

Addendum 01 (To be submitted along with the original Bid)

Amendment to the Bid Document (Section No: 09 -SOR)

Budget Allocation for the campaign

Total Campaign Budget: LKR 60 Million | **GBP 141,000** approx. for Digital Campaign including all applicable taxes.

Allocation of Budget:

- Paid advertising – **80%**
- Campaign Management & Strategy **20%**

80% of the Digital Budget should be allocated for media buying (GBP 112,800 approx.) and remaining 20% for campaign management and strategy.

Important Notes:

- All social media ad placements will be on a net basis, with no commission payable to the agency. The agency shall submit all relevant documentation and communication to SLTPB for settlement of ad purchases.
- **All bidders shall strictly adhere to the above percentage-based budget allocations when submitting proposals.**
- The total bid price will not be considered in the final evaluation. However, any bidder whose quoted total exceeds the allocated budget of LKR 60 Million (**GBP 141,000**) for Digital Campaign shall be deemed non-responsive and disqualified.

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Signature of the Bidder

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Date