

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