

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau (SLTPB)

Invitation for Bids (IFB)
International Competitive Bidding (ICB)

Selecting an Agency for PR & Digital Campaign in UK

1. The Chairman, Department Procurement Committee (DPC) of the Sri Lanka Tourism Promotion Bureau (SLTPB), invites sealed bids from reputed and experienced **Public Agencies**. The required funds will be allocated by the Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted under the **Limited International Bidding (LIB)** method in accordance with the National Procurement Guidelines – 2024.
3. Interested and eligible bidders may obtain further information by submitting a request to the Managing Director, Sri Lanka Tourism Promotion Bureau, via email at procurement@srilanka.travel.

4. Eligibility Criteria

4.1 Legal Registration

- The agency must be a legally registered entity in the **United Kingdom**, holding a valid *Companies House* Business Registration Certificate issued by the UK Government.
- The company must have a minimum of **five (5) years' operational history** from the date of incorporation.
- If the agency intends to collaborate with a sub-agency through a Joint Venture (JV), details of the partnering agency must be provided in the submission forms. The main agency shall submit the bid. (Refer Clause 6).

4.2 Industry Experience

- The agency must demonstrate a proven track record in **PR and Digital Promotions** in the United Kingdom during the period **2018–2025**.
- The agency shall have successfully carried out:
 - At least **two (2) digital media marketing campaigns** for international brands, destination marketing, or tourism-related products; and
 - At least **four (4) PR projects**, supported by documentary evidence.

4.3 Financial Stability

- The agency shall submit **audited financial statements for the past three (3) years**, demonstrating a positive financial position. This will establish the agency's financial stability and capacity to undertake the project.

5. Campaign Period & Budget

- **Total Budget Allocation:** LKR 100 million (approximately GBP 235,000) for Digital and PR campaigns.
- **Campaign Period:** Eight (8) months during 2026/2027
(*May–December timeframe; expected commencement in June 2026*)
- **Termination:** Subject to seven (7) days' prior written notice by SLTPB.

Budget Distribution:

- Digital Campaign: 60%
- PR Campaign: 40%
- Of the Digital allocation, **80% must be dedicated to media buying.**

6. Joint Venture (JV) Arrangements

6.1 A single company may submit a proposal if it possesses both PR and Digital capabilities with relevant experience.

6.2 If a company has expertise in only one area (PR or Digital), it may form a **Joint Venture (JV)** with another qualified company.

- JV details must be submitted along with the bid.
- One company shall act as the **main bidder** and submit the bid on behalf of the JV.
- SLTPB will communicate exclusively with the main bidder.
- During evaluation, the experience of both parties will be considered, and all relevant details must be clearly submitted in the prescribed formats.

7. Late Submissions

Late bids will be rejected.

8. Submission of Bids

Bids must be submitted via **courier, registered post, or hand delivery**, or deposited in the tender box at the following address:

Sri Lanka High Commission – United Kingdom

Deadline: 01 June 2026 at 11:30 AM (UK Time)

Bids will be opened immediately after the closing time at the same location, in the presence of bidders' representatives who wish to attend.

Chairman

Department Procurement Committee
Sri Lanka Tourism Promotion Bureau
No. 35, D.R. Wijewardana Mawatha
Colombo 10, Sri Lanka