause 2.2, The bidder shall submit following documents along with the bid.</p> <ul style="list-style-type: none"> <li>a. Proof to confirm that the Agency is duly registered in Sri Lanka as a legal entity.</li> <li>b. Minimum 03 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development.</li> <li>c. Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023(Completed Campaigns).</li> <li>d. The Agency shall have conducted at least 3 PR campaigns specifically for international brands/ destination marketing or tourism-related products from 2013 to 2023. (Completed Campaigns).</li> <li>e. Work Plan &amp; methodology</li> </ul> <p>Note: The bidder shall be able to prove the experience of handling of international Brands with the copies of Client References (Employers' certificates) in the Schedule D</p>
5. Content of Bidding Documents	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 (Appendix D) Price Schedule</p> <p>Section V Rate Card</p> <p>Section VI a. Submission Form -Technical proposal</p>

		<p>b. Quotation 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 &amp; 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 and Case Studies</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 &amp; Productions offered by SLTPB Creative Agency</p> <p>Appendix B: Schedule of Payments and Reporting Requirements</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 02.02.2024 at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, Galle Road, Colombo 03.
8.0	Documents Comprising the Bid	<p>Bid Submission Method : <b>Two Envelope System.</b></p> <p>All documents listed in (Schedule F) should be submitted by the bidder separately in Envelope 1 &amp; Envelope 2.</p>
11.1	The period of Bid validity	91 Days from bid closing date
12.0	The amount of Bid Security	<p>The amount of Bid Security shall be LKR 1 Million</p> <p>The Bid Security shall be valid until 10.06.2024</p> <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.</p>
14.1 (b)	For identification of the bid the envelopes should indicate:	<b>“Selection of a Public Relations Agency to Execute a Public Relations Campaign in Germany 2024/2025”</b>
	Bid / Contract Number	SLTPB/PROC/S/132

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.																																
15.0	The deadline for submission of bids	Date – 13.02.2024 Time – 2.30 pm Documents Comprising the Bid: Please see the ITB 8.1																																
	Bid opening time	Immediate after Bid Closing at 2.30 pm on 13.02.2024																																
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03																																
20.3	Criteria for Evaluation of Qualification and Experience	<table><tr><th>S/N</th><th>Evaluation Criteria</th><th>Maximum Points</th><th>Minimum Points</th></tr><tr><td>1</td><td>Experience in similar assignments (Refer Schedule A)</td><td>20</td><td>12</td></tr><tr><td>2</td><td>Experience of partnering company in Germany for similar nature assignment (Refer Schedule A)</td><td>10</td><td>06</td></tr><tr><td>3</td><td>Work Plan and Methodology (Refer Schedule B)</td><td>50</td><td>30</td></tr><tr><td>4</td><td>Key Staff (Refer Schedule C)</td><td>10</td><td>06</td></tr><tr><td>5</td><td>Financial Capability (Refer Schedule E, E1)</td><td>10</td><td>06</td></tr><tr><td></td><td>Total</td><td>*100</td><td>60</td></tr><tr><td></td><td colspan="3">*Technical weightage will be calculated to 80%</td></tr></table>	S/N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience in similar assignments (Refer Schedule A)	20	12	2	Experience of partnering company in Germany for similar nature assignment (Refer Schedule A)	10	06	3	Work Plan and Methodology (Refer Schedule B)	50	30	4	Key Staff (Refer Schedule C)	10	06	5	Financial Capability (Refer Schedule E, E1)	10	06		Total	*100	60		*Technical weightage will be calculated to 80%		
S/N	Evaluation Criteria	Maximum Points	Minimum Points																															
1	Experience in similar assignments (Refer Schedule A)	20	12																															
2	Experience of partnering company in Germany for similar nature assignment (Refer Schedule A)	10	06																															
3	Work Plan and Methodology (Refer Schedule B)	50	30																															
4	Key Staff (Refer Schedule C)	10	06																															
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 do not secure a minimum of 60 points, together with the minimum given against each criterion shall be rejected. The weightage that shall be given in the combined evaluation for Technical proposal and Financial bid shall be 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.																																

### **SECTION III - (Appendix A)**

## **SCHEDULE OF REQUIREMENTS (SOR) FOR SELECTION OF A PUBLIC RELATIONS (PR) AGENCY TO EXECUTE A PUBLIC RELATIONS CAMPAIGN FOR GERMANY 2024/2025**

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### **1. Background**

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka tourism in the global context. The institution was established in 2008 after the enactment of the Tourism act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both trade and consumer segments to support reaching the Government of Sri Lanka's tourism arrival and revenue targets.

SLTPB intends to execute a fully-fledged Public Relations Campaign with the aim of targeting high-potential German travelers for a period of one year, to amplify the growth of tourist arrivals from this key priority market. The campaign is aimed to devise a country-specific PR strategy for German, develop and maintain a strong PR network, raise destination brand reputation and credibility by mitigating the risk of adverse publicity, crisis management and carry out regular PR initiatives across different media platforms in the Germany to reposition Sri Lanka as a sought-after travel destination in Asia.

### **2. Rationale for the Campaign**

During the year 2018 Sri Lanka received the highest yield through tourism with a footfall of 2,333,796 million tourists who contributed US\$ 4.3 Billion to the national economy. Forecasted arrivals for 2024 is 2,300,000 million out of which 7% is expected from the German travelers.

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.

The Global pandemic severely affected the industry followed by the economic and political instability prevailed in the country during the year 2022. The new PR campaign will have to address these key issues and set out a positive PR grounding for Sri Lanka in the German 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. Repositioning brand Sri Lanka and its unique selling propositions in the minds of potential travelers from Germany will be the key to increase arrivals and ensure repeat visitors in the upcoming years.

Establishing strong PR presence in this market will be essential to stay on top of the game to fight the stiff competition modelled by other competitor destinations. Building rapport with the key tourism stakeholders, travel agents, tour operators, media journalists, travel influencers, content creators and consumers alike on regular basis will be the key to achieving success as a destination which requires strong PR presence. To counteract negative publicity and to rebuild traveler confidence and establishing credibility on destination Sri Lanka, an all-inclusive PR campaign is of utmost importance for German market .

## 2.1 Eligibility Criteria

The execution methodology has been developed to incur the majority of the expenses in Sri Lankan currency rather than making payments in Foreign exchange. The agency appointed for this campaign will be a Sri Lankan Company who is expected to have a partnership with a German counterpart.

- a) The Agency should be duly registered in Sri Lanka as a legal entity.  
(Submission For A1)
  - b) Minimum 03 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development.  
(Submission Form A2)
  - c) Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (completed campaigns)  
(Submission Form A3)
  - d) The Agency shall have conducted at least 3 PR campaigns specifically for international brands/ destination marketing or tourism-related products from 2013 to 2023 (Completed campaigns)  
(Submission Form A4)
- **Budget Allocation** : 100 million Sri Lankan rupees allocated for the PR Campaign in Germany.
  - **Campaign Period** : 01 Year period (2024/2025)
  - **Termination** : Refer to Section IX – clause 2.5 .

## 3. Marketing Objectives, Strategy & Branding

### 3.1 Marketing Objectives

Sri Lanka Tourism Promotion Bureau intends to execute the proposed PR Campaign as a key marketing initiative in the German market with the aim of achieving the following objectives;

- Develop a country-specific PR strategy for German Market to carry out regular public relations campaign.
- Enhance the positive PR footprint for Sri Lanka Tourism in the German market.
- Challenge competitor destination PR and win more traveler confidence.
- Sharpen the Brand focus as “Sri Lanka is all in one capsule as an Island Nation”
- Create a strong urge to visit Sri Lanka through top-of-the-mind brand recall.
- The gradual buildup of the Sri Lanka brand to be included in the frequent traveller ‘wish list’ (aspired branding).
- Develop brand equity for Sri Lanka Tourism and its strategic products portfolio.
- Enhance the user experience through staging signature events.
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding.
- To help recover and rebuild and shape the travel industry through positive PR.
- Increase confidence in prospective travelers to Sri Lanka generated by frequent PR presence in the German market.



In achieving the above objectives, SLTPB will also look at the following operational goals out of the campaign;

- Establishing a fully-fledged strategic PR campaign in the German market for a period of one year.
- Create a country specific platform to connect with German travel media to enhance brand reputation.
- Develop strong network with the leading media houses, journalists and the travel fraternity.
- Disseminate updated destination content and existing and new tourism products.
- Establish a strong PR Network and carry out regular public relations activities.
- Develop consistent communication materials across global channels to ensure integrated communication.
- Carry out the PR campaign through different media channels & matrix with customized content.

### 3.2 Marketing strategy

A key marketing strategy identified in addressing the above marketing objectives and the recovery campaign is the launch of a strategic PR campaign in the German market and it has to cover 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 PR footprint for Sri Lanka in the German Market.

Thereby this document outlines the scope of work and the approach that Sri Lanka Tourism expects in achieving these objectives of enhancing the tourism image for Sri Lanka in the Germany and overseeing the execution of the related PR strategy, ultimately supporting sustainable economic growth ensuring high-value and volume in tourism sector.

### 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 PR Campaign for the German market. The bidder is requested to work closely with the creative agency to incorporate new tourism branding into the campaign plan. The bidder should align with the new Sri Lanka Tourism branding strategy for the overall PR campaign and a brief will be provided to the prospective bidder in this regard. (Annex : E)

Sri Lanka’ generic brand identity for different segments can be seen as below ;

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

### 3.3.1 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 PR Campaign for the German market. This new positioning strategy for the destination will form a platform for an integrated marketing communication campaigns across all brand touch points.

The bidder is requested to work closely with the creative agency of SLTPB to incorporate new tourism branding into the campaign plan. The bidder should align with the new Sri Lanka Tourism branding strategy and rollout plan for the overall PR campaign plan. Please refer the brief attached. (Annex : E)

### 3.4 Product Segmentation

#### 3.4.1 The key product offerings of destination Sri Lanka appealing to German audience can be identified in the following categories;

- (i) Golden Sandy Beaches
- (ii) Ayurveda
- (iii) Wild life & Nature
- (iv) Culture & Heritage sites
- (v) People & Lifestyle
- (Vi) Year -round Festivals

#### 3.4.2 Developing the niche segments/emerging segments is key in the German Market ;

- (i) Eco/Sustainable Tourism
- (ii) Cruise & Marine Tourism
- (iii) Tea Culture & Trails
- (iv) Sports

#### 3.4.3 Other Target Market Segments

- (i) 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, Sri Lankan Expatriates, Travel Associations, Media Associations, NGOs and communities in the areas of tourism.
- (ii) Secondary Customers - Travel agents, Tour operators, OTA’s, Airlines in the German market.

#### 3.4.4 Travel pattern/Seasonality from Germany to Sri Lanka :

The bidder has to advise the client on the travel pattern from Germany to Sri Lanka.

### **3.4.5 Key Geographic Regions of the potential German travelers originate from :**

Berlin, Hamburg, Munich, Cologne, Frankfurt, Stuttgart, Dusseldorf, Leipzig, Dortmund, Essen

The agency needs to revisit the above-mentioned segments and add possible other segments through research data and advise Sri Lanka Tourism on the development of visitor profiles of the luxury market and niche segments and other segments and target them accordingly.

Sri Lanka needs to be projected as a tourist destination which can offer all of the above attractions in one single experience as “Sri Lanka is all in one capsule as an Island Nation” projected beyond the traditional attractions.

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

### **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;

- Authenticity
- Compactness
- Diversity

### **3.6 Brand Positioning Statement**

Instead of the common trend among other Asian destinations that use various adjectives to position the destination following an inside-out approach, the new Sri Lanka Tourism branding 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 travelers desiring to revisit the destination to explore more offerings of the destination which cannot be fully experienced in a single visit.

The new Sri Lanka Tourism brand positioning statement ‘**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.

### 3.7 Desired Consumer Perception

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

### 3.8 Brand Values

Sri Lanka’s destination brand values contains a reflection of culture and its people, history and heritage, traditional and authentic ways of living. It is wrapped by the totality of perceptions, feelings, and thoughts that the destination presents to the travelers.

The key perceived brand values Sri Lanka possesses as a destination can be mapped out in terms of rational and emotional benefits and brand personality as follows;

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

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

Bidder should align with the new Sri Lanka Tourism branding strategy “**Sri Lanka -You will come back for More**” for the overall PR campaign.

## 4.0 Target Audience

Four main target groups have been identified in the German **market** as follows by SLTPB and could be considered in the strategic development of the PR 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 groups considering their visitor profile, demographics, psychographics, media habits, socioeconomic standings etc. in the German market.

**The identified target traveller segments from German Market are as follows;**

#			
A	<u>male/female – age 20-49</u>	<u>Social tourist</u>	
	opinion of others matters, willing to travel with in a group, connect to local people, share the stories on social media.. Social tourist focuses his attention on adventure, group and nature activities. Enjoy of travelling. Surfing, snorkeling, boat tours. Taking the train, bike trip to religious space ... challenging holiday with full of activities and natural attractions in national parks.		
B	<u>women/ men – age 30-59</u>	<u>Nature connected tourist</u>	
	find peace & to be connected to the nature. Gather knowledge about nature & animals. Eco-sustainability is focused, endemic animals, plants, trees, local plants and spirituality. Get in touch with local habits & culture. Whale watching, leopards, visit monuments, Ayurvedha, Meditation or Yoga. The possibility to enjoy holidays that have a green foot print, native birds, animals in their natural habitats.		
C	<u>women/men age 30-49</u>	<u>Family tourist</u>	
	All members have to be convinced of the travel plan / a compact & well prepared vacation is expected. Sun & Sea , Beach experience with the family, Would get connected to a German guide, on line travel guide, Comfortable transport is important, full of activities, entertainment for kinds, Safe situation of the country, out of health risks		
D	<u>women/men age 30-59</u>	<u>High educated tourist</u>	

	reports, documentaries /study in advance of the cultural events, keep track of news & trends on smart phone , quality calm accommodation, prefer to study historical details on cultural & heritage sights, It is important for this target segment to feel that holidays are not only an enjoyment but also to be educated in art , culture ect Extra knowledge like meditation, culture, good food, interested in plants, Buddhism, social life, art and politics, Prefer to study about historical value under such historical/cultural attractions , Links to high end hotels in Sri Lanka		
E	<u>age 40-60 over</u>	<u>High value segment</u>	
	Sun & nature plays the highest role, pristine beaches activities , adventurous/ sporty activities may not be preferred , Ayurvedha, eco-sustainability would be focused , cultural trends, service quality, good spenders, high end accommodation, calm , tranquility		

Each target audience segments' travel behavior can be further enhanced by obtaining information/data and insights. The agency should work on the below areas to obtain information through market research and development statistics. This analysis includes the following:

- Holiday and travel insights, including booking preferences and in-market behavior
- Purchasing triggers, such as motivations, habits and online behavior
- Environmental attitudes and lifestyle choices
- Potential to travel to Sri Lanka, time spent in the country market and duration of stay
- Social media penetration, engagement and frequency of use
- Media consumption insights, including channel preference, exposure and brand affinity

Agency should be able to tweak the main ideas of the new Sri Lanka Tourism branding campaign to match with the positioning of the destination in the German market giving attention to its nuances.

#### 4.4 Key Areas to Consider in the PR Campaign Planning

1. Economic challenges currently prevailing in the German market could impact travel budgets and travel decisions. The PR campaign should emphasize the affordability and value that Sri Lanka offers, showcasing the range of experiences available across different price points.
2. The perception of safety and security is crucial for German travelers. Given recent events, such addressing safety concerns and providing clear information about security measures will be essential to regain trust and attract German tourists.
3. Any negative media coverage of political, social, or environmental issues in Sri Lanka could impact the public's perception and willingness to visit. The PR campaign needs to address any concerns and present a well-rounded image of the country.

## **5.0 Scope of Work /Description of Services Required**

All the requirements set in the Scope of Work should be achieved and fulfilled in an effective and efficient manner complying with the Sri Lanka Tourism branding guidelines, market strategy, consumer segmentation and by giving prominence to achieving the key campaign objectives set out in this document.

### **5.1 Overall Public Relations Strategy proposed for the German Market PR Campaign**

PR Strategy to be based on the following ;

1. Overall strategy should be based on a Situational Analysis (contextual Research) of the German Market. The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from German market, Pre-& Post Covid market trends, competitor analysis, New travel trends and data sources should be utilized for the development of the overall strategy. The proposal shall include the research findings and the overall analysis.
2. Proposed Methodology.
3. Proposed Target audiences and methods of driving the target audiences.
4. Proposed Message strategy for the PR Campaign and sub messages for the identified target audience segments.
5. Proposed strategy alignment with the key campaign objectives.
6. Call to action points for the campaign.
7. Justification for the Strategy.

The bidder shall develop the overall Public Relations Strategy for the PR Campaign for the German market based on the market findings data and insights.

### **5.2 Proposed Action Plan for German Market for the PR Campaign campaign**

In developing time bound action plan, projected actions, cost breakdowns, ROI for each activity and key performance indicators (KPI's) have to be included for the campaign implementation period. This should be submitted with the bid.

While developing the action plan the bidder should consider the following important factors in order to target the right audience, timings of the campaign and to yield maximum exposure for the destination in the Germany PR landscape;

- Market Dynamics
- Travel Trends & Seasonality
- Competitor Analysis
- Usage of Media Channels
- Consumer Behavior patterns
- PESTLE Analysis --(Political, Economic, Social, Technological, Legal, Environmental factors)
- In- line with the new Sri Lanka Tourism Branding.

### **5.3 PR campaign for the German Market Campaign**

The PR campaign proposed under the campaign will cover both B2C and B2B segments in the German travel and trade.

**5.3.1 Content Strategy** – Agency shall propose a methodology to be followed in channel and content strategy. Quality of preliminary research/insights presented in channel strategy for target segment in German market. Identification of sector benchmarks, potential travellers and best practices to maximum achievements of campaign objective.

The content strategy should be aligned with the overall new destination brand strategy of Sri Lanka “Sri Lanka You will come back for more” campaign. PR Agency should closely consult with the Creative agency and the production agency of SLTPB in this regard in order to maintain uniformity and consistency of the content distributed in all PR messages to the target audience. The bidder should follow the guidelines and content provided by the Creative Agency Brief attached.

**5.3.2 Planning** (One Year) - Design a comprehensive, holistic PR media strategy with an execution plan that meets the overall marketing objectives for the tourism industry, deliverables and time frames of all activities and addresses the core needs of organizations’ target audiences. Bidder shall provide an overall plan. Planning strategy should be closely consulted with the Creative agency and the Production agency of SLTPB and it should be based on the new Sri Lanka Tourism Brand Strategy and planned Check-in Campaign & Thematic Campaigns. Please follow the guidelines and content provided by the Creative Agency Brief attached. (Refer Annex E)

### **5.3.3 Production of Creatives**

Creative Agency of SLTPB shall provide a selected number of creatives concepts required for the campaign including, not limited to images, videos, written content, web banners, graphics, on-the-ground live coverage of special events in Sri Lanka (When SLTPB requests) etc. The agency shall be able to develop creative concepts & creative productions as required for the other relevant activities proposed in the scope of work , where it is not provided by the SLTPB. (Refer Annex F , for the creative concepts & creative productions provided by SLTPB).

Further if any physical productions of promotional materials, signage, special event arrangements etc related to the proposed activities should be executed by the bidder and the quoted price should include this cost. Any work additional to the main scope of work that may arise on need basis will be covered by the Rate Card cost provided ( A provisional sum of 10% of the contract value will be allocated for such activities )

**5.3.4 Working with Digital Agency** – The PR Agency shall work inline with the selected Digital Agency to integrate the PR campaign and user generated content of the PR Campaign in all digital platforms. The PR initiatives, promotions executed by the PR Agency should be given due publicity and promotion on all digital platforms to secure higher audience engagement and awareness. The PR agency should transfer the rights to the Digital Agency to use this earned content.

**5.4 Micro Site** – The Agency will have to take over the Tourism Micro-site from the Digital Agency and manage it for a six (06) months period during the contract period.



It is recommended to focus on consumer-targeted content, such as attractive images, experiences and create a separate trade content in suitable channels. It should make the pages more interesting and relevant for the targeted followers interests and improve engagement.

The agency will be paid for placing content and maintenance of the channels based on the agreed amount of posts which will be determined in the action plan. Content placement, creatives and production of creatives in this regard should follow according to the brief provided under the Annex E.

## **5.5 Market Intelligence**

Market Intelligence Report on developing trends, potential opportunities, environmental changes, competitor activities etc. in PR landscape which could be effectively capitalized to promote Brand “Sri Lanka”, through mini advertising, campaigns, PR Activities, events, etc. has to be provided by the selected Agency monthly.

## **6. Media Relations**

### **6.1 Disseminating information for Media**

The bidder shall coordinate with SLTPB on disseminating information requested by the Media within Germany and for content placement. The Bidder should maintain a database including key facts, figures, statistics and information of all details for Media and Trade. The bidder shall compile a dedicated media database including Telephone, and Email register of media and update and share it with SLTPB regularly.

### **6.2 Visiting Travel Journalists/Bloggers (VJP/VBP) for Media FAM Tours**

The Agency shall Identify, select and arrange visiting media familiarization tours with the senior travel writers/Editors/bloggers/electronic media per year from the German market during the contract period of one year to generate PR content. Selection of journalists to visit Sri Lanka should be vetted and fairly distributed among different destination themes and among emerging segments identified in section 3.4 under product segmentation. Key targets for this activity include;

- 10 media visits per year including senior travel writers, editors of travel magazines, newspapers, radio, online media etc.
- 10 bloggers/vloggers/ content creators of well-established follower base in key travel segments.
- Hosting at least two (2) group trips with 4-6 media, centered around niche & emerging product segments with curated itineraries.

Agency’s Responsibilities in Arranging Media Tours :

- Coordinate with SLTPB for vetting process, selection and decide best timings for media tours.
- Use evaluation forms developed by SLTPB for Media FAMs and Blogger FAM Tours for screening.
- The agency shall endeavor to secure complimentary flight tickets with Sri Lankan Airlines and other Airlines for visiting journalist FAM’s.
- The media coverage shall be negotiated to positively position Sri Lanka and include mentions of on-the contributing trade partners, Airlines and other stakeholders.

- In return appropriate media coverage has to be ensured and delivered within 02 months of the tour. In case of Vloggers it should be real time and for Bloggers within one month.
- Agency should negotiate to obtain at least 5 images from each photo journalist for the use of SLTPB promotions. (non-commercial).
- Develop the tour itinerary of the media in consultation with SLTPB.

The Agency has to send a proposal for each and every journalist who represent target groups of the campaign with the media coverage agreed with them. Impact of the media coverage has to be measured by the advertising value equivalences. Only one journalist should visit from a single publication otherwise it should be the permanent cameraman of that organization.

An administration/coordination fee for arrangements will be paid to the Agency. The agency should arrange the air tickets for the journalists where possible on FOC basis and SLTPB will arrange the Accommodation, ground transportation and entry tickets, approvals for the participating journalists.

### **6.3 Publishing Feature Articles and Documentaries & Online Articles**

The Agency shall place a minimum of 01 feature article/01 Documentary and 4 online articles per month (72 in total for the year). Each feature article shall be more than 500 words and the video documentaries shall be more than 5 minutes) in high profile daily newspapers, business/ fashion/ lifestyle magazines, consumer travel/trade travel titles and electronic/Digital media.

- The earned media content should be generated from proactive media pitching and press visits.
- Exciting destination content should be the key focus to grab the attention of the potential consumers and the repeat visitors.
- All coverage will be measured by the advertising value equivalences and delivered in a timely manner. A report should be submitted on the published articles/documentaries monthly to SLTPB.

### **6.4 Distribution of News Releases & Monthly E-newsletter of SLTPB (Consumer/Media Targeted)**

Distribute minimum one consumer news release monthly ( 12 in total) and minimum one (01) E-Newsletter monthly in the German market, (12 in total) based on major tourism initiatives in Sri Lanka as a destination , with positive news on Sri Lanka and related to crisis management communication if any to take place. The product offering to be highlighted from time to time.

SLTPB can assist the agency for gathering content, however the agency should develop the releases observing market developments, news, events, products etc.

Depending on the market requirements the agency may initiate releases on special topics. The news releases should appear in high profile daily newspapers, business/fashion/lifestyle magazines, consumer travel titles and electronic media. E-newsletters should be circulated to the targeted audience groups identified by the agency. Impact of published articles has to be measured by the advertising value equivalences and periodical reports should be provided to SLTPB.

### **6.5 Organizing Press Conferences**

SLTPB wish to conduct Press Conferences in the German market to constantly keep the media updated on the destination promotions, new developments and key messages to deliver in a timely manner and also to keep the momentum. It will be a key point of networking with the media in the German market. Following activities are listed to execute in this regard ;

- The agency shall organize at least one (01) Press Conferences / Press Briefing / Press Events or other press related networking sessions in the German market for media, during the period of 01 year.
- Minimum of forty (40) maximum of sixty (60) attendees per Event. The media invitees, Agenda, speakers, product presentations, press kit, topics should be coordinated with SLTPB in this regard.
- The Agency should identify the important events, suitable timings that the needs for scheduling of press events for the coming year to achieve the objectives of the PR campaign.
- Further the PR Agency should support to successfully coordinate/manage event-specific press conferences organized by SLTPB & of Sri Lanka Embassy in Germany. Ex: ITB Press Conference, Embassy Press events. To assist at least 03 events per year.

Third party costs such as (logistic cost, venue booking, refreshments, AV equipment, compeer, Promotional Material etc.) shall be allocated under a separate budget of SLTPB. Impact of Press Events will be measured by the advertising value equivalences of the total post -press media publicity generated, number of media attendees etc. The prospective Agency shall be entitled to claim the event management/coordination fee agreed in the price schedule.

## **6.6 Representing Sri Lanka Tourism in Media & Trade Events in Germany**

Sri Lanka Tourism is a destination partner of key tourism, trade and media association events in such as German Travel Association (DRV), PATA-German Chapter, etc. The Agency needs to represent SLTPB in these media and trade events organized by above Associations.

The bidder shall coordinate, organize the representation of Sri Lanka Tourism in such events as approved by SLTPB and promote the destination, do presentations and build rapport, networking etc. Media Meet ups, trade gatherings, special events and networking sessions will consist of these events. Minimum of such 10 events during the agreed period in addition to the above mentioned. The bidder shall have a good understanding on such trade , media events in Germany and confirm participation in advance with the consent of SLTPB.

The agency should provide a full report of each event participated, networking done with business cards of people met with suggestions to further the outcomes. Management, coordination fee should be quoted in this regard by the agency. Logistical fees will be covered by SLTPB.

## **6.7 Providing Media Monitoring Services by Press Clippings**

The Agency shall provide Media Monitoring Service, which includes a dedicated press clipping service to SLTPB, preliminary and final media coverage reports including qualitative analysis on every PR activity and industry reports should capture competitor's activity, updates on policy decisions, market developments

impacting SLTPB's business interests/practices. Monthly Media Monitoring report should be produced in this regard.

## **6.8 Preparation & Distribution of Press Kits**

The Agency shall maintain a press kit on behalf of SLTPB to include key facts, figures and updated statistics on Sri Lanka. SLTPB's Master Press Kit to be widely used in promotions and in a manner which suits to the Market requirements. Any adaptations required should be assessed based on the type of audience and the nature of the events conducted.

All collaterals will be in English language and in both print and digital form. An E-version of a Press Kit to be distributed among the trade and media where possible as a sustainable tourism measure.

## **7.0 Influencer & Celebrity Programme**

### **7.1 Arranging Celebrity Visits**

Celebrity endorsements for the destination is a vital part of shaping the perceptions of the potential travelers from Germany to Sri Lanka. The agency should work on the following deliverables;

- Arranging at least (03), “A” listed Celebrity visits during the agreed year from the German market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities (ex: cricket & football), Top Corporate Icons, Artists etc.) who will be appealing to the “traveler” sentiment. (Quoted only for the celebrity)
- The agency should ideally arrange them a paid holiday in Sri Lanka and opt them to share their holiday experience in Sri Lanka on social media handles to endorse the destination. Targeted pitching for exclusive segments and strategic placement of content should be ensured.

The effectiveness of the Celebrity visits will be measured by the Advertising Value Equivalence of the articles published on the Celebrity Visit and the total engagement of the digital & social media publicity.

The prospective Bidder shall be entitled to claim a management fee which will be quoted in the price schedule of this bidding document for total coordination of celebrity visits including well-crafted itinerary development. The itinerary should be approved by SLTPB. Costs related to airfare, event, logistic cost etc. within Sri Lanka shall be allocated under the annual budget of SLTPB.

### **7.2 Arranging Travel Influencer Visits**

The presence of social media channels, such as Tik Tok, IG, Snapchat, facebook etc. influencers have a greater chance to build and connect with their audience than traditional media channels. The agency shall source influencers based on size, category and appealing to different product segments as follows;

- **Audience Size** – Upper range (1m)+ , Mid-Range (100k to 1m)
- **Category** – Instagrammers, Bloggers & Vloggers, Podcasters
- **Segment** – Wellness, Adventure/Outdoor, culinary, culture, festivities etc.

Target - Arranging at least 10 travel influencer visits from the German market based on the above criteria during the agreed period.

The influencers should ideally represent new and emerging traveller segments for Sri Lanka from different categories.

The prospective Agency shall be entitled to claim a management fee which will be quoted in the price schedule proposal of this bidding document for total coordination of celebrity visits and specialized itinerary development for the influencer visits . Costs related to airfare, event, logistic cost etc. within Sri Lanka shall be allocated under the annual budget of SLTPB. The Agency should endeavor to secure air tickets to celebrities and influencers in exchange of agreed publicity for the carriers on a win-win basis.

## **8.0 Trade Relations**

### **8.1 Destination Training for Travel Agents & Tour Operators**

The agency shall maintain regular communication with operators and travel agents and devise a mixed approach of virtual and in person trainings to ensure sales teams will be educated on the destination and to bridge the product knowledge gaps.

- The Agency shall facilitate and conduct at least three (03) travel agent and wholesaler training/awareness sessions/workshops per quarter.
- An online Training Tool has to be established for virtual meetings and as an E-learning platform to help educate and engage more number of agents.
- The training should focus both German and Swiss Travel Agents & TO's.
- Target of 100 agents to be trained during the contract period from German market.
- Selection of the trade partners for the training sessions should include product managers and agents who are selling Asia but not Sri Lanka and the new agents.
- Existing agents and TO's can come aboard to educate themselves on new products, update on existing products and expand Sri Lanka offers to drive more volume sales.

### **8.2 Destination Product Development**

The Agency should carry out an industry audit of the top German Tour Operators (TOs) and OTAs (Online Travel Agents) to see who is currently selling Sri Lanka, how they are positioning the destination and an estimated number of visitor volumes they currently generate. It will give an idea of key operators who are not currently featuring Sri Lanka in their product portfolio and the opportunities to enhance the Sri Lanka product portfolio of existing sellers.

The Agency can select at least 10 Tour Operators and 05 Online Travel Agents (OTA's) who have the highest potential to expand Sri Lanka product portfolios and assist them through training sessions to develop new products and educate them of novel selling techniques. The objective is to increase the Sri Lankan products offered by them and to generate more volume sales by diversifying the product portfolio.

SLTPB will actively take part in agent, TO and OTA selection for training sessions and training the Trainers. The total cost of the training sessions shall be included into the agency fees. The payments will be made based on the number of agents trained, on a per head basis.

### **8.3 Trade Familiarization Tours (FAM) to Sri Lanka**

The bidder shall organize at least two travel agent/tour operator group visits during the contract period in accordance with the assessment criteria provided by SLTPB for the prospective trade partners of Sri Lanka.

The bidder needs to ensure the agents are currently promoting the Asian regions (Asian market focus strategy) and also need to ensure the Agents have no established business links with local tour operators/Destination Management Companies (DMC's) at the time of selection. The idea is to generate new business through regionally focused agents.

After successful FAM tours the bidder shall coordinate, collect and report the FAM Tour feedback from all participants in the format provided by SLTPB . Minimum of 20 agents to be send to Sri Lanka during the contract period from Germany both.

The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours, developing an itinerary etc. The Agency should work closely with Airlines to obtain tickets for the agents.

The logistic cost within Sri Lanka (Accommodation, Transport, Airfare, site visits Etc.) shall be allocated under the annual budget of SLTPB. The payments will be made based on the number of agents visited on per head basis.

### **8.4 Familiarization (FAM) Tour for the Key Association office Bearers**

The Agency shall organize at least 04 FAM tours for the key office bearers of the Associations and organizations of the Travel and Tourism Industry in Germany . Key entities would include the German Travel Association, PATA German Chapter etc.

The Agency should lobby the Associations to conduct at least one of their major events in Sri Lanka in the upcoming year as a result of the FAM Tour, Ex: DRV Annual event , PATA AGM . The objective is to expose the destination to a wider segment of travel trade and media through these events. SLTPB will assist the agency in the convincing process and by conducting meetings with the office bearers in this regard.

The prospective Bidder shall be entitled to claim the management fee which will be quoted in the price schedule of this bidding document for total coordination of such FAM tours. The logistic cost within Sri Lanka (Accommodation, Transport, Etc.) and air tickets shall be allocated under the annual budget of SLTPB. The payments will be made based on the number of agents participated, on per head basis.

### **8.5 Collaborating with Sri Lankan Community/Expatriate Related Events in the Germany**

Around 100,000 number of Sri Lankan community is living in Germany (Berlin: 8000) and they are well connected through Associations and different clubs etc. The agency should identify and suggest activities,

events and gatherings, celebrations etc conducted by such associations, communities. (Ex Sri Lanka Association in Berlin)

Agency should propose a novel concept to engage the Sri Lankan Expatriates into the destination marketing and act as *Destination Ambassadors*, to promote Sri Lanka. In doing so, the agency may require to obtain approvals from the relevant Govt. institutions including the Ministries of Foreign Affairs and Defense as and when necessary, to ensure that these activities are planned and executed within the broad requirements of national security and external affairs of Sri Lanka.

Agency should come up with at least 04 events /activities & initiatives in this regard. Agency shall liaise with Sri Lanka Embassy, Germany during all stages of this exercise. Management fee will be paid for collaborations in these events.

## **9.0 Distribution of Monthly E-News Letter (Trade)**

Develop & distribute the monthly e-newsletter and Press Releases of SLTPB targeting trade media and among trade partners including agencies, existing trade database and to key association databases in Germany.

## **9.1 Crisis Management**

The Agency shall actively monitor German media, flagging any potential situations before they arise to a crisis level. Agency should formulate mitigation strategy and Crisis Management Action plan in a crisis situation. Budget allocation and payments will be made with special approval on a case by case basis.

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

## **9.2 Address Negative Perceptions & Adverse Publicity on Sri Lanka**

Immediate communication with the SLTPB with the proposed remedial actions (in less than 48 hrs) to be taken on any negative perceptions about the destination Sri Lanka circulating in the media. Bidder shall implement a successful strategy to diplomatically counter negative perceptions & Adverse publicity on Sri Lanka.

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

## **10. Dissemination of Promotional Materials**

The bidder shall assist SLTPB for custom clearance, storage and dissemination of the promotional materials among trade , media and consumer events.

## **11. Staff and Expertise**

Appointment of an experienced Account Director with minimum of five years' experience and Key Account Executive with minimum of two years' experience to handle the Sri Lanka account .

## **12 Budget allocation and cost distribution**

Maximum Campaign Budget: LKR 100 Million

- 90% of the budget has to be allocated for achieving the activities/deliverables mentioned under the scope of work in section 5.0-11.0. The cost components related to the actions should consist of this budget.
- 10% of the budget has to be allocated for conducting a situational analysis, Strategy, PR Audit and a PR Strategy Development for the German market.

## **13. Services and Facilities Provided by the Employer (SLTPB) - (Appendix E )**

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. The progress reports, activity reports of SLTPB should be updated by the PR agency.
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. ( Ref: Campaign Implementation Structure No: 16.0)
3. SLTPB will liaise with the PR 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 from time to time.
5. Ensure the delivery of creative concepts and productions offered to the PR Agency by the Creative Agency as mentioned in the Annex - F.
6. The Agency has to visit SLTPB office and make presentations on the progress and the status when requested. (minimum bi – monthly)



#### 14. Schedule of Payments & Reporting Requirements - (Appendix B)

S/N	Activity	Payment Structure	Time Period
B.1	Advance Payment	20%	<ul style="list-style-type: none"><li>– 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.</li><li>– 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.</li></ul>
B.2	Payments on progress	80%	<ul style="list-style-type: none"><li>– 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 accordance with the price schedule &amp; rate card. (Section IV &amp; V)</li><li>– Proportionately payment deductions will be applied for the non-performed campaign deliverables.</li></ul>

##### 1. Payment Schedule for Advance Payments

Advance of 20% of the total Contract Price to be paid upon awarding of the contract against the submission of an on demand and unconditional advance payment guarantee issued by an A-class Commercial Bank in Sri Lanka.

##### 2. Payments for the Work Completed

Payments will be made for the completed activities within the approved Action Plan in accordance with the price schedule & rate card. (Section IV & V)) upon submission of the original invoice addressed to the Managing Director, Sri Lanka Tourism Promotion Bureau, along with the supporting documents.

Payments will not be processed/made for the any on-going activities.

##### 3. Submission of Invoice

1. Original Invoice addressed to Managing Director (MD) 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 authorized 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 Agency, signed by the authorized signatory for confirmation.

## 15. Key Personnel

**Key Personnel** -Profiles required for the Staff Placement for handling the Sri Lanka Tourism Account are as follows :

	Staff Category	General Profile
1	Account Director	Responsible for the overall delivery of the campaign within the specified market and should possess a minimum of a Bachelor's Degree with a focus in marketing, public relations, communications, or a related discipline with minimum 5 years of marketing & communication / campaign management experience with adequate understanding in digital marketing, market research and IT literacy with project management tools. Also, the Accounts Director should possess good interpersonal skills and should have a track record of project / campaign / work delivery to the deadlines and specified quality standards.
2	Senior Executive	A Bachelor's Degree with 03 years of experience or /A Diploma or equivalent with minimum 5 years of experience managing marketing campaigns local or international level in travel and tourism or related industry with proven track record on project/campaign/work delivery to the deadlines and specified quality standards.

## 16. Campaign Implementation Structure

The implementation structure of the PR Campaign in the German Market will be interlinked as follows;

- **Overall Management and Supervision – Sri Lanka Tourism Promotion Bureau (SLTPB)**
- **Local Creative Agency with global network**  
To develop the Overall Communication strategy, Creative strategy, PR Strategy, Digital Strategy and to develop the required Campaigns, Concepts and Creatives in line with the overall communication strategy. Will report to SLTPB .
- **Local Production Agency (House)**  
For the production of Television Commercials, Video Clips, Documentaries, Video Stories under the guidelines of the Creative Agency.
- **Local Digital Agency with global network**  
To support SLTPB with the development of the digital strategy and to ensure the efficient and effective deployment of global digital foot print. Will report to SLTPB.
- **Local Research Agency with global network**

To generate insights for strategy making, perform market audits, validate strategies and monitor the effectiveness of the campaigns. Will work with SLTPB and report to the Chairman/MD of SLTPB.

- **Public Relations Agency**

To implement the PR strategy in the German markets. Will report to SLTPB.

## 17. Proposal Evaluation

- All proposals will be evaluated on the basis of the following criteria:

**Technical Evaluation - Total points allocated is 100**

- Bidders who are unable to meet eligibility criteria, will be taken as nonresponsive for further evaluation. Bidders who secure minimum 60 points in the first Technical Evaluation will qualify for financial bid evaluation. (Ref: Section II, Bidding Data Sheet No: 20.3)
- The weightage that shall be given in the combined evaluation for the Technical proposal and Financial bid shall be 80: 20 respectively.

## SECTION IV – Appendix D

### PRICE SCHEDULE

#### 4.1 Carryout a PR Audit to benchmark pre-campaign scenario and conduct a Situational Analysis

SOR	Item	Cost (LKR)
5.1.1	PR Audit and Situational Analysis (Overall Scenario)	
	PR Audit and Situational Analysis for Germany	
	Total	

#### 4.2 Development of Overall Public Relations Strategy for German Market

SOR	Item	Cost (LKR)
5.1.4	Develop the overall PR Communications Strategy	
	Develop the country specific PR Strategy for Germany	
	Total	

#### 4.3 Development of Country Specific Action Plan for the contract period (12 months) for PR campaign in German Market

SOR	Item	Cost (LKR)
5.2.0	Design and Develop a comprehensive PR Action Plan for Germany	

	Total	
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#### 5.4 Handling the micro site for 6 moths period

S/N	Evaluation Criteria	Maximum Points	Minimum Points
<b>Technical Evaluation</b>			
01	<b>Experience in similar Assignments (Schedule A)</b> <ol style="list-style-type: none"> <li>Agency duly registered in Sri Lanka as a legal entity</li> <li>Minimum 03 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development.</li> <li>Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns)</li> <li>Proof of Conducting at least 03 PR campaigns specifically for international brands/ destination marketing or tourism-related products 2013 to 2023 (Completed Campaigns)</li> <li>International Network of the Agency</li> <li>Partnering Company in Germany (Experience with National Tourism Organizations from 2013 to 2023)</li> <li>Experience in Travel and Tourism Sector PR Campaigns and Contracts handled from 2013 to 2023 (Completed Campaigns) (Partnering Company Germany)</li> </ol>	20	12
02	<b>Experience of similar kind of experience of the German partnering company</b>	10	06
03	<b>Work Plan and Methodology ( Schedule B/ SOR 5.0-11.0)</b> <ol style="list-style-type: none"> <li>Conducting a PR Audit of the German Market.</li> <li>Proposed PR Strategy for German Market.</li> <li>Proposed Action plan for Digital Advertising Campaign ( SOR 5.5-11.0) <ul style="list-style-type: none"> <li>-Own Media Channel Strategy</li> <li>-Paid Media Channel Strategy</li> <li>-Earned Media Strategy</li> <li>-Market Intelligence</li> <li>-Media Relations</li> <li>-Trade Relations</li> <li>-Crisis Management</li> <li>-Managing Adverse Publicity</li> <li>-Dissemination of Promotional Material</li> </ul> </li> </ol>	50	30
04	<b>Key Staff (Refer Schedule C)</b> <ol style="list-style-type: none"> <li>Composition of the Proposed Team Members (Form C1)</li> <li>CV's of the Members of the Team</li> </ol>	10	06
05	<b>Financial Information (Schedule E, E1)</b>	10	06

	1. Financial Information (Assets, Liabilities, Turnover etc.) 2. Credit Facilities and Overdrafts			
Total			100	60
Financial Bid Evaluation			20	
05	Price Schedule & Master Price Schedule (Section IV)			
Total			20	
SOR	Item	Nos	Rate (LKR)	Cost (LKR)
5.3.4	Handling the Micro site for six( 6) months period			
	Content placement, creatives, production of content			
	Total			

## 6.0 Market Intelligence

Monthly Report on developing trends, potential opportunities, competitor analysis etc. which could be effectively capitalized to promote Brand “Sri Lanka”

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
5.5.0	Monthly Report on Market Intelligence in Germany	12		
	Total			

## 7.0 Media Relations

### 7.1 Disseminating information for media

SOR	Item	Months	Rate (LKR)	Cost (LKR)
6.1	Disseminating Information for German Media	12		
	Total			

### 7.2 Selection of Visiting Travel Journalists/Bloggers (VJP/VBP) for Media FAM Tours

SOR	Item	Nos (annual)	Rate (LKR)	Cost (LKR)
6.2	Media visits per year including senior travel writers, editors of travel magazines, newspapers, Radio, online media etc.	10		
	bloggers/vloggers/ content creators of well-established follower base in key travel segments.	10		

	Hosting at least two (2) group trips with 4-6 media, centered around niche & emerging product segments with curated itineraries.	02 Groups of (4-6 pax)		
	Total			

### 7.3 Publishing feature articles and Documentaries & Online Articles

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.3	Publishing Feature Articles in Germany	12		
	Publishing Documentaries in Germany	12		
	Publishing Online-Articles in Germany	48		
	Total			

### 7.4 Distribution of News Releases & bi-weekly E-newsletter of SLTPB

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.4	Cost of Distribution of News Releases Germany– Consumer	Minimum 12		
	Cost of Distribution of monthly E-Newsletter Germany	Minimum 12		
	Total			

### 7.5 Organizing Press Conferences

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.5	At least one (01) Press Conferences / Press briefings / Press Events or other press related networking sessions in German market for media, during the period of 01 year. Minimum of fourty (40) maximum (60) attendees per Event.	01		
	Total			

### 7.6 Representing Sri Lanka in Media & Trade Events in Germany

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.6	Representation of Sri Lanka in German Media & trade Events	10		
	Total			

### 7.7 Providing Media Monitoring Services by clipping

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.7	Monthly Media Monitoring report for Germany	12		
	Total			

### 7.8 Use of Press Kit for the German market

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
6.8	Preparation of Master Press Kit for the market	01		
	Total			

## 8.0 Influencer & Celebrity Visits Programme

### 8.1 Arranging Celebrity Visits

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
7.1	<p>Arranging at least (03), “A” listed Celebrity visits per year from German market (Key Opinion Leaders, Cinema/TV personnel, Sports Celebrities (ex: cricket &amp; football), Top Corporate Icons, Artists etc.) who will be appealing to the “traveler” sentiment.</p> <p>The agency should ideally arrange them a paid holiday in Sri Lanka and opt them to share their holiday experience in Sri Lanka on social media handles to endorse the destination. Targeted pitching for exclusive segments and strategic placement of content should be ensured.</p>	03		
	Total			

### 8.2 Arranging Travel Influencer Tours Visits

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
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7.2	Arranging Influencers based on size, category and appealing to different product segments. <ul style="list-style-type: none"> <li>– <b>Audience Size</b> – Upper Range (1m)+ , Mid-Range (100k to 1m)</li> <li>– <b>Category</b> – Instagrammers, Bloggers &amp; Vloggers, Podcasters</li> <li>– <b>Segment</b> – Wellness, Adventure/Outdoor, culinary, culture, festivities etc.</li> </ul>	10		
	Total			

## 9.0 Trade Relations

### 9.1 Destination Training and Awareness Programs for Travel Agents/Tour Operators

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
8.1	The Agency shall facilitate and conduct at least three (03) travel agent and wholesaler training/awareness sessions/workshops per month. Target of 100 agents to be trained during the contract period from German market.	100		
	An online Training Tool has to be established for virtual meetings and as an E-learning platform to help educate and engage more number of agents. The training should focus both German & Swiss Travel Agents & TO's.			
	Total			

### 9.2 Destination Product Development

SOR	Item	No of agents	Rate (LKR)	Cost (LKR)
8.2	The Agency can select at least 10 Tour Operators and 05 OTAs who have the highest potential to expand Sri Lanka product portfolios and conduct training sessions to develop new products and educate them of novel selling techniques.	15		
	Total			

### 9.3 Trade Familiarization Tours (FAM) to Sri Lanka

SOR	Item	No of agents	Rate (LKR)	Cost (LKR)
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8.3	At least two travel agent/tour operator group visits during the contract period including TO's and TA's	20		
	Total			

#### 9.4 FAM Tour for the Key Association office Bearers

SOR	Item	Nos of participants	Rate (LKR)	Cost (LKR)
8.4	The Agency shall organize at least 04 FAM tours for the key office bearers of the Associations and organizations of the Travel and Tourism Industry in German.	04		
	Total			

#### 9.5 Collaborating with Sri Lankan Community/Expatriate Related Events in the Germany

SOR	Item	Nos of participants	Rate (LKR)	Cost (LKR)
8.5	Agency should propose a novel concept to engage the Sri Lankan Expatriate into the destination marketing and act as <i>Destination Ambassadors</i> ., within the framework provided in the SOR 8.5. Agency should come up with at least 04 events, activities & initiatives.	04		
	Total			

#### 10.0 Distribute the Monthly E-newsletter of SLTPB (Trade Targeted) among trade partners

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
9.0	Develop & distribute the monthly e-newsletter and Press Releases of SLTPB targeting trade media and among trade partners including agencies, existing trade database and to key association databases	12		
	Total			

**11.0 Crisis Management** - The PR agency has to manage crisis in collaborating with the other activities ( Ex E -Nes letters , Press releases ) Hence no separate cost allocation is needed.

**12.0 Weekly Report on Negative perceptions about brand Sri Lanka and new trends developing in the German Market and proposed remedial actions and/or interventions**

SOR	Item	Nos	Rate (LKR)	Cost (LKR)
9.2	Immediate communication with the SLTPB with the proposed remedial actions (in less than 48 hrs) to be taken on any negative perceptions about the destination Sri Lanka circulating in the media			
	Total			

**13.0 Master Price Schedule**

SOR	Master Price Schedule	Cost LKR
5.1.1	Carry out a PR Audit to Benchmark Pre-campaign and Situational Analysis	
5.1.4	Development of Overall Public Relations Strategy for German Market	
5.2.0	Development of Country Specific Action Plans for the PR campaign in Germany	
5.4.0	Create/rearrange country specific facebook, Instagram Page, Twitter & Youtube and other country specific social media channels	
5.5.0	Market Intelligence - monthly Report on developing trends, potential opportunities, etc	
6.1	Disseminating information for media	
6.2	selection of Visiting Travel Journalists/bloggers (VJP/VBP) for Media FAM Tours from Germany	
6.3	Publishing feature articles and Documentaries & Online Articles	
6.4	Issuing and distribution of News releases & Bi-weekly E-Newsletter	
6.5	Organizing Press Conferences	
6.6	Representing Sri Lanka Tourism in Media & Trade Events in Germany	
6.7	Providing Media Monitoring Services by clipping	
6.8	Use of Press Kit for the market	
7.1	Arranging Celebrity Visits	
7.2	Arranging Travel Influencer Tours Visits	
8.1	Destination Training/Awareness Programmes for Travel Agents/Tour Operators	
8.2	Destination Product Development	
8.3	Trade Familiarization Tours (FAM) to Sri Lanka	
8.4	FAM Tour for the Key Association office Bearers	
8.5	Collaborating with Sri Lankan Community/Expatriate Events in Germany	
9.0	Distribute the monthly e-newsletter of SLTPB among trade partners	
9.1	Crisis Management	

9.2	Weekly report on Negative perceptions about brand Sri Lanka and new trends developing in the German market and propose remedial Actions and/or interventions	
	<b>Total LKR</b>	
	<b>Taxes</b>	
	<b>Grand Total (LKR)</b>	

## SECTION V

### Rate Card

#### Rate Card for Creative & Productions (Additional Requirements Only)

##### 5.1 Creative for the Digital Campaign (Please provide the rate per item)

COLLATERAL			Cost Per Unit (LKR)
Brochure		A4 -Brochure Cover Design (Both sides)	
		A4 -Brochure inside page Design (One Page)	
		A4 -insert translated content to the designed brochure (One Page)	
		A3 -Brochure Cover Design (Both sides)	
		A3 -Brochure inside page Design (One Page)	
		A3 -insert translated content to the designed brochure (One Page)	
		1/3 A4 -Brochure Cover Design (Both sides)	
		1/3 A4 -Brochure inside page Design (One Page)	
		1/3 A4 -insert translated content to the designed brochure (One Page)	
		8x8 -Brochure Cover Design (Both sides)	
		8x8 -Brochure inside page Design (One Page)	
		8x8 -insert translated content to the designed brochure (One Page)	
		Odd size -Brochure Cover Design (Both sides)	
		Odd size -Brochure inside page Design (One Page)	
		Odd size -insert translated content to the designed brochure (One Page)	
Flyer		A4 single side	
		A4 Double side	
		A5 single side	
		A4 Double side	
Leaflet		A4 / Legal Size, Double Sided	
Direct Mailer		Standard e-direct mailer	
Greeting card & Envelope		B5 (Folded Size)	

	Backdrops	Design (Per square foot)	
		Printing	
		Fixing	
		Remove and Discarding	
	Memorabilia (Branded items)		
		Pen	
		Pen Drive	
		Ceramic Mug	
		Mouse Pad	
		Umbrella	
		T-Shirt (Customized)	
		Muffler	
		Lanyard	
		Wrist Bands	
		Key Tag	
		Thermal Coffee Tumbler	
		Visiting Card Holder	
		Tote Bag (Cloth Bag)	
		Gift Hamper (Mixed Items)	
		Tea Set	
		Cap	
		Note Book	
		Press Docket	
		Paper Bag	
	Pennants	9' x 3'	
		6' x 2'	
	Poster	17" x 22"	
	Light Box	6' x 3'	
	Sticker/ Badges		
	Table Top	A5, Double Sided	
	Docket	A4	
	Letterhead	A4	
	Business Card		
	Infographic		
	Press Release	A4 -1000 Words	
	PPT Development	Design of PPT – Per Slide Cost	
	SMS	Drafting SMS per language (upto 160 Characters)	

SERVICES			Cost LKR
	Photographer	Per Hour Rate	
	Videographer	Per Hour Rate	
	AV Technician	Per Hour Rate	
	Compeer	Per Hour Rate	
	Event Staff	Per Hour Rate	
	Graphic Designer	Per Hour Rate	

	Video Editor	Per Hour Rate	
	Copy Writer	Per Hour Rate	
	Projector & Screen	Per Hour Rate	

## SECTION VI

### A) Technical Proposal Submission Form

#### QUOTATION SUBMISSION FORM

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

[date]

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

Having examined the bidding documents, we offer to provide the Services for **“Selection of a PR Agency to Execute Public Relations Campaign in Germany 2024/2025”** bearing Bid Number: SLTPB/PROC/S/132 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	

## B) Financial Proposal Submission Form

### QUOTATION SUBMISSION FORM

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

[date]

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

Having examined the bidding documents, we offer to provide the Services for “ **Selection of a PR Agency to Execute Public Relations Campaign in Germany 2024/2025**” bearing Bid Number: SLTPB/PROC/S/132 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **Sri Lankan Rupees** ..... (words) (LKR.....) (figure) or any other sum derived in accordance with the said documents.

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

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

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

## SECTION 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

(Qualification and Experience Information of the Bidder )

### Submission Form A1 – Agency Profile

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Numbers of the Agency	Office : Mobile :
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the 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 Public Relations Communication, Advertising Strategy Development or Creative development Campaigns

Period	Client	Description of Works	Value of the Project	Client References
Total				

**Submission Form A3 - Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns -Submit Client Reference Proof )**

Period	Employer	Description of Works	Value of the Project	Client References
Total				

**Submission Form A4 - Proof of Conducting at least 03 PR campaigns specifically for international brands/ destination marketing or tourism-related products from 2013 to 2023 (List Completed Campaigns - submit client references as proof)**

S/ N	Period	Employer	Description of Works	Client References
1				
2				
3				
4				
5				
6				
7				

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 A5 - International Network of the Agency (Bidder)**

	Country	Name of the Agency and the Address	Contact Person and Designation	Contact Number	Email Address	URL of the Website
	Germany					

**Declarations issued by the connected agencies in Germany shall be submitted by the bidder.**

## Submission Form A6– Experience of Partnering Agency in Germany

### A 6.1 - Experience of Partnering Agency in Germany - Experience with National Tourism Organizations from 2013 to 2023 ( Eg. Events, Promotions, Campaigns related to PR)

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

### A 6.2 - Submission Form A8- Experience in Travel and Tourism Sector PR Campaigns and Contracts handled from 2013 to 2023 (Partnering Agency in Germany) – List Completed Campaigns

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

### The following documents to be submitted by the bidder

Business Registration of the German Agency as a legal entity in Germany
Declaration from the German agent to partner with the bidder to carry out the campaign

## **Schedule B – Work Plan and Methodology**

The scope of the PR Campaign is to assist Sri Lanka Tourism over a period of one year, for the effective execution of the proposed PR Campaign in Germany , by developing a comprehensive PR Strategy and successful implementation of the action plan for the campaign with the overarching focus of enhancing Sri Lanka's positive PR footprint in the German market.

### **B1 Proposed PR Campaign Strategy for the German Market 2024/2025**

PR Campaign Strategy proposed for the German market should include the following;

1. Overall strategy should be based on a PR Audit (contextual Research) of the German Market. The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from German market, Pre-& Post Covid market trends, competitor analysis, New travel trends and data sources should be utilized for the development of the overall strategy. The proposal shall include the research findings and the overall analysis.
2. Proposed Target audiences and method of driving the target audiences.
3. Proposed Message strategy for the PR Campaign and sub messages for the identified target audiences.

### **B.2 Proposed Action plan for PR Campaign in Germany**

In developing time bound action plan, projected actions, cost breakdowns, ROI for each activity and key performance indicators (KPIs) have to be included for the campaign implementation period. This should be submitted with the bid.

1. Proposed Public Relations campaign strategy.
2. Proposed Methodology of execution of the PR strategy.
3. Proposed Budget allocation for the PR Campaign under proposed activities.
4. Proposed ROIs and KPIs for the actions proposed in the PR strategy.

### **B.3 Proposed mechanism for media- monitoring, evaluations and reporting of the progress of the PR campaign activities**

1. Proposed methodology for the performance monitoring and reporting mechanism
2. Periodicity of reports/reporting & Factors to be covered in the report as mentioned in the scope of work and deliverables. The proposed mechanism should be submitted with the bid.

### **B. 4 Proposed PR campaign which will increase the PR presence of Sri Lanka Tourism in Germany**

#### **B5. Following PR Campaign objectives are to be achieved by the bidder;**

- Develop a country-specific PR strategy for German Market based on the new tourism branding campaign developed by the Creative Agency.

- Carry out regular PR activities in the German market such as media relations, travel trade relations, dissemination of news releases and e-newsletters, crisis management, networking, events etc. as envisaged by tourism strategy.
- To complement tourism marketing efforts by providing significant exposure, awareness, and presence for new Sri Lanka Tourism branding.
- Increase traveler confidence and credibility by frequent PR campaign in the German market.
- Collaborate with travel influencers, writers, content creators, bloggers, celebrities, etc. on a regular basis.
- Develop a strong network with the leading media houses, journalists and the travel fraternity.
- Disseminate updated destination content and existing and new tourism products.

**B6. Summary of overall PR Campaign Deliverables are as follows;**

- Implement a strategic PR initiative to promote the destination in the post-pandemic growth phase.
- Develop a strong PR strategy and carry out regular public relation activities in Germany.
- Enhance the positive PR footprint for Sri Lanka Tourism in the German market.
- To challenge competitor destination PR and win more traveler confidence.
- Sharpen the Brand focus as “Sri Lanka is all in one capsule as an Island Nation”
- Create a strong urge to visit Sri Lanka through top-of-the-mind brand recall.
- The gradual buildup of the Sri Lanka brand to be included in the frequent traveller ‘wish list’ (aspired branding).
- Develop brand equity for Sri Lanka Tourism and its strategic products portfolio.
- Enhance the user experience through strategic PR campaign (staging signature events).
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding.
- To help recover and rebuild and shape the travel industry through positive PR.
- Increase confidence in prospective travelers to Sri Lanka generated by frequent PR presence in the German market.
- Agency should maintain the consumer generated content as an asset and transfer them to SLTPB on completion of the campaign.

## **Schedule C - (Appendix C)**

### **Key Staff**

(Qualification and Experience Information of Local Bidders Staff & Staff of the Partnering Agent in Germany should be submitted separately in the forms hereunder )

#### **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 operating full-time or not	Tasks to be performed in the team
1	Account Director			
2	PR Strategist			
3	Account Manager			
4	Senior Executive			
5	Key Staff 01			
6	Key Staff 02			
7	Key Staff 03			
8				

## Submission Form C2 - CV of the members of the team – local agency

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	
Agency 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 as a member 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 ofj 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 / 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)	

### 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 authorized representative of the Head of the Organization	
Name and CV holder of the member of the team	
Signature of the CV holder of the Team	

**Note: Signature of the CV holder is compulsory**



## **Schedule D – Clients References**

(Qualification and Experience Information of the Bidder)

Please attach the relevant certificates given by the clients, making references on each and every activity executed by the bidder for the projects undertaken by the Agency.

**Schedule E– Financial Information**

Item	2022	2021	2020	2019	2018	2017	2016
<b>Information from Balance sheet</b>							
Total Assets							
Total Liabilities							
Current Assets							
Current Liabilities							
<b>Information from Income Statement</b>							
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: Documentary evidence to be attached

## Schedule F- Checklist for submission of Bid

All the bidders are kindly requested to follow the undermentioned checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the respective envelopes (Envelope 01 & Envelope 02) as prescribed in the bidding Document. Please include the below filled checked-list into the bid document.

### Submission Documents for Envelope 01 - Qualification and Experience Information

Form Number	Item	Submission Status	
Schedule A1	Company Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A2	Minimum 03 years of experience in Public Relations or Communication Advertising Strategy Development or Creative development (Submit Client Reference Proofs)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A3	Proven track records in handling a minimum of Three (03) International Brands from 2013 to 2023 (Submit Client Reference Proofs)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A4	Proof of Conducting at least 03 PR campaigns specifically for international brands/ destination marketing or tourism-related products. from 2013 to 2023 (submit client references as proofs)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A5	International Network of the Agency	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A 6.1	Experience of Partnering Agency in Germany: Experience with National Tourism Organizations from 2013 to 2023	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A 6.2	Experience in Travel and Tourism Sector PR Contracts from 2013 to 2023 (Partnering Agency in Germany)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Business Registration of the German Agency as a legal entity in Germany	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Declaration from the German agent to partner with the bidder to carry out the campaign	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule B- (SOR 5.0)	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 ( Local Bidder's and Partnering Agency in Germany)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C2	CV of the members of the team	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule D	Client's References & Case Studies	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule F	Bid Submission Check List	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section V1	a) Technical Submission form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VIII	Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule E, E1	Annual Turn-over (Financial Information)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Audited Annual Accounts in Digital Format (PDF) in a Flash drive	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Documented evidence for Credit Facilities/Overdrafts	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Submission Documents for Envelope 02 – Financial Information**

Form Number	Item	Submission Status	
Section IV	Price Schedule & Master Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section V	Rate Card for Additional Requirements	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VI	Quotation Submission Forms		
	b) Financial Submission form	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/S/132

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.
<b>2. Commencement, Completion, Modification, and Termination of Contract</b>	
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.

<b>2.5 Termination</b>	
<b>2.5.1 By the Employer</b>	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.
<b>2.5.2 By the Service Provider</b>	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.
<b>2.5.3 Payment upon Termination</b>	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.
<b>3. Obligations of the Service Provider</b>	
<b>3.1 General</b>	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	<p>The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions:</p> <p>(a) entering into a subcontract for the performance of any part of the Services,</p> <p>(b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"),</p> <p>(c) changing the Program of activities; and</p> <p>(d) any other action that may be specified in the Contract Data</p>
3.4 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
<b>3.6 Liquidated Damages</b>	
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.
<b>4. Service Provider's Personnel</b>	
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.
<b>5. Obligations of the Employer</b>	
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.
<b>6. Payments to the Service Provider</b>	
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"> <li>(a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor.</li> <li>(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"> <li>(i) the actual amounts paid (or due to be paid) by the Contractor, and</li> <li>(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.</li> </ul> </li> </ul> <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.</p>
<b>7. Quality Control</b>	

7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	<p>(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.</p> <p>(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.</p> <p>(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</p>
<b>8. Settlement of Disputes</b>	
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	<p>The addresses are:  Employer: Sri Lanka Tourism Promotion Bureau  Attention (Contact Person): Managing Director  <a href="tel:0112426800">Tel:0112426800</a>  Ext 282  e-mail: <a href="mailto:md@srilanka.travel">md@srilanka.travel</a></p> <p>Service Provider:  Attention (Contact Person):  Tel:  Mobile:  e-mail:</p>
1.6	<p>The Authorized Representatives are:  For the Employer:  For the Service Provider:</p>
2.1	<p>The date on which this Contract shall come into effect is [date].  [ Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]</p>
2.2	<p>The Starting Date for the commencement of Services is [date] (14 days after the Letter of Acceptance issued)</p>
2.3	<p>The Intended Completion Date is 379 days (One Year + 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</p>
3.3(d)	<p>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</p>
3.4	<p>Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.</p>
3.5	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• 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</li> </ul>

	<p>another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB.</p> <ul style="list-style-type: none"> <li>Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract</li> </ul>
3.6.1	<p>The liquidated damages rate is 0.1% per day</p> <p>The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>
3.7	<p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>
4.1	<p>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.</p>
5.1	<p>Not Applicable</p>
5.3	<p>Point 11.0 Services and facilities provided by the Employer - applicable</p>
6.1	<p>Appendix A - Description of the Services (Schedule of Requirements (SOR)</p>
6.2	<p>The amount is [insert amount]. (Appendix D)</p>
6.3	<p>Appendix E – Services and Facilities Provided by the Employer</p>
6.3.1.	<p>Remuneration due for additional services shall be in accordance with the rate card (Section V)</p>
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"> <li>Advance of 20% of the total Contract Price be paid upon awarding of the contract against 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.</li> <li>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).</li> <li>Proportionately payment deductions will be applied for the non-performed campaign deliverables</li> <li>Payment will not be processed for the any on-going activities.</li> </ol> <p>Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:.</p> <ol style="list-style-type: none"> <li>If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years.</li> <li>SLTPB shall be deemed to be the sole owner of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.".</li> </ol>

	Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.
6.5 Provisional Sum	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 this .....day 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 Annexure attached hereof.

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

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

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

**PARTY OF THE 1<sup>ST</sup> PART.**

**PARTY OF THE OTHER PART (SLTPB)**

01. ....  
(Signature)

01. ....  
(Signature)

.....  
(name)

.....  
(name)

02. .... (Signature)  
..... (Name)

- Company seal to be affixed.

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

**WITNESSES OF THE PARTY OF 1<sup>ST</sup> 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 D : Copy Right Assignment Agreement (VIDEOS).

**THIS AGREEMENT** is made and entered on this ..... day 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 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 Annexures attached hereof.

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

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

**PARTY OF THE 1<sup>ST</sup> PART.**

**PARTY OF THE OTHER PART (SLTPB.**

01. ....  
(Signature)

01. ....  
(Signature)

.....  
(name)

.....  
(name)

02. ....

(Signature)

.....

(Name)

- Company seal to be affixed.

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

**WITNESSES OF THE PARTY OF 1<sup>ST</sup> PART**

01. Signature:.....

Name: .....

NIC / NPV / Passport No: .....

Address: .....

.....

NIC / NPV / Passport No: .....

02. Signature:.....

Name: .....

NIC / NPV / Passport No: .....

Address: .....

.....

**WITNESSES OF THE PARTY OF OTHER**

01. 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 harbour about Sri Lanka while highlighting the diversity of unique experiences in Sri Lanka.

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

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

### **Phase 2: Inspiring Campaign**

Soon on the heels of the Priming, the campaign will shift to **Inspiring** phase. During this phase, the message will focus on tempting 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.

## ANNEX F : CREATIVE CONCEPTS & PRODUCTIONS OFFERED BY SLTPB CREATIVE AGENCY

### Sri Lanka Tourism Promotion Bureau

#### Creative Concept and Developments Provided for the Digital & PR Campaigns - German Market

	Item	description	Nos
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