



Procurement of Services

Under Limited International Bidding Method

Invitation for Bids

Procurement of

**Appointing Agency for PR and Online Advertising Campaign
in CIS region**

File No: SLTPB/ PROC/ 2026 / S/ 32

Sri Lanka Tourism Promotion Bureau

Section I: Invitation for Bids

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

Invitation for Bids to Appointing Agency for PR and Online Advertising Campaign in CIS region

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced in PR & Online Advertising Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting Limited International Bidding Method under National Procurement Guideline 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>
3. Interested eligible bidders may obtain further information from the Managing Director or Deputy Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel.
4. **Eligibility Criteria**
 - 4.1 The agency must provide a valid business registration at least from one of the following three countries Russia, Kazakhstan or Belarus to be eligible.
 - 4.2 The selected agency shall be fully responsible for planning and executing all Online advertising and PR activities across Russia, Belarus and Kazakhstan under the flexibility of single agency accountability which the agencies without physical offices in all target countries may utilize qualified local resources or partners but the selected agency remains solely accountable under a single contract for all campaign activities, deliverables, timelines and compliance.
 - 4.3 The selected agency shall have successfully completed a minimum of 03 projects in the field of Online Marketing and Public Relations within the relevant industry related to Destination Promotions, Tourism and Travel, hospitality or similar during the period of 2021 – 2026 with each project completed in a different calendar year.
 - 4.4 A minimum annual turnover should be above USD 1,000,000.00 to demonstrate the bidder's financial capacity.
5. **Campaign Period & Budget:** Six (06) months (2026/2027) and **USD 260,000.00**
6. Late bids will be rejected.
7. Bids shall be submitted by courier, register post, hand delivered or deposited at the tender box (can be used any method) at the **Sri Lanka Tourism Promotions Bureau, No 35, Lake House Building, D R Wijewardana Mawatha , Colombo 10** on or before **02/09/2026 at 11.30 am (SL Time)** Bids will be opened immediately after the bid closing time at the above address in presence of the bidder's representatives who choose to attend in person.

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

Section II - Instructions to Bidders (ITB)

ITB shall be read in conjunction with the section III -Bidding Data Sheet (BDS)

A: General	
1. Scope of Bid	1 The Purchaser named in the Data Sheet invites you to submit a bid for the supply of Goods as specified in Section III Schedule of Requirements. Upon receipt of this invitation, you are requested to acknowledge the receipt of this invitation and your intention to submit bid. The Purchaser may not consider you for inviting bid in the future, if you failed to acknowledge the receipt of this invitation or not submitting a bid after expressing the intention as above.
B: Contents of Documents	
2. Contents of Documents	2.1 The documents consist of the Sections indicated below. • Section I. Invitation for Bid • Section II. Instructions to Bidders (ITB) • Section III. Data Sheet • Section IV. Schedule of Requirements • Section V. Bid Submission form(s) • Section VI. Price Schedule • Section VII. Condition of the contract • Section VIII. Contract Data
C: Preparation of Bid	
3. Documents Comprising your Bid	3.1 The Bid shall comprise the following: (a) Bid Submission Form and the Price Schedules; (b) Technical Specifications & Compliance with Specifications
4. Bid Submission Form and Price Schedules	4.1 The vendor shall submit the Bid Submission Form using the form furnished in Section V. This form must be completed without any alterations to its format, and no substitutes shall be accepted. All blank spaces shall be filled in with the information requested. 4.2 Alternative offers shall not be considered. The vendors are advised not to quote different options for the same item but furnish the most competitive among the options available to the bidder.
5. Prices and Discounts	5.1 Unless specifically stated in Data Sheet, all items must be priced separately in the Price Schedules. 5.2 The price to be quoted in the Bid Submission Form shall be the total price of the bid, including any discounts offered.

	5.3 The applicable VAT shall be indicated separately. 5.4 Prices quoted by the vendor shall be fixed during the vendor's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price shall be treated as non-responsive and may be rejected.
6. Currency	6.1 The vendors shall quote only in Sri Lanka Rupees.
7. Documents to establish the Conformity of the Goods	7.1 The vendor shall furnish as part of its bid the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications & Compliance with Specifications". 7.2 The documentary evidence may be in the form of literature, drawings or data, and shall consist of a detailed item by item description of the essential technical and performance characteristics of the Goods, demonstrating substantial responsiveness of the Goods to the technical specifications, and if applicable, a statement of deviations and exceptions to the provisions of the Technical Specifications given. 7.3 If stated in the Data Sheet the vendor shall submit a certificate from the manufacturer to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods or service to supply these Goods in Sri Lanka.
8. Period of Validity of Bid	8.1 Bid shall remain valid for the period specified in the Bidding Data. 8.2 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 or execution of its Bid Securing Declaration. A Bidder agreeing to the request shall not be required or permitted to modify it.
9. Format and Signing of Bid	a. The bid shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.
D: Submission and Opening of Bid	
10. Submission of Bid	10.1 Vendors may submit their bid by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number. 10.2 If the bid is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the bid.

11. Deadline for Submission of Bid	a. Bid must be received by the Purchaser at the address set out in Section II, "Data Sheet", and no later than the date and time as specified in the Data Sheet.
12. Late Bid	12.1 The Purchaser shall reject any bid that arrives after the deadline for submission of bids, in accordance with ITB Clause 11.1 above

13. Opening of Bids	13.1 The Purchaser shall conduct the opening of bid in public at the address, date and time specified in the Data Sheet. 13.2 A representative of the bidders may be present and mark its attendance.
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E: Evaluation and Comparison of Bid

14. Clarifications	14.1 To assist in the examination, evaluation and comparison of the bids, the Purchaser may, at its discretion, ask any vendor for a clarification of its bid. Any clarification submitted by a vendor in respect to its bid which is not in response to a request by the Purchaser shall not be considered. 14.2 The Purchaser's request for clarification and the response shall be in writing.
15. Responsiveness of Bid	15.1 The Purchaser will determine the responsiveness of the bid to the documents based on the contents of the bid received. 15.2 If a bid is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.
16. Evaluation of bid	16.1 The Purchaser shall evaluate each bid that has been determined, to be substantially responsive. 16.2 To evaluate a bid, the Purchaser may consider the following: (a) the Price as quoted; (b) price adjustment for correction of arithmetical errors; (a) price adjustment due to discounts offered. 16.3 The Purchaser's evaluation of a bid may require the consideration of other factors, in addition to the Price quoted if stated in Section II, Data Sheet. These factors may be related to the characteristics, performance, and terms and conditions of purchase of the Goods.
17. Purchaser's Right to Accept any Bid, and to Reject any or all bids	17.1 The Purchaser reserves the right to accept or reject any bid, and to annul the process and reject all bids at any time prior to Acceptance, without thereby incurring any liability to bidders.

F: Award of Contract	
18. Acceptance of the bid	18.1 The Purchaser will accept the bid of the vendor whose Offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.
19. Notification of acceptance	19.1 Prior to the expiration of the period of validity of bid, the Purchaser will notify the successful vendor, in writing, that its Bid has been accepted.
20. Performance Security	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.

Section III: Bidding Data Sheet

The following specific data for the services to be procured shall complement supplement, or Amend the provisions in the Instruction to Bidder (ITB) whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Clause Reference	
1.1	The Purchaser is: Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10, Sri Lanka
1.1	Name of the contract Appointing Agency for PR and Online Advertising Campaign in CIS region
1.1	Identification No of the Contract - SLTPB/PROC/2026/S/32
2.1	The documents consist of the Sections indicated below. • Section I. Invitation for Bids • Section II. Instructions to Bidders (ITB) • Section III. Bidding Data Sheet • Section IV. Bid Submission Form • Section V. Schedule of Requirement • Section VI. Price Schedule • Section VII. Submission forms • Section VIII. General Conditions of the Contract • Section IX: Contract Data • Section X: Form of Securities Annexure A - Format for Bid Security Declaration Annexure B - Performance Bank Guarantee Annexure C – Advance Bank Guarantee for Advance Payment
6.1	The Bidders shall quote only in USD
7.3	Manufacture's Authorization is not relevant.
8.1	Bid Valid 77days from bid opening date
10.2	Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and "Appointing Agency for PR and Online Advertising Campaign in CIS region" on the top left-hand corner of the envelope. Both envelopes shall together be enclosed in one envelope and enclosed Contract No and Contract Name on the top left-hand corner.
11.1	Address for submission of Bid Bids shall be Addressed to Chairman, Department Procurement committee Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10 Sri Lanka And Bid shall be submitted by courier, hand deliver, registered post or deposited of the tender box at, Sri Lanka Tourism Promotion Bureau No 35 "Lake House Building "D.R Wijewardana Mawatha, Colombo 10, Sri Lanka

13.1	The bid shall be opened at the following address: Sri Lanka Tourism Promotion Bureau No 35 “Lake House Building “D.R Wijewardana Mawatha, Colombo 10 Sri Lanka Deadline for submission of bid is on 02 / 09/ 2026 at 11.30 am (SL time) and the Bids will be opened immediately after the bid closing time at the above address.																								
14.1	Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel prior to twenty (20) days of closing date.																								
16	In addition to section 16.1,16.2 and 16.3 the following Evaluation criteria will be considered to select the bidder. Evaluation Criteria <table><tr><th>S/N</th><th>Evaluation Criteria</th><th>Maximum Points</th><th>Minimum Points</th></tr><tr><td>1</td><td>Past Experience of the similar projects (Submission Form 2)</td><td>30</td><td>18</td></tr><tr><td>2</td><td>Proposed deliverables of the Online Advertising Campaign Execution /KPIs (Submission Form 3)</td><td>40</td><td>24</td></tr><tr><td>3</td><td>Proposed deliverables of the Public Relations and Trade activities (Submission Form 4)</td><td>20</td><td>12</td></tr><tr><td>4</td><td>Dedicated Team (Submission Form 5)</td><td>10</td><td>06</td></tr><tr><td></td><td>Total</td><td>100</td><td>60</td></tr></table>	S/N	Evaluation Criteria	Maximum Points	Minimum Points	1	Past Experience of the similar projects (Submission Form 2)	30	18	2	Proposed deliverables of the Online Advertising Campaign Execution /KPIs (Submission Form 3)	40	24	3	Proposed deliverables of the Public Relations and Trade activities (Submission Form 4)	20	12	4	Dedicated Team (Submission Form 5)	10	06		Total	100	60
S/N	Evaluation Criteria	Maximum Points	Minimum Points																						
1	Past Experience of the similar projects (Submission Form 2)	30	18																						
2	Proposed deliverables of the Online Advertising Campaign Execution /KPIs (Submission Form 3)	40	24																						
3	Proposed deliverables of the Public Relations and Trade activities (Submission Form 4)	20	12																						
4	Dedicated Team (Submission Form 5)	10	06																						
	Total	100	60																						
16.3	The bidder shall submit the following additional documents Copy of Business registration (Evidence to prove company registered as a legal entity) All Submission Forms Annexure 1 - The Bid Security Declaration																								
20	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the Annexure B (only for the selected bidder). Performance bond should be submitted to the Embassy of Sri Lanka in Russia accredited for all three countries.																								

Section IV

BID 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 bidder shall fill in this Form and it is compulsory to submit with signature.]

[date]

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

Having examined the bidding documents, we offer to provide the Services for “ **Appointing Agency for PR and Online Advertising Campaign in CIS region** ” bearing Bid Number: SLTPB/PROC/2026/S/32 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **USD** (words) (USD.....) (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	

Schedule of Requirements (SOR) for six months PR and Online Advertising Campaign in CIS region (Russia, Belarus and Kazakhstan)**1. Background**

A Public Relations (PR) campaign and Online Advertising campaign is a strategic and sustained communication initiative designed to enhance destination awareness, strengthen brand visibility, and generate visibility. It is designed to influence public perception by delivering consistent, credible and relevant communication plan including online platforms and search engines over a period of time while supporting destination repositioning initiatives among clearly defined target audiences.

2. Rational

Destination, awareness in key international markets remains limited and potential travelers may not be fully informed about the unique experiences, attractions, and products available. Competitor destinations are actively leveraging PR and Online channels to attract attention and capture traveler interest, finally drive bookings.

In this context, a strategic PR campaign and Online Advertising campaign is necessary to enhance awareness and reach targeted audiences by leveraging Public Relations and Online advertising strategies. Additionally, emerging tourism trends, post-crisis recovery and shifts in traveler behavior have created a need to strengthen the destination's constant presence. These initiatives are aimed at repositioning the destination as a diverse, authentic, and year-round tourism destination for long-haul markets and to increase destination awareness, enhance brand visibility in key international markets.

Therefore, Sri Lanka Tourism intend to carry out a six months Public Relation campaign and Online Advertising Campaign in Russia, Belarus and Kazakhstan to repositioning the destination through targeted marketing and brand-building initiatives and to sustained the growth.

3. Eligibility Criteria

3.1.The agency must provide a valid business registration at least from one of the following three countries Russia, Kazakhstan or Belarus to be eligible.

3.2.The selected agency shall be fully responsible for planning and executing all Online advertising and PR activities across Russia, Belarus and Kazakhstan under the flexibility of single agency accountability which the agencies without physical offices in all target countries may utilize qualified local resources or partners, but the agency remains solely accountable under a single contract for all campaign activities, deliverables, timelines and compliance.

3.3.The selected agency shall have successfully completed a minimum of 03 projects in the field of Online Marketing and Public Relations within the relevant industry related to Destination Promotions, Tourism and Travel, hospitality or similar during the period of 2021 – 2026 with each project completed in a different calendar year.

3.4. A minimum annual turnover should be above USD 1,000,000.00 to demonstrate the bidder's financial capacity.

4. Objective

- 4.1. Enhance destination awareness and strengthen brand visibility in the focus countries.
- 4.2. Improve destination perception and engage the target audience with content – driven storytelling.
- 4.3. Generate interest and demand among leisure travelers tour operators and travel agents.
- 4.4. Secure influencer and media engagement in the focus countries.
- 4.5. Highlight the diversity, authentic experience and niche segments of Sri Lanka.
- 4.6. Destination repositioning and confidence restoration through effective crisis management and post-crisis recovery communication.

5. Scope of work

5.1. Regional Strategic Approach

- 5.1.1. The selected agency shall be fully responsible for planning and executing all PR and Online Advertising activities across Russia, Belarus, and Kazakhstan under a single contract. An agency that has the capacity, resources, local knowledge and know-how to execute the campaign effectively can take part in the bid. Agencies may operate through in-house teams, remote management or qualified local resources/partners. Regardless of the operational model, the selected agency **remains solely accountable** for the quality, timeliness, compliance, deliverables and effectiveness of the campaign in all three countries.
- 5.1.2. Appointed agency should plan, execute and manage a country specific PR and Online Advertising campaign for Sri Lanka Tourism Promotion Bureau (SLTPB) in Russia, Belarus and Kazakhstan ensuring that all activities are market-relevant, audience-specific and data-driven.

5.2. Integrated Online Advertising Campaign Management

5.2.1. 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.

5.2.2. Strategy and Planning

- Campaign strategy development - define core message, target audience and call to action.
- Localized content strategy - adapting creative assets to reflect the cultural and language preferences of each target market.
- Omnichannel Strategy - creating a consistent drive across social media, search engines, email marketing and the campaign microsite.

Note:

- When using the social media platforms, the selected agency should have an up-to-date information with regard to the government control over internet space in 03 countries specially in Russia due to the sanctions implemented and use the cannels only that operate during the implementation of the campaign.
- **Native-language content** adaptation for Russia, Belarus and Kazakhstan.
- SLTPB will be provided all campaign creative as per the Annexure 01
- The agency shall implement audience targeting by location, language and interests Geographically, Demographically, Sociographic Behavioral, Psychographic to ensure campaign content reaches relevant users. Shall focus specially on major cities where connectivity is available.
- All online / social media advertising accounts should be under the ownership and control of SLTPB.

5.2.3. Online Media Advertising and Execution

- Multi-Platform Management - execution of organic and paid advertising across the following channels (Social Media and Search domains)
- Media Optimization - continuous optimization of the campaign and targeting to ensure maximum ROI.

5.2.4. Campaign Microsite Development

- Campaign Microsite Development - The selected agency shall be responsible for the design, development, and deployment of a dedicated campaign microsite, which shall function as the official campaign landing page for the Online advertising initiative.
- All core content to be featured on the microsite shall be provided by the Sri Lanka Tourism Promotion Bureau (SLTPB). This will include, but not be limited to, market-preferred Sri Lankan tourism destinations, attractions, experiential content, and a curated list of tour operators and hoteliers with dedicated promotional content.
- The selected agency shall undertake the complete development of the microsite, including user experience (UX) and user interface (UI) design, technical development, testing, and deployment. The scope shall also include domain name registration and web hosting for the duration of the respective campaign period, ensuring optimal performance, accessibility, and security throughout the campaign lifecycle.
- Website traffic to the campaign microsite/landing page shall be considered a key performance indicator (KPI) for evaluating microsite performance and campaign conversions. Microsite development, including UX and UI design, domain name registration, and web hosting for the duration of the respective campaign period.
- Dynamic Language Toggling - seamless switching between Russian, Belarusian and Kazakh languages.
- PR Integration - incorporating PR content and press materials into the website.

5.2.5. Monitoring and Realtime Reporting

- Real-time ad monitoring - continuous monitoring for lapse of paid Online activities to ensure brand safety and performance.
- Evaluation and reporting - Formal reporting mechanisms based on agreed-upon KPIs (Key Performance Indicators) and post-campaign evaluation.
- 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 and Optimization
- Dashboard should include funnel-based tracking (awareness → engagement → conversion).
- Integration with platform-oriented conversion tracking for holistic measurement.
- Submit detailed monthly analytical reports in soft copy format.
- Provide a comprehensive monthly report summarizing key performance indicators, ROI, and lessons learned.
- Conduct progress presentations to SLTPB management and stakeholders upon request.

5.2.6. Operations and Lead Management

- Response Management - Handling and routing inquiries generated specifically by campaign activities.
- Coordination and Compliance - Ensuring all creative and media placements meet brand guidelines and platform-specific.
- Execute the regional Online marketing promotion across the top five social media platforms in each target market.

Note:

- Selected agency in overseas should integrate and incorporate with appointed SLTPB's production agency or agencies in Sri Lanka if necessary. If so, brief information will be provided to the selected bidder in this regard.

5.3. Tarde and Public Relations Management

5.3.1. Public Relation strategy and planning to attract B2B and B2C customers from Russia, Belarus and Kazakhstan.

- Manage media mapping, media outreach, publications and media clippings.
- Localized Press Kits - Translation and cultural adaptation of the brand assets into the relevant language of these 03 countries. This includes their native style storytelling that emphasizes luxury, safety and exclusivity.
- Press Release Distribution - Tailored pitching to major news agencies among top 05 and travel portals
- Journalist Familiarization (Fam) Trips - Organizing high-end press tour of top-tier publications or a popular TV channel for a documentary programme to generate authentic long-form editorial coverage.

- Influencer collaboration and Media Relations
- Partnering with Russian travel influencers / travel bloggers for content-generation trips (Fam trips) that focus on high-quality visual storytelling.

Note:

- A travel influencer or travel blogger should possess a minimum of three (03) years of experience in the travel industry within the respective country. The selection criteria shall be based on the size of their audience reach, categorized as follows: 500,000–1,000,000 followers and above 1,000,000 followers.
- Networking and maintaining good connections with popular travel media platforms (such as travel magazines, online travel portals or influencers) who have a strong audience so that they naturally feature or talk about the destination without paid advertising.

5.3.2. Networking sessions and Educational programmes

- Trade awareness programs and workshops - organizing business breakfast meeting / workshops outbound tour operators, travel agents, airlines, and OTAs. These are essential for the relationship driven trade culture.
- Trade Familiarization (Fam) Tours - managing educational trips for decision-makers at the tour operators to ensure they can speak from experience when selling to clients.
- Industry event representation - PR support and media coordination for major travel fairs.

5.3.3. Media Monitoring, optimization and Strategic Reporting

- Track campaign activities using KPIs and metrics.
- Update regular insights to optimize campaign execution and monitor evolving demand generated by campaign activities to evaluate their effectiveness and taking necessary measures to mitigate associated risks.
- Monthly Market Insights: Providing a report that combines media reach with Trade Insights specifically tracking what Russian agents are saying and recommending strategy shifts based on current Ruble fluctuations or travel trends.
- Provide comprehensive updated and reports.

5.4. Reputation / Crisis Management

- The process of preparing for, responding to and recovering from unexpected events that could negatively impact the country's reputation or image.
- Managing the brand's reputation and voice across the internet and traditional media.
- Crisis Communications – Provide 24/7 PR support and updates to address unforeseen or market-specific issues, such as natural disasters, pandemics, visa changes, flight cancellations, or disruptions due to airport or airspace closures.

5.5. Campaign Constraints

- Budget Allocation: USD 260,000.00 in total for all 03 countries.
- Campaign Period: 06 months (valid from the campaign commence date after issuing the letter of acceptance).
- Termination: 30 days prior notice by the SLTPB.
- Target countries – Russia, Belarus and Kazakhstan.
- Detail breakdown of estimated budget allocation for the campaign.

Description	Estimated fund allocation
Agency Management, Microsite Development, Reporting and Monitoring	10 %
Online advertising in Russia, Belarus and Kazakhstan	50 %
PR activities in Russia, Belarus and Kazakhstan	40 %
Total	100%

6. Methodology

6.1. Solo accountability and Governance

The agency shall submit a comprehensive document outlining the integrated campaign management along with following details to validate its capability, execution capacity to ensure **single-agency accountability** and centralized control while multiple teams or partners are involved.

- 6.1.1. Operational Plan, Communication protocols and workflow between countries (regional management structure, communication plan and how activities in the three countries will be execute and managed)
- 6.1.2. Resource and team structure (in-house vs. partners)
 - Organizational chart of the selected bidder highlighting in-house team and their roles and responsibilities in the campaign.
 - Country-specific execution team (in other two countries) and their role and responsibilities in the campaign.
 - CV summaries of key personnel evidencing the relevant professional experience, technical competence and subject-matter expertise.

Note:

- The selected agency shall appoint one designated point of contact who will be solely responsible for coordinating, communicating and liaising with Sri Lanka Tourism Promotion Bureau throughout the campaign period.

6.2. Market intelligence experience and capacity

- 6.2.1. The agency shall provide verifiable records indicating its experience in PR and Online Advertising during the period of 2021 to 2026 with a minimum 03 projects of experience.
- 6.2.2. Competitor destinations survey reports as a case study similar campaigns already conducted for minimum three competitor countries during the period of 2021 to 2026, to understand how these destinations have increase awareness, consideration and conversion, engagement strategies they have used to increase the outbound tourism in target markets and impact after the campaign with a comparison of overall outbound tourism in those competitor countries. (strategic approach, positioning analysis, key activities and achieved results, growth ranges and percentages of increase before and after the campaign).
- 6.2.3. Strategic planning and execution
 - Conduct country specific, date-driven market situational analysis including audience profiling for each country.
 - Undertake a tourism-focused PESTLE analysis for each country, considering the prevailing economic, political and market conditions.
 - Identify and manage the marketing tools, platforms and communication channels that are most effective in reaching the identified target audiences.
 - Action plan and activity calendar for each country for the campaign period.
 - Gantt chart for each activity in all three countries
 - Systems for monitoring, evaluating the effectiveness and risk mitigation plan for three countries.
- 6.2.4. The agency shall submit audited financial statements for three (03) years, in order to prove financial stability and its capacity to effectively manage this tender.

Note:

- When providing required evidence, it can be submitted according to the internal company policies. Preferably, case summaries submission should be for competitor destinations to Sri Lanka.

7. Deliverables

7.1. Campaign Strategy and Planning

- 7.1.1. Country-specific Campaign Plan for each country - detailed plans for Russia, Belarus, Kazakhstan with target audiences, key messages and call-to-action statements.
- 7.1.2. Action plan and Activity Calendar for each country – Action Plan for six months for 03 countries separately and Gantt chart for each country showing campaign activities for the six- months period for Online Advertising and PR marketing activities.
- 7.1.3. PESTLE Analysis Report for each country - analyzing tourism-focused PESTLE analysis for each country, considering the prevailing economic, political and market conditions.

KPIs: Completeness of required strategic documents and reports to be submitted along with the bid documents.

7.2. Online Advertising Campaign Execution

- 7.2.1 Promote the destination through Online Advertising - social media, search engines and video platforms, targeting relevant audiences for increased visibility and engagement (all content will be provided by SLTPB – Annexure 01).
- 7.2.2 Campaign Microsite - Fully functional, multilingual (Russian, Belarusian, Kazakh), UX/UI optimized microsite with integrated PR content.
- 7.2.3 Audience Targeting and Optimization Reports - Weekly monitoring reports showing engagement, clicks, conversions and ongoing adjustments for ROI maximization.

KPIs: Shall defined in the bidding document clearly and maximum marks will be given to the company that will provide maximum KPIs.

- Achieve minimum reach/impressions per country
- CTR
- Microsite uptime and page load speed
- Manage website traffic, user engagement metrics, and campaign-driven conversions generated through the microsite.

Note:

- When implementing Online Advertising and PR strategies in these three countries, to consult with legal professionals and regulations in order to stay up-to-date with the rapidly evolving legal and political landscape to ensure compliance and mitigate risks when conducting plan activates with military unrest between Russia and Ukraine.
- Design, develop and maintain a campaign microsite with language-toggle functionality, providing fully translated and culturally localized content in three (03) target market languages to support campaign traffic from Russia, Belarus, and Kazakhstan with a call to cation link.
- The agency shall implement audience targeting by location, language, and interests to ensure campaign content reaches relevant users. Shall consider major cities where connectivity is available.
- All core content to be featured on the microsite shall be provided by the Sri Lanka Tourism Promotion Bureau (SLTPB). This shall include, but not be limited to, market-preferred Sri Lankan tourism destinations, attractions, experiential highlights, and a curated list of tour operators and hoteliers with dedicated promotional content.

7.3. Public Relations and Trade Activities

- 7.3.1. Press Kit Development - 01 culturally adapted two press kit per country (06 in total).
- 7.3.2. Press Releases Distributed – in top-tier media outlets in all 03 countries (minimum 06).
- 7.3.3. Journalist / Media Fam Trips - Organize high-end press trips with measurable media coverage outcomes in all 03 countries (minimum 03).
- 7.3.4. Influencer Collaboration - Partner with minimum 03 travel influencers/bloggers for content generation for all 03 countries.

- 7.3.5. Trade Familiarization and product knowledge workshops – minimum 08 workshops for product knowledge in all 03 countries (minimum 04 workshops in 02nd Tier cities – such as Yekaterinburg, Novosibirsk, Kazan, Krasnodar, Sochi in Russia, minimum 02 workshops in 02nd Tier cities such as Minsk, Mogilev, Gomel in Belarus, minimum 02 workshops in 02nd Tier cities such as Almaty, Astana) and 03 travel agent FAMs from all 03 countries.

KPIs: Shall defined in the bidding document clearly and post-event analysis to be submitted.

- Number of media featured and influencer posts.
- Audience engagement metrics (likes, shares, comments).
- Trade event attendance and post-event feedback rating.

Note:

- Required language translations, adopting color schemes and etc., to be considered in any printed materials. Press Kit should be approved by SLTPB prior distributing. The Bidder shall adopt the Press Kit which will be developed by bidder in a manner which suits to the market including a gift item.
- All Public Relations activities conducted in the respective countries shall be documented and published on relevant online media platforms to ensure visibility and measurable coverage.
- An administration / coordination / any payment for the arrangements of media / bloggers / influencers / content creators should quoted in the proposal. SLTPB will manage all the logistical arrangements such as Air ticket (depend on the ROI), Accommodation, Ground transportation and Entry tickets to tourist attractions as per the itinerary in Sri Lanka and etc. However, selected Agency shall be responsible for the following:
 - Coordinating closely with the Sri Lanka Tourism Promotion Bureau (SLTPB) on the selection process and determination of optimal timings for the approvals and other process of the ground handling arrangements.
 - Submit the completed evaluation forms developed by SLTPB for selection process of FAM Tours.
 - Negotiating media coverage that positively positions Sri Lanka as a destination, including appropriate contribution of trade partners, airlines and other relevant stakeholders.
 - Provide the proof of the promotions carried out in the target countries after the FAM.

7.4. Monitoring, Reporting and Analytics

- 7.4.1. Real-time Online Monitoring - weekly dashboards with performance, real-time insights, highlight bottlenecks and data-driven decisions.
- 7.4.2. Track audience engagement and ROI analysis.
- 7.4.3. Monthly reports - comprehensive market insights, media reach, trade feedback and campaign optimization recommendations.
- 7.4.4. Post-Campaign evaluation - final report including achieved KPIs, highlight bottlenecks and recommendations for future campaigns.

KPIs: Completeness of required strategic documents and reports to be submitted.

- Timely submission of weekly, monthly and final reports.

- Measurable improvement in awareness, consideration and engagement metrics by campaign end.
- Monitor performance by analyzing campaign feedback and adjusting strategies for better results.

7.5. Reputation, Crisis Management and Response Management

- 7.5.1. Crisis Management Plan- pre-approved plan for unforeseen events in all 3 countries.
- 7.5.2. 24/7 PR Support - documented response times and resolution of generated inquiries/issues.
- 7.5.3. Reputation monitoring - weekly tracking of brand mentions and sentiment analysis.

KPIs: Completeness of required strategic documents and reports to be submitted. Will be implemented if required.

- Respond to crises or inquiries within 24 hours. However, based on the urgency and complexity of the situation, the response time may be expedited. shortened.
- Average response time for the inquiries and response time compliance rate
- Reduction in negative sentiment

Note:

- The selected agency shall ensure timely and accurate responses to all inquiries generated through campaign activities. Response times and escalation protocols shall be defined to address any potential reputational or operational risks. All responses shall be logged and reported as part of campaign monitoring and crisis preparedness.

7.6. Campaign Governance and Accountability

- 7.6.1. Operational Plan - Documented workflow, communication protocols and accountability in all three countries.
- 7.6.2. Team Structure Documentation - Organizational charts, CVs and role/responsibility assignment for all in-house and local resources.

KPIs: Completeness of required strategic documents and reports to be submitted.

- Single point of contact available throughout the campaign.
- Evidence of execution capacity and timely approvals.

Note:

- The selected agency shall appoint one designated point of contact within the agency who will be solely responsible for coordinating, communicating and liaising with Sri Lanka Tourism Promotion Bureau throughout the campaign period.
- Selected Online Advertising agency in overseas should integrate and incorporate with appointed creative and production agency. If necessary, brief information will be provided to the selected bidder in this regard.

8. Other Requirements

8.1 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. as follows:

- 8.1.1 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.
- 8.1.2 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.

9. Payment terms and conditions

9.1. Payment for the deliverables

- 9.1.1. Submission of Invoice - invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, **“Lake House Building”, 3rd Floor No 35 D.R Wijewardana Mawatha, Colombo 10**, giving breakdown of expenses as per the price schedule.
- 9.1.2. Payment will be made on actual basis on submission of invoices along with a supporting document such as work completion report and other requested reports on monthly or weekly basis under the deliverables.
- 9.1.3. Payments will be made only upon completion of the relevant activities. No payments will be made for ongoing or incomplete activities.

Option 01

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

Option 02

S/N	Activity	Payment Structure	Time Period
I	Advance Payment	20%	- Mobilization advance of 20% of the contract amount will be paid after signing the agreement based on submission of an advance payments guarantee - Advance payment will be recovered within first three (03) months of period.
II	Payments on progress	80%	- 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.

9.2 Submission of Reports to SLTPB for the online advertising campaign

Agency should deliver monthly performance reports to SLTPB to review campaign performance (Covering reach, engagement, Sentiment analytics, website traffic and ad performance) to date and easily export reports based on mutually determined KPIs. along with optimization recommendations.

- 9.2.1. Submit a Bi- weekly (every two weeks) report to SLTPB summarizing the inquiries received, response timelines, actions taken and any follow-up required.
- 9.2.2. Software used (submissions should include reports from software's or platforms analytics, or any third-party monitoring tools.
- 9.2.3. Proposed methodology for the performance monitoring and reporting mechanism should be submitted with the bid.
- 9.2.4. Real-time monitoring of campaign sentiment, engagement and crisis response.

9.3 Submission of Reports to SLTPB for PR Campaign

- 9.3.1. Submit a report at the end of each activity
- 9.3.2. Every two months, prepare a PR report showing activities, progress, trends, and market insights

9.4 Submit a final comprehensive campaign report including (PR & Online)

- 9.4.1. Key achievements
- 9.4.2. Market-level impact
- 9.4.3. Booking trend insights (where applicable)
- 9.5.4. Recommendations for sustained recovery marketing
- 9.6.5. Future Recommendation etc.

9.5. Progress Presentations:

The Agency must give update reports on campaign progress at least every two months and also the status when requested by SLTPB.

- The selected bidder shall submit bank details duly verified by their respective bank for incorporation into the agreement. All payments shall be made in accordance with the terms and conditions set out in the agreement and shall be remitted only to the bank account specified in the verified bank details provided by the bidder.

Section VI: PRICE SCHEDULE

Master Price Schedule

	Cost item	Cost (USD)
1	Campaign Management fee of the Agency (for six months) and Campaign Microsite Development	
2	Online Advertising Campaign KPIs	
3	Public Relations and Trade Activities	
	Media buying, outreach and Press reference	
	Preparation of press kit and distribution of press materials	
	Journalist / media / Influencer collaborations	
	Product knowledge workshops	
Total before TAX		
TAX		
Grand Total		

Please select the payment terms (√) (No 7 in SOR)

Option 01

☐

Option 02

☐

We submit herewith our quotation for appointing an Agency for PR and Online Advertising Campaign in CIS region in according to conditions laid down in the bid document.

Our quoted price is (in figures) ;(In words)

USD

Section VII : SUBMISSION FORMS

Submission Form 1 - General Information

Name of the Company	
Address of the company (should be same with Business Registration)	
Contact details of the company Email address: Contact number:	
Business Registration Certificate number (Copy should be provided, if it is not in English language valid translation should be submitted)	
Number of years in Business	
Tax number of the company	
Authorized representative of the company (Full name and designation)	
Contact person for this campaign Full name: Designation: Contact number:	

Submission Form 2 – Past Experience (30 Marks)

Past experience on Online advertising or Public Relation campaigns during the period of 2021 – 2026 in all three countries.

Note : The selected agency shall have successfully completed a minimum of 03 projects in the field of Online Marketing and Public Relations within the relevant industry related to Destination Promotions, Tourism and Travel, hospitality or similar during the period of 2021 – 2026 to be eligible.

No	Name & Address of the Client	Field of Contract / Industry Sector	Scope of Services Provided (in brief)	Achieve targets & ROI	Contract Value (USD)	Time and duration of the contract (Month / Year to Month / Year)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Submission Form 3 - Yandex Online Advertising Campaign

Submission Form 3.1. – Yandex Advertising KPIs and Performance Measurement (Russia)

Target Country: Russia

S/N	Yandex KPI / Performance Indicator	Minimum Requirement / Expected Scope	Bidder Proposed Target	Measurement Methodology	Reporting Frequency	Cost USD
1	Reach / Impressions	Define total campaign reach and impressions				
2	Click Through Rate (CTR)	Define expected CTR percentage				
3	Cost Per Click (CPC)	Expected CPC benchmark				
4	Website / Microsite Traffic	Traffic generated through Yandex Ads				
5	Engagement Rate	Engagement on ads and landing pages				
6	Video Views / Completion Rate	Performance of video advertisements				
7	Conversion Rate	Inquiry / booking / lead generation targets				
8	Audience Targeting	Location, language, interest and behavior targeting				
9	Optimization Strategy	A/B testing and campaign optimization methods				
10	Reporting Dashboard	Real-time monitoring and analytics capability				
11	Brand Safety and Compliance	Compliance with Yandex policies and local regulations				
12	Risk Mitigation and Crisis Response	Response mechanism for ad interruptions or crisis				

Note: Bidders may attach additional sheets, campaign forecasts, screenshots, benchmarking reports, media plans, and analytical assumptions to support the proposed KPI targets.

Submission Form 3.2. – Yandex Advertising KPIs and Performance Measurement (Belarus)

Target Country: Belarus

S/N	Yandex KPI / Performance Indicator	Minimum Requirement / Expected Scope	Bidder Proposed Target	Measurement Methodology	Reporting Frequency	Cost USD
1	Reach / Impressions	Define total campaign reach and impressions				
2	Click Through Rate (CTR)	Define expected CTR percentage				
3	Cost Per Click (CPC)	Expected CPC benchmark				
4	Website / Microsite Traffic	Traffic generated through Yandex Ads				
5	Engagement Rate	Engagement on ads and landing pages				
6	Video Views / Completion Rate	Performance of video advertisements				
7	Conversion Rate	Inquiry / booking / lead generation targets				
8	Audience Targeting	Location, language, interest and behavior targeting				
9	Optimization Strategy	A/B testing and campaign optimization methods				
10	Reporting Dashboard	Real-time monitoring and analytics capability				
11	Brand Safety and Compliance	Compliance with Yandex policies and local regulations				
12	Risk Mitigation and Crisis Response	Response mechanism for ad interruptions or crisis				

Note: Bidders may attach additional sheets, campaign forecasts, screenshots, benchmarking reports, media plans, and analytical assumptions to support the proposed KPI targets.

Submission Form 3.3. – Yandex Advertising KPIs and Performance Measurement (Kazakhstan)

Target Country: Kazakhstan

S/N	Yandex KPI / Performance Indicator	Minimum Requirement / Expected Scope	Bidder Proposed Target	Measurement Methodology	Reporting Frequency	Cost USD
1	Reach / Impressions	Define total campaign reach and impressions				
2	Click Through Rate (CTR)	Define expected CTR percentage				
3	Cost Per Click (CPC)	Expected CPC benchmark				
4	Website / Microsite Traffic	Traffic generated through Yandex Ads				
5	Engagement Rate	Engagement on ads and landing pages				
6	Video Views / Completion Rate	Performance of video advertisements				
7	Conversion Rate	Inquiry / booking / lead generation targets				
8	Audience Targeting	Location, language, interest and behavior targeting				
9	Optimization Strategy	A/B testing and campaign optimization methods				
10	Reporting Dashboard	Real-time monitoring and analytics capability				
11	Brand Safety and Compliance	Compliance with Yandex policies and local regulations				
12	Risk Mitigation and Crisis Response	Response mechanism for ad interruptions or crisis				

Note: Bidders may attach additional sheets, campaign forecasts, screenshots, benchmarking reports, media plans, and analytical assumptions to support the proposed KPI targets.

Submission Form 04 – Public Relations activities and deliverables in all three countries

S/N	Evaluation criteria	Requirement	Deliverables	Unit Cost USD	Total Cost USD
1	Press reference	Press references and distribution (one-page article within top five travel magazines in each country) (two articles from three countries during the six months)	06		
2	Press materials	- Media kit development (two for each country)	06		
3	Journalist / media FAMs	- FAM trip plan - Media participation - Coverage plan (one from each country)	03		
4	Influencer collaboration and storytelling	- Influencer selection (as per the criteria given in 5.3.2) - Content plan - Storytelling approach (one from each country)	03		
5	Product knowledge workshops and Trade FAMs	- Product knowledge workshops - Target cities and audience - Trade engagement plan one from each country	08		

Submission Form 5

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 / Senior Client Lead			
2	PR Manager			
3	Online Marketing Strategist			
4	Social Media Manager			
5	Content Writer / Copywriter			
6	Performance Marketing / Analytics Specialist			

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 5.1 - 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	

Submission form 6 – Financial Information of the bidder

Item	2022/2023	2023/2024	2024/2025
Information from Balance sheet			
Total Assets			
Total Liabilities			
Current Assets			
Current Liabilities			
Information from Income Statement			
Turnover			
Profit After Tax			

Note: Provide Audited Annual Accounts in PDF via email and hardcopies with the bid document.

Section VIII

General Conditions of the Contract

A. General Provisions	
1. Definitions	
1.1	Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings: (a) “Financial Bid” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid; (d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer (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; (d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6; (e) “Employer” means the party who employs the Service Provider (f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them; (g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof; (h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer; (i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer (j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document submitted by the Service Provider to the Employer (k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Employer’s Requirements and Schedule of Activities included in the Service Provider’s Bid. (l) “Provisional Sum” means a sum which is specified in the Financial Bid as a Provisional Sum for the execution of any part of the contract as specified under sub Clause 6.5
1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Socialist Democratic Republic of Sri Lanka
1.3 Language	This Contract has been 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 Appendix A, in the Employer's 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. Commencement, Completion, Modification, and Termination of Contract	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services seven (07) days after the date the Contract becomes effective, 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.
2.5 Force Majeure	
2.5.1 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.
2.5.2 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.
2.5.3 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
2.5.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by

	them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
2.6 Termination	
2.6.1 By the Employer	The Employer may terminate this Contract, by not less than Fourteen (14) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days' in the case of the event referred to in (f): (a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing; (b) if the Service Provider become insolvent or bankrupt; (c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or (d) if the Service Provider does not maintain a Performance Security in accordance with Clause 3.9; (e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.; (f) if the Employer, in its sole discretion, decides to terminate this Contract.
2.6.2 By the Service Provider	The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2: (a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or (b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty six (56) days.
2.6.3 Payment upon Termination	Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider: (a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination; (b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.
C. Obligations of the Service Provider	

3.1 General	The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.
3.3 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
3.5 Service Providers' Actions Requiring Employer's Prior Approval	The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions: (a) entering into a subcontract for the performance of any part of the Services, (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"), (c) changing the Program of activities; and (d) any other action that may be specified in the Contract Data
3.6 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.
3.7 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer's Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data
3.8 Liquidated Damages	
3.8.1 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.
3.8.2 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 be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.9 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.
D. Service Provider's Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer
4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
E. Obligations of the Employer	
5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the SCC
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.
F. Payments to the Service Provider	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3
6.2 Contract Price	The Contract Price is set forth in the Contract Data.
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 as may be agreed under Clause 2.4, a breakdown of the lump-sum price is provided in Appendices D.
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	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: (a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor. (b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price: (i) the actual amounts paid (or due to be paid) by the Contractor, and (ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied.

	The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.
G. Quality Control	
7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	(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.
	(b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.
	(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8
H. Settlement of Disputes	
8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
8.2 Dispute Settlement	
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 8.2.1 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 IX

CONTRACT DATA

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

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Lake House Building No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka Attention (Contact Person): Managing Director <u>Tel:01129009030</u> Ext 903 e-mail: md@srilanka.travel Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:
1.6	The Authorized Representatives is: For the Employer: Managing Director For the Service Provider.....
2.1	The date on which this Contract shall come into effect is [date]. 14 days after the Letter of Acceptance issued [Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]
2.2	The Starting Date for the commencement of Services is: Date of Agreement Execution.
2.3	The Intended Completion Date is 180 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
2.5	Termination period 30 days prior notice by the SLTPB
3.3(d)	The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation
3.4	Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.
3.5	• Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB • Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifts, 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 • All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB. • Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract
3.6.1	The liquidated damages rate is 0.1% per day The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.
3.7	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Appendix C- Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Not Applicable
5.3	Services and facilities provided by the Employer - applicable
6.1	Description of the Services (Schedule of Requirements (SOR))
6.2	The amount is [Insert amount]. (Refer: Section VII- Activity Schedule)
6.3	Appendix C – Key Personnel
6.3.1.	Remuneration due for additional services shall be in accordance with the (Section Vii) and (section Viii)
6.4	Payments shall be made work completion. (a) Payments will be made in accordance with 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. (b). Proportionately payment deductions will be applied for the non-performed campaign deliverables (c) Payment will not be processed for the any on-going activities. 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: 1. 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. 2.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.". 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.

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	

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. Price schedule and Master price schedule
- 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.]

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]

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 bidding Document. Please include the below filled checked-list into the bid document.

Submission Documents - Qualification, Experience and Bid price Information

Item	Submission Status	
Bid Submission Form	Yes ☐	No ☐
Submission Form 1	Yes ☐	No ☐
Submission Form 2	Yes ☐	No ☐
Submission Form 3	Yes ☐	No ☐
Submission Form 4	Yes ☐	No ☐
Submission Form 5	Yes ☐	No ☐
Submission Form 6	Yes ☐	No ☐
Master Price Schedule	Yes ☐	No ☐
Bid Security declaration form	Yes ☐	No ☐

Section X: FORM OF SECURITIES

Annexure A - Format for Bid Security Declaration

[The Bidder shall fill in this Form and compulsory to submit with signature.]

Format for Bid Security Declaration
<i>[If required, the Bidder shall fill in this form in accordance with the instructions indicated in brackets]</i> Date..... [insert date by bidder] Name of Contract..... [insert name by PE] Contract Identification No: SLTPB/PROC/2026/S/32 Invitation for Bid No: SLTPB/PROC/2026/S/32 To...Managing Director, Lake House Building, No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka 1. We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration; 2. We accept that we shall be suspended from being eligible for contract award in any contract where bids have been invited by any of the Procuring Entity as defined in the Procurement Guidelines published by National Procurement Agency of Sri Lanka, for the period of time of <i>three years starting on the latest date set for closing of bids of this bid</i>, if we: a) withdraw our Bid during the period of bid validity period specified; or (b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or (c) having been notified of the acceptance of our Bid by you, during the period of bid validity, (i.)fail or refuse to execute the Contract Form, if required, or (ii.) fail or refuse to furnish the performance security, in accordance with the ITB. 3. We understand this bid securing shall expire if we are 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; or (ii.) twenty-eight days after the expiration of our bid. 4. We understand that if we are a JV, the Bid Securing Declaration must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Securing Declaration shall be in the names of all future partners as named in the letter of intent. Signed <i>[insert signature(s) of authorized representative]</i> in the Capacity of <i>[insert title]</i> Name <i>[insert printed or typed name]</i> Duly authorized to sign the bid for and on behalf of <i>[insert authorizing entity]</i> Dated on <i>[insert day]</i> day of <i>[insert month]</i>, <i>[insert year]</i>

Annexure B - Performance Bank Guarantee (On-demand Unconditional)
(Fill and submit only for the selected bidder)

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

Annexure C - Advance Bank Guarantee for Advance Payment (If required) (Fill and submit only for the selected bidder)

.....(Name and address of agency and address of issuing branch or office).....

Beneficiary:..... [insert legal name and address of Purchaser]

Date:.....

ADVANCE PAYMENT GUARANTEE No.....: [insert Advance Payment Guarantee no.]

We have been informed that..... [insert name of the contractor/supplier) hereinafter call "the contractor" has entered into Contract No **SLTPB/PROC/.....** [reference number of the contract] dated..... with you, for the(insert construction or supply) of(name of contract and brief description) (hereinafter called the contract ") supply of [insert types of Goods to be delivered) (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, an advance payment in the sum(amount in figures)..... (amount in words) is to be made against an advance payment guarantee.

At the request of the Supplier, we.....name of the issuing agency hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of [insert amount in figures] amount of words] upon receipt by us of your first demand in writing declaring that the Supplier is in breach of its obligation under the Contract.

The maximum amount of this guarantee shall be progressively reduced by the amount of the advance payment repaid by the contractor.

This Guarantee shall expire, insert the date 28 days beyond the expected expiration date of the contract Consequently, any demand for payment under this guarantee must be received by us at this office on or before that date.

[signature(s)]