

**BIDDING DOCUMENT**

**PROCUREMENT OF NON-CONSULTANCY SERVICES**

**Appointing a Social Media Agency for SLTPB  
Contract No: SLTPB/PROC /2025/S/94**

Sri Lanka Tourism Promotion Bureau  
“Lake House Building”  
3<sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha,  
Colombo 10.

**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Foreign Affairs, Foreign Employment & Tourism**  
**Sri Lanka Tourism Promotion Bureau**

**Invitation for Bids**

**Appointing a Social Media Agency for SLTPB**  
**Bid No: SLTPB/PROC/2025/S/94**

The Chairman, Department Procurement Committee of Sri Lanka Tourism, invites sealed bids from reputed and experienced agencies for appointing a Social Media Agency for Sri Lanka Tourism Promotion Bureau (SLTPB).

1. Prospective bidders shall have following Qualifications and experience (Eligibility Criteria)

**1.1. Legal Registration:**

The production agency must be a legally registered entity in Sri Lanka.

**1.2. Industry Experience:**

- The agency must demonstrate a proven record of accomplishment with a minimum of three (3) years of continuous in-house experience in the field of social media marketing during the period 2020 to 2025.
- The production agency should have a minimum of three (3) years of experience in social media marketing campaigns specifically for international brands, destination marketing, or tourism-related products/brands during the period 2020 to 2025.

**1.3. Financial Stability:**

- The agency shall be required to submit audited financial statements for the past three (3) years, demonstrating a positive balance. This showcases the agency's financial stability and its capacity to effectively manage this tender.

**1.4. Submission of Price Schedule and Proposal:**

- Bidders shall fully complete all services requested in the price schedules , Schedule C ,E and submission forms.
- The agency shall submit a completed technical proposal addressing all points mentioned under **"4. SCOPE OF WORK"** of the bidding document.

2. Bidding will be conducted adopting National Competitive Bidding Method (NCB) under the National Procurement Guideline 2024.

3. 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).

6. A complete set of bidding documents in English the language may be obtained by interested bidders on submission of a written application to the e-mail address below, and upon

depositing/online transfer of **Rs.15,000 /= ( Fifteen thousand only)** being nonrefundable fee in favor of Sri Lanka Tourism Promotion Bureau on or before **21/05/2026** credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to [lsurul@srilanka.travel](mailto:lsurul@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 11.00 am on 11/05/2026 Sri Lanka Time at the Conference room at the address below.
  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, "Lake House Building"3<sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10 for an amount of Sri Lanka Rupees Seven Hundred Thousand (Rs. 700,000) valid up to **17/09/2026** issued by an A Licensed Commercial Bank registered in Sri Lanka.
  10. Bid submission address is Chairman, Department Procurement Committee, Sri Lanka Tourism Promotion Bureau, "Lake House Building"3<sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10. Bids must be delivered to the Procurement Division "Lake House Building"3<sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10 on or before at **1.30 pm on 21/05/2026**. Bids will be opened immediately after the bid closing time at above address in presence of the bidder's representatives who choose to attend in person.
  11. Late bids will be rejected.
  12. 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  
"Lake House Building"  
3<sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha,  
Colombo 10.

**Section I – Instruction to Bidders (ITB)**  
( Please refer the National Procurement Guideline 2024)

## Section II- Bidding Data Sheet

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

Instructions to Bidders Clause Reference		
1.1	Name and Address of the Employer	Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3 <sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10.
	Name of the Contract	<b>Appointing a Social Media Agency for SLTPB</b>
	Identification No of the Contract	SLTPB/PROC/2025/S/94
1.2	The Intended Completion date	02 year period from the date of the Letter of Acceptance
11.1	The period of Bid validity	91 Days from bid closing date
12.0	The amount of Bid Security	The amount of Bid Security shall be LKR 700,000.00 The Bid Security shall be valid until 17/09/2026 from the bids opening date Type of Bid Security: Unconditional and On Demand Bank Guarantee issued by an A Licensed Commercial Bank registered in Sri Lanka, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau.
14.1	The Employer's address for the purpose of Bid submission	Bids shall be submitted by Post or by hand or deposited in the Tender Box at the Procurement Division of the Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3 <sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10.
15.1	The deadline for submission of bids	<b>Date – 21/05/2026</b>
	Bid opening time	Immediate after Bid Closing at <b>1.30 pm</b>
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3 <sup>rd</sup> Floor, No 35 D.R Wijewardana Mawatha, Colombo 10.

20.3	Criteria for Evaluation of Qualification and Experience	<table border="1" data-bbox="486 230 1356 533"> <thead> <tr> <th data-bbox="486 230 592 315">Ref. Num</th> <th data-bbox="592 230 1038 315">Criteria</th> <th data-bbox="1038 230 1173 315">Points</th> <th data-bbox="1173 230 1356 315">Minimum Points</th> </tr> </thead> <tbody> <tr> <td data-bbox="486 315 592 360"></td> <td data-bbox="592 315 1038 360"><b>Experience and Expertise</b></td> <td data-bbox="1038 315 1173 360"><b>20</b></td> <td data-bbox="1173 315 1356 360"><b>12</b></td> </tr> <tr> <td data-bbox="486 360 592 405"></td> <td data-bbox="592 360 1038 405"><b>Technical proposal</b></td> <td data-bbox="1038 360 1173 405"><b>10</b></td> <td data-bbox="1173 360 1356 405"><b>6</b></td> </tr> <tr> <td data-bbox="486 405 592 450"></td> <td data-bbox="592 405 1038 450"><b>Creativity and Innovation</b></td> <td data-bbox="1038 405 1173 450"><b>20</b></td> <td data-bbox="1173 405 1356 450"><b>12</b></td> </tr> <tr> <td data-bbox="486 450 592 495"></td> <td data-bbox="592 450 1038 495"><b>Paid Media Advertising</b></td> <td data-bbox="1038 450 1173 495"><b>50</b></td> <td data-bbox="1173 450 1356 495"><b>30</b></td> </tr> <tr> <td colspan="2" data-bbox="486 495 592 533"><b>Total</b></td> <td data-bbox="1038 495 1173 533"><b>100</b></td> <td data-bbox="1173 495 1356 533"><b>60</b></td> </tr> </tbody> </table> <p data-bbox="486 533 1394 607">Note: Agencies that score below 60 points will be considered as non-responsive bids.</p>	Ref. Num	Criteria	Points	Minimum Points		<b>Experience and Expertise</b>	<b>20</b>	<b>12</b>		<b>Technical proposal</b>	<b>10</b>	<b>6</b>		<b>Creativity and Innovation</b>	<b>20</b>	<b>12</b>		<b>Paid Media Advertising</b>	<b>50</b>	<b>30</b>	<b>Total</b>		<b>100</b>	<b>60</b>
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<b>Total</b>		<b>100</b>	<b>60</b>																							
20.4	Criteria for Evaluation of Qualification and Experience	Bids that fail to achieve a minimum of 60 points, along with the minimum points specified for each criterion, will be deemed non-responsive.																								
26.1	Performance Security	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the Annex A Performance Bank Guarantee (Unconditional and on demand) issued by an A class Commercial bank operating in Sri Lanka.																								
27.1	Advance Payment and Security	20% of the Contract Price on submission of an unconditional and irrevocable Advance Payment Guarantee as per Annex B form Bank Guarantee for advance payment by an A Class Commercial bank operating in Sri Lanka;																								

**Section III**

**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  
“Lake House Building”3<sup>rd</sup> Floor,  
No 35 D.R Wijewardana Mawatha,  
Colombo 10.

Having examined the bidding documents, we offer to provide the Services for **“Appointing a Social Media Agency for SLTPB ”** bearing Bid Number: SLTPB/PROC/2025/S/94 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 IV**

**General Conditions of the Contract  
(Please refer the Guideline 2024)**

## Section V

### CONTRACT DATA

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are:  Employer: Sri Lanka Tourism Promotion Bureau  Attention (Contact Person): Managing Director  Tel: 0112 900 900  Ext 150  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..... days (Two Years) from the date of the Letter of Acceptance  In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.5(d)	<p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise with the Sri Lanka mission in the respective country in an emergency situation</p>
3.7	<ul style="list-style-type: none"> <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 Assignment provided as follows:.</li> </ul>

	<ul style="list-style-type: none"> <li>• If the agency purchases images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB.</li> <li>• SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.</li> </ul> <p><b>Transparency &amp; Compliance</b></p> <ul style="list-style-type: none"> <li>• All campaign data and ad accounts must remain the property of SLTPB.</li> <li>• Agency shall maintain compliance with <b>GDPR, Meta Ad Policies, Google Ads standards, and regional ad regulations.</b></li> </ul>
3.9	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Not Applicable
5.3	Point 11.0 Services and facilities provided by the Employer - applicable
6.2	The amount is [insert amount].
6.4	Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.
6.5 Provisional Sum	Not Applicable

## **Section VI**

### **Schedule of Requirement**

#### **Appointing a Social Media Agency for SLTPB.**

##### **1. Project Overview**

The Sri Lanka Tourism Promotion Bureau (SLTPB) seeks a qualified and experienced social media agency to manage and enhance its digital presence for a period of two years. The agency will create engaging content, implement paid and organic campaigns, and manage SLTPB-owned social media platforms in alignment with SLTPB's objectives. The selected agency will play a critical role in promoting Sri Lanka as a premier travel destination by leveraging cutting-edge social media strategies and technologies with engaging content.

##### **2. Target Audience**

The target audience for the social media management Scope of Requirements (SOR) includes leisure travelers, meeting professionals (such as planners and attendees), corporate business travelers, travel professionals (including travel agents, cruise industry operators, and bus tour operators), group leisure segments (such as weddings and reunions), journalists, bloggers, and social influencers, with a particular emphasis on audiences from the target markets: UK, Germany, France, India, Australia, the Middle East, Russia, Ukraine, USA, Spain, Italy, and Scandinavia (Sweden, Denmark, Norway, and Finland).

##### **3. Overall Campaign Objectives**

The primary objective of this campaign is to establish Sri Lanka as a premier travel destination in South Asia, leveraging innovative social media strategies to enhance global visibility and engagement. The campaign aims to significantly increase SLTPB's digital footprint by driving higher followership, engagement, and traffic across its social media platforms.

Specifically, the campaign will:

###### **3.1. Boost Awareness and Visibility**

- Develop and execute a comprehensive social media strategy to position Sri Lanka as a "top-of-mind" destination for leisure and business travelers in target markets, including the UK, Germany, France, India, Australia, the Middle East, Russia, Ukraine, the USA, Spain, Italy, and Scandinavia.

###### **3.2. Drive Community Growth**

- Grow the SLTPB's active social media audience by adding 500,000 (estimated) new followers on SLTPB owned social media platforms, emphasizing engagement with audiences in target markets.

###### **3.3. Enhance Web Traffic**

- Increase website traffic and conversions through paid and organic campaigns that resonate with travel enthusiasts, professionals, and influencers, offering compelling reasons to explore Sri Lanka.

### **3.4. Promote Real-Time Tourism Awareness**

- Provide timely and engaging updates on local tourism attractions and events, fostering real-time awareness among travelers about Sri Lanka's unique offerings.

### **3.5. Cultivate Advocacy**

- Increase the percentage of active online advocates for Sri Lanka by encouraging followers to engage with and share SLTPB content, building a strong, loyal online community that amplifies the country's appeal.

By achieving these objectives, the campaign will strengthen Sri Lanka's position as a leading travel destination, driving growth in tourism arrivals, and fostering a positive and enduring brand image globally.

## **4. Scope of Work**

The agency shall submit the Technical Proposal addressing the required service elements and align the price schedule with the scope of work. Additionally, the agency must deliver all the services outlined under Section 4: Scope of Work throughout the contract period.

### **4.1. Social Media Management**

#### **4.1.1. Platform Management**

The agency will manage SLTPB's official social media channels:

- Facebook
- X (Former Twitter)
- YouTube
- Instagram
- Threads (Meta) : The selected agency shall create an account for SLTPB.
- LinkedIn
- Pinterest
- TikTok
- SLTPB Blog Site

#### **4.1.2. Engagement and Community Management**

- Respond to all messages, inquiries, and comments across platforms promptly and professionally.
- Monitor and moderate user-generated content to ensure a positive brand image.

#### **4.1.3. Transparency & Compliance**

- All campaign data and ad accounts must remain the property of SLTPB.
- Agency shall maintain compliance with GDPR, Meta Ad Policies, Google Ads standards, and regional ad regulations.

#### **4.1.4. Strategic Development**

##### **4.1.4.1. Two-Year Social Media Strategy**

- Present a detailed strategy to elevate SLTPB's social media presence, including targeting, segmentation, and engagement tactics.
- Integrate innovative trends, such as influencer collaborations, live streaming, and immersive technologies (e.g., AR/VR).

##### **4.1.4.2. Social Media Policy**

- Develop a comprehensive social media policy for SLTPB, including guidelines for SLTPB owned social media platform management, content creation, community management, and paid advertising practices collaborate with SLTPB.

#### **4.2. Campaign Management**

##### **4.2.1. Paid Media Campaigns**

- Plan, execute, and optimize paid campaigns to achieve SLTPB's marketing objectives.
- Provide weekly email updates on campaign performance.

##### **4.2.2. Creative Content & Content Creation**

- Produce 30-second engaging video per month, featuring human interaction and voiceover.
- Submit a script and storyboard for video production as a sample, focusing on Adam's Peak. This will taken in to the proposal evaluation.
- Agency shall provide all creative and social media content 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 requested) etc. Agency shall able to provide any translated versions (within the languages of said target markets) according to the campaign strategy.
- Develop a monthly content calendar featuring engaging, platform-specific content, including posts, videos, reels, stories and user generated content. For the monthly content calendar, the agency shall obtain prior approval for the concepts from the SLTPB support staff.
- Create and publish 2 blog articles per month authored by the agency and minimum 2 additional user-generated articles (subject to SLTPB review) shall be posted on SLTPB blog site.

- AI-Generated Creative Content
  - For the production of creatives, the selected agency shall obtain prior written approval from SLTPB before using any Artificial Intelligence (AI)-generated images or videos.
  - SLTPB encourages the agency to produce authentic, original content through actual production methods at all times. AI-generated images or videos may only be considered in special cases, and in such instances, the agency must justify in writing the reasons for using AI-generated content and obtain explicit approval from SLTPB prior to deployment.
- Ensure all content aligns with SLTPB's brand voice and objectives.

#### 4.2.3. Campaign Monitoring, Evaluation, and Reporting

- The agency shall provide end-to-end campaign monitoring, evaluation, and reporting in line with SLTPB requirements.
- The agency shall grant viewer access to all ad accounts used in this campaign to a SLTPB-nominated officer, ensuring full transparency.
- SLTPB shall be able to monitor and approve the campaign target audiences during setup, with the agency required to share proposed targeting parameters (geography, demographics, interests, lookalike audiences, remarketing segments, etc.) before launch.
- The selected agency must provide a real-time live dashboard (with 24/7 access) to elaborate and display campaign insights including spend, reach, impressions, clicks, conversions, cost per result, and audience breakdowns.
- Advanced Analytics & Optimization
  - Dashboard should include funnel-based tracking (awareness → engagement → conversion).
  - Integration with Google Analytics, Tag Manager, and website conversion tracking for holistic measurement.
  - Submit detailed monthly analytical reports in hard copy format.
  - Provide a comprehensive annual report summarizing key performance indicators, ROI, and lessons learned.
  - Conduct progress presentations to SLTPB management and stakeholders upon request.

### **4.3. Blog Site Management**

- 4.3.1.** Maintain the SLTPB blog site and publish high-quality, SEO-optimized content.
- 4.3.2.** Post 2 original blog articles monthly and minimum 2 user-generated articles (subject to SLTPB review).
- 4.3.3.** Google Tag Manager and Google Analytics setup for accurate visitor and conversion tracking shall include by the agency.
- 4.3.4.** Agency shall manage cloud base website hosting services for 2 years with SSL and CDN services and ownership of each shall transfer to the SLTPB.
- 4.3.5.** Ensure the blog serves as a resourceful and engaging platform for travelers and stakeholders.

### **4.4. Team Requirements**

- Agency shall assign a dedicated officer with exceptional communication and creative writing skills for daily updates and community management.
- Ensure the team has expertise in destination marketing and familiarity with travel trends and audience preferences.

### **4.5 Additional Requirements**

#### **4.5.1 Innovation in Destination Marketing**

- Incorporate storytelling techniques to highlight Sri Lanka's unique culture, heritage, and attractions.
- Leverage advanced tools for audience insights, competitor analysis, and campaign optimization.
- Explore partnerships with travel influencers, content creators, and micro-influencers to amplify reach.

### **4.6 Reputation management and Crisis management**

- Develop and implement a crisis communication plan to manage potential challenges on social media platforms. Further crisis-specific initiatives may occur, agency shall present full detailed report which include actions to be taken by the agency and execute with the approval of the SLTPB.

## 5 Deliverables

- **Monthly Deliverables:**
  - Content calendar and posting plan.
  - Production of creatives
  - Analytical performance and KPI reports in hard copy.
  - Monthly A/B testing reports (ad creatives, captions, audiences) must be submitted.
- **Weekly Deliverables:**
  - Campaign updates via email.
- **Annual Deliverables:**
  - Comprehensive performance reports and strategic recommendations.
  - Progress presentations to SLTPB management or industry stakeholders.

## 6. Budget and Pricing

- Agencies must submit a detailed pricing schedule for all outlined services, including:
  - Social media management, Campaign execution and reporting.
  - Content and creative development.
  - Paid Media Advertising.
  - Blog site maintenance.

Pricing should clearly outline costs for each service and the total project cost for two years.

## 7. Evaluation Criteria

### 7.1 Experience and Expertise: 10 Marks

- Proven track record in managing social media for tourism boards or similar organizations.
- Familiarity with destination marketing strategies and trends.

### 7.2 Technical Proposal: 10 Marks

- The proposal should demonstrate a thorough understanding of SLTPB's requirements and present a practical, actionable plan for implementation

### 7.3 Creativity and Innovation: 10 Marks

- Quality of the two-year strategy and Adam's Peak video sample.
- Innovative approaches to audience engagement and campaign execution.

#### **7.4 Paid Media Advertising: 50 Marks**

- During this criterion, the overall KPIs achieved against budget utilization will be evaluated.
- Emphasis will be placed on the most efficient, effective, and engaging KPI distribution in relation to the allocated budget.

#### **7.5 Content Development: 20 Marks**

- Competitive pricing with a clear value proposition.

### **8. Submission Guidelines**

Agencies must submit the following in the bid proposal:

#### **8.1 Technical Proposal**

- Detailed plan addressing SLTPB's requirements and actionable steps for implementation.

#### **8.2 Two-Year Social Media Strategy**

- A comprehensive strategy, including audience segmentation, content planning, and KPIs.

#### **8.3 Sample Video (30 seconds)**

- A sample video for Adam's Peak, with script and storyboard for evaluation.

#### **8.4 Pricing Schedule**

- Detailed pricing breakdown for services, including social media management, content development, paid media, and blog site maintenance for two years.

#### **8.5 Portfolio**

- Relevant past work showcasing experience with tourism boards or similar organizations.

#### **8.6 Team Structure**

- Overview of the proposed team for the project, their roles, and expertise.

#### **8.7 Additional Documents (if any)**

- Any other materials that demonstrate the agency's capabilities including successful case studies.

Ensure submissions align with the outlined guidelines for evaluation.

## 9. Copyright of the content development

Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content, etc. with a copyright Assignment provided as follows:

9.1 If the agency purchases images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB.

9.2 SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.

## 10 Payment for the deliverables

### Option 01

No Advance Payment included, Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.

Proportionately payment deductions will be applied for the non-performed campaign deliverables

(Original invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, “**Lake House Building**”, 3<sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha, Colombo 10, giving breakdown of expenses as per the price schedule. The original invoice should be manually signed & stamped by the authorized person)

### Option 02

S/N	Activity	Payment Structure	Time Period
13.1	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 submission of an advance payments guarantee</li><li>– Advance payment will be recovered within first six months of period.</li></ul>
13.2	Payments on progress	80%	<ul style="list-style-type: none"><li>– Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.</li><li>– Proportionately payment deductions will be applied for the non-performed campaign deliverables.</li></ul>

## **11 Budget Allocation for the campaign**

Total Campaign Budget: LKR 70 Million

### **Allocation of Budget:**

- Production of campaign creatives – 25%
- Blog site development and management – 5%
- Social media channel management and paid advertising – 60%
- Campaign management fee of the agency – 10%

### **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/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 70 Million shall be deemed non-responsive and disqualified.

## SUBMISSION FORM 1

### GENERAL INFORMATION

Name of the Company	
Head office address of the company	
Contact numbers of the company	
E-mail address of the company	
Name of the contact person for this project	
Contact number of the contact person	
Tax number of the company	
Business Registration Certificate number and the Issuing Authority in Sri Lanka	
Number of years in Business	
Authorized representative of the company (Full name and designation)	
Colombo and suburb office address of the company	

**SUBMISSION FORM 2 :**

**EXPERIENCE IN THE FIELD OF SOCIAL MEDIA MARKETING OR SOCIAL MEDIA ADVERTISING  
(RELEVANT CONTRACTS UNDERTAKEN IN THE RECENT PAST 5 YEARS)**

The lead agency shall have conducted at least 3 social media marketing campaigns specifically for international brands, destination marketing or tourism related product with a minimum value of LKR 1,000,000 per campaign. (Agency shall provide all documentary evidence of relevant documents)

Priority will be given to the past working experiences of creativeness of the content development.

Please submit creative/ content that has been used for said campaigns, separately on an external drive.

No	Name and Address of the Client	Name & Scope of work of the Contract (Achieved targets, ROIs)	Value of the contract (LKR)	Time and duration of the contract (M/Y to M/Y)	Campaign creative (to be submitted separately)
1					
2					
3					
4					
5					

If the bidder wishes to provide more details of the contracts (e.g., portfolio of work), they are free to attach them as appendices.

**SUBMISSION FORM 3 :**

**CASE STUDIES – THE AGENCY SHALL MENTION THREE CASE STUDIES HIGHLIGHTING THE COMPANY'S BEST PERFORMANCE.**

Agency shall provide details of the case studies mention under this section separately.

Please submit creative/ content that has been used for said campaign, separately on an external drive.

Agency shall submit a detailed case study (which has the best performance of the company)

	Name address and contact details of the client	Sector	Campaign Name	Campaign Cost	Expected ROIs	Reached ROIs	Campaign creative (to be submitted separately)
1							
2							
3							

**SUBMISSION FORM 4 :  
COMPOSITION OF THE PROPOSED TEAM AND TASKS**

Please list Key team members who will be assigned to this project/campaign. Please specify his/her position in the team, the level of commitment.

**Details of Dedicated Team Members (Based in Sri Lanka)**

No#	Full name of the member	Position of the team member dedicated to this project.	Level of commitment	Tasks to be performed in the team
1				
2				
3				
4				
5				
6				

The agency shall attach the curriculum vitae (CV) of each team member mentioned in the above section separately, along with their education and work experience.

**SUBMISSION FORM 05:****SUB TOTAL 01 - DETAILED COST BREAKDOWN OF CREATIVE**

Agencies shall feel free to list their content requirements based on their campaign strategy.

S/N	Cost item	Nos	Rate (Rs.)	Cost (Rs.)
	<b>Content Placement for Owned and Paid Media</b>			
1.	5 Sec Video			
2.	10 Sec Video			
3.	15 Sec video			
4.	30 Sec video	24		
5.	60 Sec video			
6.	30 sec Animated video			
7.	Blog articles (Minimum of 400 words)	48		
8.	Live Video Coverage (Live streaming)			
9.	Images with captions			
10.	Infographics			
11.	Guest posts/ User Generated content			
12.	Photo Galleries/ Photo Albums			
13.	Newsletters/ EDMs			
14.	e flyers			
15.	GIFS			
16.	Digital Events/ Competitions/ Online Games			
17.	Webinars			
18.	Stories			
19.	News Releases			
20.	Emoji			
21.	Polls			
22.	Podcast			
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
<b>Sub Total 01 - Detailed cost Breakdown of Creative (Before VAT)</b>				

Agency can propose any type of content apart from the items mention above.

**SUBMISSION FORM 06:**

**SUB TOTAL 02 - BLOG SITE DEVELOPMENT AND MANAGEMENT**

Bidder shall include following areas for the blog site development.

The blog site has already been created. The selected agency shall be responsible for domain management, hosting, and maintenance services including language translation option targeting key 5 markets of the SLTPB. Additionally, the agency will be required to update the UI and UX in accordance with SLTPB's brand guidelines

<b>Area</b>	<b>Description/ process</b>	<b>Status (Included/ not Included)</b>	<b>Remark</b>
<b>Architecture</b>	Domain name strategy and file naming conventions		
	Development HTML templates		4 different Templates
	Responsive website which adjust to the screen size of any device within the range of Operating System and Minimum/Maximum resolution range		
<b>Design and Design Rounds</b>	Unique and Customized designs Presenting designs for Desktop, Tablet and Mobile 2 Home Page Design Options		
<b>Content Management System (CMS)</b>	WordPress Content Management System. Ability to Add / remove Pages Ability Edit content Ability Add / remove images CMS will allow implementing all types of tags including GTM, Analytics, Google etc. Automated HTML Site Map to be generated automatically. Option to upload the XML site map through the CMS		
<b>Features and Functionality</b>			
	<b>Auto Expiring Content Scheduling and Expiration Rules</b> Ability to create content and set a date for the content to appear		

	on the website		
	<b>Fixed Navigation Bar</b> Fixed navigation across all pages.		
	<b>Site Search</b> Ability to search for offers, facilities or any other content within the website.		
	<b>Tagging</b>		
	CMS will allow implementing all types of tags including GTM, Analytics, Google etc..		
	<b>Instagram feed – Direct</b> Instagram feed will be from the official channel. Images published by the administrator will be featured on the website without any filter		
<b>Integrations</b>			
	<b>E-mail newsletter integration</b> Newsletter integration. Integration can be implemented using either Mail Chimp, Vertical Response or any other tool used by the client.		
	<b>Weather and time integration</b> Integration of weather and time for each of the destinations where the hotels are located. Any third-party charges may apply based on service subscribed by the client.		
	<b>Social Media Wall</b> Social media wall will be created at hotel level with feeds from all social media real estate such as Facebook, Twitter, YouTube, Instagram and Review widgets etc..		
<b>GDPR (General Data Protection Regulation)</b>	Application of Cookie consent tool o Integration on the website o Configuration changes on GTM Privacy policy updates Encryption/Decryption Data User consent to collect personal information		

	<p>Interface to remove personal information</p> <p>Fully encrypted database structure</p> <p>Third party charges apply for</p> <p>Cookie consent tool</p>		
<p><b>Other Services:</b></p> <p><b>Content for primary pages, SEO compatibility and image sourcing</b></p>	<p><b>Content and Images</b></p> <p>Content development of main pages at the launch</p> <p>Images for the blog for the initial launch</p> <p><b>SEO</b></p> <p>Keyword Research</p> <p>Keyword Strategy for main pages</p> <p>Basic SEO of the pages including creation of Title / Meta Tags</p>		
<b>Compatibility</b>			
	<p>Browser Testing</p> <p>Desktop (6 browsers)*</p> <p>Testing of all website templates, scripts and 3rd party plugins on Internet Explorer versions 10 &amp; higher, Firefox (Latest), Safari (Latest) and Google Chrome (Latest)</p> <p>* Latest browser versions available at the time of development of the website will be considered.</p>		
	<p><b>Usability Testing</b></p> <p>The website will be a responsive design, accommodating the following resolutions:</p> <ul style="list-style-type: none"> <li>• Desktop/ Laptop / Mac: 1024px up to 1600px</li> <li>• Ipad: 1024px (Landscape), 768px (Portrait)</li> <li>• Mobile/Smart phone: 480px, 320px</li> </ul> <p>This approach ensures the website does not need a separate mobile site and will be compatible on all mobile devices corresponding to the above resolutions</p>		
	Non-technical user browsing		

	Analysis of multiple non-technical user website experience in terms of ease of navigation, understanding USPs etc. As results vary from individual to individual, a sample test group is identified.		
	<b>W3C Validation</b> Website will be validates using <a href="http://validator.w3.org/">http://validator.w3.org/</a>		
<b>Hosting</b>	AWS Hosting CDN SSL 24x7 Proactive monitoring 99.95% Uptime SLA (99.99% SLA Achieved)		
<b>Maintenance</b>	Web maintenance activities as below - Adding / removing pages - Changes to content and images - Any text and formatting changes		
<b>Google Analytics Setup</b>	Google Analytics Account Setup / Review Setting up of up to 2 Google Analytics profiles based on customer requirements with separate profiles for brand, organic, PPC etc. Implementation of the Conversion Funnel § Linking with AdWords & Web Master tools Setting up Analytics Dashboard to review important KPIs Testing and validating UAT implementation Creation of user accounts One training session on how to use Google Analytics		<b>Google Analytics Setup</b>
<b>Tag Manager Setup</b>	Setting up of Tag Manager Account and Review Setting up data layer variables and firing rules		<b>Tag Manager Setup</b>

	Implementing Analytics and AdWords codes as required Testing and validating UAT implementation		
<b>Monthly Services</b>	Setting up conversion tracking systems to track the performance of ongoing online marketing campaigns such as SEO, PPC, E-mail Marketing, Social Media etc.. Maintaining analytics profiles and providing customized reports		<b>Monthly Services</b>

**Price schedule for Blog site development and management**

S/N	Cost item	Cost (LKR)
1	Design, Development and Maintenance of the blog site including additional services such as Content, SEO, Google Analytics, Tag Manager Setup and Google Language Translator.	
2	Blog Content Creation	Already included in; SUBMISSION FORM 08> Detailed cost Breakdown of Creative> 48* Blog articles (Minimum of 400 words including images)
4	Purchase Domain name for 3 years	
5	Website Hosting for 3 years with the storage capacity of 10GB (Including Hosting + SSL + CDN Services + Ongoing monitoring services)	
6	Three Profile Creation	
<b>Sub Total 02 - Blog site development and management (Before VAT)</b>		

**SUBMISSION FORM 07:**

**SUB TOTAL 03 - COST BREAKDOWN FOR SOCIAL MEDIA CHANNEL MANAGEMENT AND PAID ADVERTISING**

Please follow the format below in submission of the price proposal

Reference No.	Cost item	Cost (LKR)
7.5	Reporting	
<i>SUBMISSION FORM 11</i>	Channel Management Cost for Owned Media	
	Facebook	
	Instagram	
	X (Former Twitter)	
	YouTube	
	Linkdlin	
	Pinterest	
	TikTok	
	Threads (Meta)	
	Digital/Social Paid Advertising	
	Facebook	
	Instagram	
	TikTok	
	YouTube	
	Blog site	
	<b>Sub Total 03 - Cost breakdown for social media channel management and Paid Advertising (Before VAT)</b>	

**SUBMISSION FORM 8:**

**MASTER PRICE SCHEDULE**

	Cost item	Cost (LKR)
1	Sub Total 01 - Detailed cost Breakdown of Creative (Before VAT)	
2	Sub Total 02 - Blog site development and management (Before VAT)	
3	Sub Total 03 - Cost Breakdown for Social Media Channel Management and Paid Advertising	
4	Campaign Management fee of the Agency (for two years)	
Total before VAT		
VAT		
Grand Total		

	Name	Company Seal
	Designation	
	Date	
	Signature	

Total amount in word is .....rupees and .....cents.  
 Within the above budget allocation,..... (agency name) is committed to attending to and successfully completing all the services listed in this bidding document.

- Payment terms (please tick)  
 You are requested to select option form.  
 I herewith agree with the following payment option.
  - 1) Option 1
  - 2) Option 2

**SUBMISSION FORM 09. - OWN MEDIA CAMPAIGN & PAID SOCIAL MEDIA CAMPAIGN**

Media platform	1st month	2nd..	3rd..	4th..	5th..	6th..	7th..	8th..	9th..	10th..	11th..	12th..
Facebook												
Instagram												
X (Former Twitter)												
YouTube												
Linkdlin												
Pinterest												
TikTok												
Threads (Meta)												
Blog articles												

**YEAR 01: Content Placement for Owned Media – Estimated post per month.**

	Name	Company Seal
	Designation	
	Date	
	Signature	

**YEAR 02: Content Placement for Owned Media – Estimated post per month.**

Media platform	1st month	2nd..	3rd..	4th..	5th..	6th..	7th..	8th..	9th..	10th..	11th..	12th..
Facebook												
Instagram												
X (Former Twitter)												
YouTube												
Linkdlin												
Pinterest												
TikTok												
Threads (Meta)												
Blog articles												

**Paid Social Media Campaign for 2 years**

Media platform	Cost in LKR	Cost in USD	Est. Total Page LIKEs, Number of followers, subscribers.	Est. Impressions	Est. Reach	Est. Clicks	Est. Engagement	Est. Total video views	Est. Website (www.srilanka.travel) visits (est. total conversions from social media)
Facebook									
Instagram									
TikTok									
YouTube									
				Est. Impressions	Average Views per Post.		Est. Bounce rate		Est. Blog visits
Blog site									
Owned Social Media Total (Before VAT)									

- Est. – Estimated.
- Agency shall fill all relevant fields of above tables and please use the format given above as a template.

	Name	Company Seal
	Designation	
	Date	
	Signature	

**SUBMISSION FORM 09:**

**Rate Card**

No.	Item	Specification	Measurements/ Unite	Rate (Rs.)	Cost (Rs.)
1.	Video Production	Video quality – Full HD or Higher	Edited 60 Seconds		
2.	Production of Animation				
3.	Voiceover Recording				
4.	Post-Production for videos including video editing.				
5.	Live Video Coverage				
6.	Video Coverage		Base Hourly Rate (Min. 2 Hours)		
7.	Composing Music tracks		30 Seconds		
8.	Sub titling				
9.	Photography Coverage (Event)	Image quality - 300ppi	Base Hourly Rate		
10.	still photographs/ Stock Photograph		Per Photographs		
11.	Photo Booth (Rental includes a photographer, printing services up to 4R size, supplies, logistics, setup and backdrop.)		Base Hourly Rate (Min. 2 Hours)		
12.	Electronic Direct Mailer (EDM)/ E flyers (includes images, text, graphics...etc)		100 x 100 pixels		
13.	Web Banners		100 x 100 pixels		
14.	Graphic design		100 x 100 pixels		
15.	Printing of Leaflet	150gsm, Four color, Art paper, Gloss lamine	A5 size single side		
16.	Press releases				
17.	Transport for filming crew	Starting point is SLTPB	Per 1Km		
18.	Accommodation for Filming crew	With meals	Per day/ per person		
19.					
20.					

## Schedule C – Key Staff

(Qualification and Experience Information of Bidders Staff)

### Submission Form C1 –

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

S/N	Position in the team	Full name of the member	Whether full-time or not	Tasks to be performed in the team
1	Account Director / Project Director			
2	Account Manager / Campaign Manager			
3	Social Media Strategist			
4	Creative Lead (Copywriter/Designer)			
5	Media Planner & Performance Analyst			
6	Dedicated officer for Sri Lanka Tourism Account			

If any member of the proposed team is replaced during the campaign period, the agency shall nominate a substitute with similar qualifications and capacity as the respective team member.

### Submission Form C2 - CV of the members of the team

This form is to be filled for each member of the team. In addition, bidders are free to attach CVs covering aspects not covered in the following tables as appendices.

#### General Information about the members of the team

Proposed position in the team	
Company in which the member of the team is employed	
Name and Surname of the member of the team	
Professional qualifications/ occupation of the members of the team	
Date of birth	
Nationality	
Total years of service of the relevant sector	
Years of service of the members of the team	
Membership in professional associations	
Role/Tasks in the team	

**Education of the member of the team**

(state college and other specialized education, including names of educational establishments, dates of attendance and degrees/diplomas acquired; fill for all applicable degrees).

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education or diploma/ degree	

**Relevant work experience of the member of the team**

(State former work experience, beginning with the present. State dates of employment, names of companies/ businesses/ establishment and a short list of assignments)

Date: from (month/year) to (month/year)	
Company/business/establishment	
Address of the company/ business/ establishment	
Position in the company/ business/ establishment	
Top projects/assignments done while in that company/business/establishment (will be elaborated in a table further below)	

Name	
Designation	
Signature of the team member	

### Schedule E– Financial Information

Item	2022	2023	2024
<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.

**Section VII**

**Form: Bid Security  
Format for the Bid Security Guarantee**

*[this Bank Guarantee form shall be filled in accordance with the instructions indicated in brackets]*

----- [insert issuing agency's name, and address of issuing branch or office] -----

Beneficiary: ----- [ name and address of Purchaser]

Date: ----- [insert (by issuing agency) date]

BID GUARANTEE No.: ----- [insert (by issuing agency) number]

We have been informed that ----- [insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners] (hereinafter called "the Bidder") has submitted to you its bid dated ----- [insert (by issuing agency) date](hereinafter called "the Bid") for the supply of [insert name of Supplier] under Invitation for Bids No. SLTPB/PROC/2025/S/94

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- [insert name of issuing agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [insert amount in figures] ----- [insert amount in words]) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

(a) has withdrawn its Bid during the period of bid validity specified; or

(b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB"); or

(c) having been notified of the acceptance of its Bid by the Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder that the Bidder was unsuccessful, otherwise it will remain in force up to ----- (insert date)

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date. \_\_\_\_\_

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

*Name [insert printed or typed name]*

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

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

**FORM OF CONTRACT**

*[This is applicable for the selected supplier.]*

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

**WHEREAS**

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

NOW THEREFORE the parties hereto hereby agree as follows:

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

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

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

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

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

For and on behalf of [name of Employer]  
[Authorized Representative]

**LETTER OF ACCEPTANCE**  
[Letterhead of the Employer]

***[This is applicable for the selected supplier.]***

Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders.

This Standard Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and

identification number] for the Contract Price of [amount in numbers and words], as corrected and modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

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

**Annex A Form: Performance Bank Guarantee (On-demand Unconditional)**

***[This is applicable for the selected supplier.]***

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**

***[This is applicable for the selected supplier.]***

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:

.....

## Checklist for submission of Bid

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

### Submission Documents

Item	Submission Status	
Quotation submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Company Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 2	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 3	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 4	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 5	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 6	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form 7	Yes <input type="checkbox"/>	No <input type="checkbox"/>
CV's of the members	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Clients Reference	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Financial Information	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>