



Procurement of Goods Under
National Shopping Procedures

Invitation of Quotations For
Procurement of

**Production Agency to Develop Content for Short-Team
Advertising Campaigns
File No: SLTPB/PROC/2026/S/47**

Sri Lanka Tourism Promotion Bureau

Section 1- Invitation for Bids



SRI LANKA TOURISM PROMOTION BUREAU

REQUEST FOR QUOTATIONS (RFQ) - SERVICES

NATIONAL SHOPPING (NS)

Hiring of Production Agency to Develop Content for Short Term Advertising Campaigns

RFQ Reference No: SLTPB/PROC/2026/S/47

1. The Chairman, **Department Procurement Committee** on behalf of the **Sri Lanka Tourism Promotion Bureau** now invites sealed Bids from eligible and qualified Service Providers to **supply above services**.
2. Procurement will be conducted through National Shopping (NS) method.
3. Interested eligible Bidders may obtain further information from **Procurement Division, Sri Lanka Tourism Promotion Bureau, No. 35, Lake House Building, D.R. Wijewardhane Mawatha, Colombo 10, T.P.: +94 11 2 900 900, , E-mail : md@srilanka.travel** and copy to procurement@srilanka.travel, surangaw@srilanka.travel and inspect the bidding documents free of charge **from 17th April 2026 to 13th May 2026** during normal working days **from 9.00 am to 3.00 pm.** or draft bidding document can be referred by accessing to **<https://www.srilanka.travel/tender-documents>**
4. The bidding document in English language may be purchased by interested Bidders upon the submission of a written application to the address below and upon payment of a non-refundable fee of LKR 17,500.00, as a direct deposit (Cash/ Direct Transfer) to the following bank account during the period from **17th April 2026 to 13th May 2026, between 9.00 am to 3.00 pm** on any working day.

Account Name: Sri Lanka Tourism Promotion Bureau

Account No: 7119985

Bank Branch: BOC Corporate

5. All Bids must be accompanied by a **Bid-Security Declaration** as per the format given in the RFQ document.
6. Bids must be delivered in duplicates (Original & Copy) to the address below on or before **02.00 pm 14th May 2026**. Late Bids will be rejected.

Electronic Bidding will not be permitted. Bids will be publicly opened soon after closing in the presence of the Bidders' designated representatives and anyone who chooses to attend at the address below.

7. Pre-Bid Meeting will be arranged **on 24th April 2026 at 10.30am**, at the Conference Room at the

address below.

8. The Purchaser will not be responsible for any costs or expenses incurred by bidders in connection with the preparation or delivery of bids including any other costs and expenses related the above referred service.
9. The Department Procurement Committee (DPC) reserves the full right to either accept or reject any/all bids received and the decision of the DPC in this regard shall be the final.

**Chairman,
Department Procurement Committee
Sri Lanka Tourism Promotion Bureau,
No. 35, Lake House Building,
D.R. Wijewardhane Mawatha,
Colombo 10.**

T.P.: +94 11 2 900 900

17th April 2026

Section I. Instructions to Vendors(ITV)

ITV shall be read in conjunction with the section II -Bidding Data Sheet (BDS)

A: General	
1. Scope of Bid	1.1 The Purchaser named in the Data Sheet invites you to submit a quotation 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 a quotation. The Purchaser may not consider you for inviting quotations in the future, if you failed to acknowledge the receipt of this invitation or not submitting a quotation after expressing the intention as above.
B: Contents of Documents	
2. Contents of Documents	2.1 The documents consist of the Sections indicated below. <ul style="list-style-type: none"> • Section I. Instructions to Vendors (ITV) • Section II. Data Sheet • Section III. Schedule of Requirements • Section IV. Technical Specifications & Compliance with Specifications • Section V. Quotation submission Form(s)
C: Preparation of Quotation	
3. Documents Comprising your Quotation	3.1 The Quotation shall comprise the following: <ol style="list-style-type: none"> (a) Quotation Submission Form and the Price Schedules; (b) Technical Specifications & Compliance with Specifications
4. Quotation Submission Form and Price Schedules	4.1 The vendor shall submit the Quotation 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 Quotation Submission Form shall be the total price of the Quotation, including any discounts offered.

	<p>5.3 The applicable VAT shall be indicated separately.</p> <p>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 Quotation submitted with an adjustable price shall be treated as non-responsive and may be rejected.</p>
6. Currency	6.1 The vendors shall quote only in Sri Lanka Rupees.
7. Documents to Establish the Conformity of the Goods	<p>7.1 The vendor shall furnish as part of its quotation the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications & Compliance with Specifications".</p> <p>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.</p> <p>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 to supply these Goods in Sri Lanka.</p>
8. Period of Validity of quotation	8.1 Quotations shall remain valid for the period of seventy seven(77) days after the quotation submission deadline date.
9. Format and Signing of Quotation	9.1 The quotation 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 Quotation	
10. Submission of Quotation	<p>10.1 Vendors may submit their quotations by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number.</p> <p>10.2 If the quotation is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the quotation.</p>
11. Deadline for Submission of Quotation	11.1 Quotation 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 Quotation	12.1 The Purchaser shall reject any quotation that arrives after the deadline for submission of quotations, in accordance with ITV Clause 11.1 above.

13. Opening of Quotations	<p>13.1 The Purchaser shall conduct the opening of quotation in public at the address, date and time specified in the Data Sheet.</p> <p>13.2 A representative of the bidders may be present and mark its attendance.</p>
E: Evaluation and Comparison of Quotation	
14. Clarifications	<p>14.1 To assist in the examination, evaluation and comparison of the quotations, the Purchaser may, at its discretion, ask any vendor for a clarification of its quotation. Any clarification submitted by a vendor in respect to its quotation which is not in response to a request by the Purchaser shall not be considered.</p> <p>14.2 The Purchaser's request for clarification and the response shall be in writing.</p>
15. Responsiveness of Quotations	<p>15.1 The Purchaser will determine the responsiveness of the quotation to the documents based on the contents of the quotation received.</p> <p>15.2 If a quotation is evaluated as not substantially responsive to the documents issued, it may be rejected by the Purchaser.</p>
16. Evaluation of quotation	<p>16.1 The Purchaser shall evaluate each quotation that has been determined, to be substantially responsive.</p> <p>16.2 To evaluate a quotation, the Purchaser may consider the following:</p> <ul style="list-style-type: none"> (a) the Price as quoted; (b) price adjustment for correction of arithmetical errors; (a) price adjustment due to discounts offered. <p>16.3 The Purchaser's evaluation of a quotation 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. .</p>
17. Purchaser's Right to Accept any Quotation, and to Reject any or all Quotations	<p>17.1 The Purchaser reserves the right to accept or reject any quotation, and to annul the process and reject all quotations at any time prior to acceptance, without thereby incurring any liability to bidders.</p>

F: Award of Contract

18. Acceptance of the Quotation	18.1 The Purchaser will accept the quotation 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 quotation, the Purchaser will notify the successful vendor, in writing, that its quotation has been accepted.

Section II: Data Sheet

The following specific data for the services to be procured shall complement supplement, or amend the provisions in the instruction to bidder (ITV) whenever there is a conflict, the provisions herein shall prevail over those in ITV

ITV	
Clause Reference	
1.1	The Purchaser is: Chairman, Departmental Procurement Committee, Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3 rd Floor No 35 D.R Wijewardana Mawatha, Colombo 10.
1.1	Name of the contract: Production agency to develop content for short-team advertising campaigns. Identification No of the Contract: SLTPB/PROC/2026/ S/47
2.1	The documents consist of the Sections indicated below. <ul style="list-style-type: none"> • Section I. Instructions to Vendors (ITV) • Section II. Data Sheet • Section III. Schedule of Requirements • Section IV. Quotation submission Form(s) • Section V. Price Schedule • Section VI. Sample Purchase Order/ Letter of acceptance
7.3	Manufacture's Authorization is not relevant.
8.1	Quotations shall remain valid for the period of seventy seven (77) days after the quotation submission deadline date.
10.1	Bids shall be submitted in one original and one duplicate. The original and the duplicate should be sealed in two separate envelopes and the two envelopes shall be enclosed in " Production agency to develop content for short-team advertising campaigns " 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 Quotations is Chairman, Departmental Procurement Committee, Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3rd Floor, No 35 D.R Wijewardana Mawatha, Colombo 10. Bids shall be submitted by registered post, courier hand or deposited in the Tender Box (Can be used any method) at above address. Deadline for submission of quotations is at 2.00 pm on 14th May 2026
13.1	The quotations shall be opened at the following address: Chairman, Departmental Procurement Committee, Sri Lanka Tourism Promotion Bureau, "Lake House Building" 3rd Floor, No 35 D.R Wijewardana Mawatha, Colombo 10.



SRI LANKA TOURISM PROMOTION BUREAU

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	<p>9. The Department Procurement Committee (DPC) reserves the full right to either accept or reject any/all bids received and the decision of the DPC in this regard shall be the final.</p> <p>Chairman, Department Procurement Committee Sri Lanka Tourism Promotion Bureau, No. 35, Lake House Building, D.R. Wijewardhane Mawatha, Colombo 10.</p> <p>T.P.: +94 11 2 900 900 17th April 2026</p>
14.1	<p>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 04 days of bid bids closing date</p>

Section III

Schedule of Requirements

1. BACKGROUND

The Sri Lanka Tourism Promotion Bureau (SLTPB) is responsible for positioning Sri Lanka as a competitive and differentiated destination brand in international tourism markets through structured marketing and communication initiatives.

In the absence of a fully rolled-out long-term communication strategy, SLTPB intends to implement short-term advertising campaigns in identified priority source markets to maintain destination visibility and strengthen brand positioning. These campaigns will be strategically designed to position Sri Lanka as a destination brand by focusing on clearly defined target tourist segments in each market, supported by priority tourism products, selected geographical locations, and distinctive experiences relevant to market demand.

The effectiveness of such segment-led and product-driven campaigns depends heavily on the availability of high-quality, market-specific creative content that reflects authentic experiences and aligns with international advertising standards. Accordingly, SLTPB proposes to appoint a professional production agency to develop and deliver creative assets required for these short-term campaigns, ensuring consistency, relevance, and timely execution across multiple markets.

SLTPB MARKETING COMMUNICATION STRATEGY AND ROLLOUT PLAN:

The short-term marketing communication strategy of SLTPB is designed to position Sri Lanka as a compelling destination brand in key source markets by aligning promotional messaging with market-specific travel motivations and consumer behavior.

The communication approach will be guided by the following strategic pillars:

- Identification of **target tourist segments** in each priority market
- Promotion of **priority tourism products** aligned with segment demand (e.g. leisure, culture, nature, adventure, wellness, luxury, MICE)
- Showcasing **specific Sri Lankan locations** relevant to the promoted products
- Highlighting **key experiences and activities** that resonate with traveler preferences in each market

Priority advertising campaigns will be implemented in key source markets including the UK, Germany, France, Italy, Spain, Russia, Australia, the Middle East, Scandinavia, Benelux, India, Poland, Japan and South Korea. Other important markets will be covered through softer promotional initiatives.

The rollout plan includes:

- Development of market-specific campaign strategies and media plans by SLTPB-appointed digital agencies
- Production of creative content aligned with approved target segments, products, locations, and experiences through the appointed production agency
- Phased campaign execution based on market readiness and media schedules
- Consistent brand positioning across markets while allowing creative customization to address market-specific narratives

The appointment of a production agency is a critical component of this rollout plan, enabling SLTPB to deliver visually compelling, strategically aligned, and market-relevant content that supports short-term destination positioning objectives until the long-term communication strategy is fully implemented.

2. Purpose of the Assignment

The primary purpose of this assignment is to appoint a suitably qualified and experienced production agency with the capability to **conceptualize, produce, adapt and supply a comprehensive suite of creative assets** required for SLTPB's multi-market digital tourism campaigns.

The selected agency shall be responsible not only for producing core master campaign materials, but also for **designing and supplying market-specific digital static content** and supporting creative assets, in close coordination with SLTPB-appointed **market-level digital media agencies**.

Accordingly, the agency shall be capable of:

- Producing a single high-impact **Master Destination Video** for Sri Lanka, forming the core creative asset for all markets
- Developing **modular cut-down video versions** and **experience-based video assets** derived from the master content
- Delivering a comprehensive library of **high-quality destination photography**
- **Designing a series of digital static creative posts** (images and layouts) customized for respective markets, platforms, formats and languages, based on campaign requirements provided by SLTPB and/or market digital agencies

- Working closely and collaboratively with **respective market digital agencies** to understand platform specifications, creative formats, timelines and performance-driven content needs

In addition to the master campaign materials, if further requirements arise during campaign execution for **additional images, photography, short video clips or stock-style footage**, the production agency shall be required to deliver such assets **on an as-needed basis**, strictly in accordance with the **pre-approved rate card** submitted as part of the bidding document.

3. Scope of Work

The selected agency shall be responsible for end-to-end execution of the assignment, including research interpretation, creative development, production, post-production, design adaptation, coordination with third parties, and final delivery of all agreed outputs.

The scope shall include, but not be limited to, the following:

3.1. Analysis of Market Intelligence

The agency shall study and interpret the market intelligence provided by SLTPB, including:

- Target tourist segments in each priority market
- Priority tourism products and experiences
- Preferred travel seasons
- Cultural considerations and traveller preferences
- Platform, format and language requirements

Insights derived from this analysis shall directly inform the creative strategy, content hierarchy and asset production.

3.2. Coordination with Market Digital Agencies

The production agency shall:

- Work closely with SLTPB-appointed digital advertising / media agencies in each respective market
- Align creative outputs with platform specifications (e.g. Meta, YouTube, TikTok, programmatic display, etc.)
- Supply creative assets in formats and timelines required for campaign deployment
- Incorporate performance-driven creative feedback where minor adaptations are required

3.3. Design of Digital Static Creative Assets

The design and development of all digital static creative assets shall be undertaken **in direct parallel with, and in alignment to, the approved Master Destination Video**, which shall serve as the **core creative anchor of the campaign** across all markets.

In this context, the agency shall ensure that all static creative outputs:

- Visually and thematically reinforce the **core narrative, tone, look and feel** established by the Master Destination Video
- Function as complementary assets that extend and amplify the master campaign story, rather than operate as standalone or unrelated creatives

In addition to video and photography, the agency shall design:

- **Market-specific digital static advertisements** aligned to the master campaign creative framework
- **Platform-optimised creative variations** (including but not limited to display banners, social media feed posts, stories, reels, short-form vertical placements and other digital formats)
- **Market-level adaptations** reflecting language requirements, cultural context, and creative emphasis, while maintaining consistency with the master campaign narrative

All static creatives shall:

- Be derived exclusively from **approved master campaign visuals, photography and video frames**
- Highlight **country-specific priority products, experiences and destinations**, as identified through SLTPB market intelligence
- Maintain a consistent national destination brand identity across all markets
- Adhere strictly to **SLTPB brand guidelines** and approved creative standards.

3.4. Additional Asset Production (Rate Card-Based)

During the campaign period, SLTPB may request additional creative assets beyond the initially defined deliverables, including but not limited to:

- Additional destination photography
- Supplementary short video clips
- Stock-style footage for digital advertising use
- Image or video adaptations for new platforms or formats

Such additional production shall be carried out **only upon written request and approval by SLTPB**, and shall be charged strictly according to the **rate card submitted by the agency as part of its financial proposal**.

3.5. Identification of Target Tourist Segments

The agency shall clearly identify and define:

- Primary target tourist segments per market
- Secondary or niche segments where applicable

Indicative segments include, but are not limited to:

- Leisure and beach holidaymakers
- Couples and honeymooners
- Families
- Millennials and Gen Z experience seekers
- Cultural and heritage travellers
- Nature and wildlife enthusiasts

- Wellness and Ayurveda travellers
- Luxury and high-end travellers
- MICE, business and VFR travellers (market dependent)

This segmentation shall be clearly mapped to content outputs.

3.6. Promotion of Priority Tourism Products

The production agency shall ensure strong visual representation of Sri Lanka's priority tourism products aligned with segment demand in each market, including:

- Beach and coastal tourism
- Cultural and heritage tourism
- Wildlife and nature tourism
- Ayurveda, wellness and slow travel
- Adventure and experiential tourism
- Luxury and boutique travel
- Culinary tourism
- Spiritual and religious tourism (where relevant)

The portrayal of these products shall be authentic, responsible, and culturally sensitive.

3.7. Showcasing of Sri Lankan Locations

The content shall showcase iconic and market-relevant Sri Lankan locations, including but not limited to:

- Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla)
- Hill Country (Kandy, Nuwara Eliya, Ella, Haputale)
- Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa)
- Southern, Eastern and Western coastal regions
- Tea country landscapes and scenic rail routes
- Wellness, eco and luxury retreat destinations

Location selection shall be aligned with market priorities identified by SLTPB.

3.8. Highlighting Key Experiences and Activities

The agency shall visually highlight experiences that resonate strongly with traveller motivations, such as:

- Beach relaxation and water sports
- Wildlife safaris and whale watching
- Cultural festivals and heritage exploration
- Tea plantation visits and scenic journeys
- Ayurveda treatments, yoga and wellness retreats
- Culinary experiences and local life immersion
- Adventure activities and nature-based experiences

4. Deliverables

Technical specification for videos and images attached as Annexure D: Technical Specifications – Digital Advertising Campaign.

The agency shall submit all videos/ image content deliverables in the following formats (based on SLTPB requirements):

- Landscape (16:9)
- Square (1:1)
- Vertical (9:16)

For all final creative submissions in video format longer than 30 seconds, the agency shall provide a suitable thumbnail for each respective video.

4.1. Destination Hero Video Content

The agency shall submit the script and storyboard for the proposed Master Destination Film along with the bid, and shall present the script to SLTPB upon request.

Master Destination Film

- Proposed duration: **90 seconds**
- Purpose: Core destination awareness and emotional storytelling
- Usage: Common master asset across all markets
- The master video and cut down versions (60 & 30 Sec) shall be produced with voice-over and background music.

Cut-down Versions

- 60 seconds
- 30 seconds
- 15 seconds
- 6 seconds

4.2. Market-Level Adaptations

Without altering the core structure of the master film, the agency shall provide limited market-level adaptations, including:

- Scene prioritization or re-ordering
- Market-appropriate text overlays or supers
- Language adaptations for voice-over or captions where required
- Scene arrangement based on market-specific product/ experiences/ locations

4.3. Experience-Based Short Video Assets

The agency shall produce short modular experience films with the following characteristics:

- Duration: 30 seconds each
- Themes to include:
 - Beaches
 - Wildlife
 - Culture and heritage
 - Wellness and Ayurveda

- Adventure and nature
- Culinary experiences
- Luxury and experiential travel

These assets shall be designed for flexible, market-specific digital deployment.

4.4. High-Quality Destination Image Library

The agency shall deliver a comprehensive image library comprising:

- Experience-based imagery
- Product-based imagery
- Location-based imagery
- Lifestyle and people-centric visuals

All images shall be high-resolution, professionally edited, and suitable for use across digital advertising, social media, websites, landing pages, banners, and trade promotions.

4.5. Strategic and Planning Deliverables

The selected agency shall submit the following as part of the assignment:

- Creative concept and treatment document
- Storyboards for master and experience-based videos
- Market-to-segment-to-experience mapping matrix
- Market adaptation strategy
- Detailed production and delivery timeline

Develop a comprehensive production plan that aligns with the overall campaign strategy. This plan should include a detailed timeline and budget allocation to produce creative materials as per the creative agency brief.

- Comprehensive deliverables matrix
- Rights and usage declaration

4.6. 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.

4.7. Quality Standards and Compliance

All deliverables shall:

- Adhere to SLTPB brand guidelines
- Meet international destination marketing quality standards
- Demonstrate cultural sensitivity and sustainability principles
- Comply with all filming, drone and location permit requirements wherever necessary.

All raw footage and final masters shall be handed over to SLTPB upon completion.

5. Experienced Team

Assign a dedicated team of professionals with relevant experience including international brand exposure.

- Creative Director
- Director
- Director of Photography
- Production Manager
- Music Director
- Offline & Online Editors
- Animation & VFX artists
- Art Director
- English Copywriter

6. Content Management Process:

To facilitate this, The selected production agency shall set up a cloud space where the production agency can upload the produced materials. This cloud space shall enable partner agencies, including Creative, PR, Digital, and SLTPB, to access the content simultaneously, and the production agency shall maintain the said cloud space within the contract period. The agency shall be decided the required capacity based on the production plan.

Additionally, the production agency is required to submit all campaign materials to SLTPB, including raw footage, stored in portable hard drives, with duplicate copies for backup.

7. Submission of Campaign Materials:

The production agency shall be required to submit all developed materials, including raw materials, to the SLTPB referring point number “8. Copyright of the content development” of this document. Additionally, all campaign materials must be handed over to the SLTPB via portable hard drives, with a backup copy of the same data.

All submissions need to be submitted by following the submission format mentioned below.

<i>Oder Number</i>	
<i>Date</i>	
<i>Description of the submission (including the attachment of the produced material/s)</i>	
<i>Copyright Certificate</i>	
<i>Total cost (LKR)</i>	
<i>Name & Signature of the Requested Person (SLTPB)</i>	
<i>Name & Signature of the Approved Person (SLTPB)</i>	

8. 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 for all content originally produced exclusively for SLTPB. The copyright Assignment provided as follows:

- 8.1. If the agency purchases images or video clips from third parties, the universal usage rights shall be submitted with an unconditional written declaration confirming that due rights have been secured by the agency for usage by SLTPB for the respective materials.
- 8.2. SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided or sourced by SLTPB and any original production material produced by the agency exclusively for SLTPB during the contract by the Agency. For such original productions the agency shall intern be confirmed by a copyright Assignment as the case may be.

9. Payment for the deliverables

Original 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. The original invoice should be manually signed & stamped by the authorized person

Option 01

SLTPB will request the production of materials as needed according to the price schedule or rate card.

A 20% advance payment will be made upon the selected agency providing the advance guarantee issued by A Grade any commercial bank in Sri Lanka, after the contract has

been signed. Advance payment will be recovered withing two quarterly payments to the agency.

Quarterly payments, inclusive of applicable taxes, will be made based on the deliverables.

10. Financial Stability:

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

11. Eligibility Criteria

11.1. Legal Registration:

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

11.2. Industry Experience:

11.2.1. The agency must demonstrate a proven track record in the production industry, specifically by completing five video productions for global or international brands between 2018 and 2025, each with a minimum value of LKR 5 million.

11.2.2. The production agency should have experience in producing three international video productions related to the travel, tourism, and hospitality sectors between 2018 and 2025.

11.2.3. Financial Stability:

The agency shall require to submit audited financial statements for the past five years, demonstrating a positive balance for at least three years. This showcases the agency's financial stability and its capacity to effectively manage this tender.

11.2.4. Submission of Price Schedule:

Bidders shall completely fulfill all the services requested in the price schedules which are under "13. Price Schedules"

12. Evaluation Criteria

Ref. Num	Criteria	Points	Minimum Points
Portfolio of the Agency & Relevant Industry Experience:			
Submission Form A2, A3, A4	<p>The agency should have a proven record of accomplishment in the production industry, with a focus on advertising and marketing campaigns. All the submissions will be evaluated based on their Creativity and Innovation, Effectiveness, Target Audience Relevance, Brand Alignment and Quality of the past produced materials.</p> <ul style="list-style-type: none"> • Managed projects with local and international directors. • Production materials developed for global brands/ international brands. • Tourism related international video productions. 	30	18
Campaign Creative			
4.1*	Script and story board for the proposed Master Destination Film	20	12
Experienced Team:			
Schedule C – Key Staff	The agency shall assign a dedicated team of professionals with relevant experience. The Creative Director must possess proven experience in the travel and tourism industry, and international exposure will be considered an added advantage.	20	12
Budget Distribution			
13. Price Schedules	Production Cost for Master Campaign Creatives & market specific Content	20	12
	Budget Distribution for the rate card	10	6
Total		100	60

**4.1 The evaluation shall be conducted based solely on the initial script and storyboard submitted by the bidder. However, the selected bidder shall be required to obtain formal approval from the SLTPB Management, including the Head of Marketing and the respective Market Officer(s), for the final video script and storyboard, incorporating any necessary amendments to the initially proposed submission.*

Section IV

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 have accepted.]

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

Date:

To: *[insert complete name of Purchaser]*

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the document issued;
- (b) We offer to supply in conformity with the documents issued and in accordance with the Delivery Schedules specified in the Schedule of Requirements the following Goods *[insert a brief description of the Goods]*;
- (c) The total price of our quotation including any discounts offered is: *[insert the total quoted price in words and figure]*;
- (d) Our quotation shall be valid for the period of time specified in ITV Sub-Clause 8.1, from the date fixed for the quotation submission deadline in accordance with ITV Sub-Clause 11.1, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (e) We understand that this quotation, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us.
- (f) We understand that you are not bound to accept the lowest evaluated quotation or any other quotation that you may receive.

Signed: *[insert signature of person whose name and capacity are shown]*

Name: *[insert complete name of person signing the Bid Submission Form]*

Contact Number:

Email:

Dated:

Section V
Price Schedule

14. Price Schedules

14.1. Budget Distribution

a. Production Cost for Master Content

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR	
1.	Master Destination Film– English Language	90 Sec.	1			
2.	Master Destination Film– Cut down versions/ edits	60 Sec.	1			
		30 Sec.	1			
		15 Sec.	1			
		6 Sec.	1			
3.	Experience-Based Short Video Assets					
4.	Beaches	30 Sec	2			
5.	Wildlife	30 Sec	2			
6.	Culture and heritage	30 Sec	2			
7.	Wellness and Ayurveda	30 Sec	2			
8.	Adventure and nature	30 Sec	2			
9.	Culinary experiences	30 Sec	2			
10.	Luxury and experiential travel	30 Sec	2			
11.	High-Quality Destination Image Library					
12.	Beaches	Images for each respective category should include the following types of visuals within each category: <ul style="list-style-type: none"> • Experience-based imagery • Product-based imagery • Location-based imagery • Lifestyle and people-centric visuals 	20			
13.	Wildlife		20			
14.	Culture and heritage		20			
15.	Wellness and Ayurveda		20			
16.	Adventure and nature		20			
17.	Culinary experiences		20			
18.	Luxury and experiential travel			20		
Sub Total 01 - Production Cost for Master Content						

b. Country Specific Cost for Germany

All production shall produce in German Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
19.	Master Destination Film– Country-Specific Adaptation (Germany)	90 Sec.	1		
20.	Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
21.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 02 - Production Cost for Country Specific Cost - Germany					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

c. Country Specific Cost for France

All production shall produce in French Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
22.	Master Destination Film– Country-Specific Adaptation (France)	90 Sec.	1		
23.	Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
24.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 03 - Production Cost for Country Specific Cost - France					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

d. Country Specific Cost for India

All production shall produce in English and Hindi Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
25.	Master Destination Film– Country-Specific Adaptation (India)	90 Sec. (English Language)	1		
		90 Sec. (Hindi Language)	1		
26.	Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
27.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 04 - Production Cost for Country Specific Cost - India					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

e. Country Specific Cost for China

All production shall produce in Chinese Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
28.	Master Destination Film– Country-Specific Adaptation (China)	90 Sec.	1		
29.	Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
30.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 05 - Production Cost for Country Specific Cost - China					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

f. Country Specific Cost for Russia

All production shall produce in Russian Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
31.	Master Destination Film– Country-Specific Adaptation (Russia)	90 Sec.	1		
32.	Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
33.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 06 - Production Cost for Country Specific Cost - Russia					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

g. Country Specific Cost for Middle East

All production shall produce in English and Arabic Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
34.	Master Destination Film– Country-Specific Adaptation (Middle East)	90 Sec. (English Language)	1		
		90 Sec. (Arabic Language)			
35.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
36.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 07 - Production Cost for Country Specific Cost - Middle East					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

h. Country Specific Cost for Australia

All production shall produce in English Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
37.	Master Destination Film– Country-Specific Adaptation (Australia)	90 Sec.	1		
38.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
39.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 08 - Production Cost for Country Specific Cost - Australia					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations • Arugambay (Surfing) 	<ul style="list-style-type: none"> • Adventure activities and nature-based experiences • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion

i. Country Specific Cost for Poland

All production shall produce in Polish Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
40.	Master Destination Film– Country-Specific Adaptation (Poland)	90 Sec.	1		
41.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
42.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 09 - Production Cost for Country Specific Cost - Poland					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness, and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

j. Country Specific Cost for United Kingdom (UK)

All production shall produce in English Language

No	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
43.	Master Destination Film– Country-Specific Adaptation (UK)	90 Sec.	1		
44.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
45.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 10 - Production Cost for Country Specific Cost - UK					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

k. Country Specific Cost for Italy

All production shall produce in Italian Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
46.	Master Destination Film– Country-Specific Adaptation (Italy)	90 Sec.	1		
47.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
48.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 11 - Production Cost for Country Specific Cost – Italy					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness, and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern, and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

I. Country Specific Cost for Benelux

All production shall produce in **Dutch** Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
49.	Master Destination Film– Country-Specific Adaptation (Benelux)	90 Sec.	1		
50.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
51.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 12 - Production Cost for Country Specific Cost - Benelux					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

m. Country Specific Cost for Scandinavia

All production shall produce in Swedish Language

No.	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
52.	Master Destination Film– Country-Specific Adaptation (Scandinavia)	90 Sec.	1		
53.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
54.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 13 - Production Cost for Country Specific Cost - Scandinavia					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural and heritage tourism • Wildlife and nature tourism • Ayurveda, wellness, and slow travel • Adventure and experiential tourism • Luxury and boutique travel • Culinary tourism • Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences

n. Country Specific Cost for Japan

All production shall produce in Japanese Language

No	Items	Description	Nos	Unite Rate LKR	Production Cost in LKR
55.	Master Destination Film– Country-Specific Adaptation (Japan)	90 Sec.	1		
56.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
57.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 14 - Production Cost for Country Specific Cost - Japan					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> Beach and coastal tourism Cultural and heritage tourism Wildlife and nature tourism & Tea Country Experiences Ayurveda, wellness and slow travel Adventure and experiential tourism Luxury and boutique travel Culinary tourism Spiritual and religious tourism (where relevant) 	<ul style="list-style-type: none"> Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) Southern, Eastern and Western coastal regions Tea country landscapes and scenic rail routes Wellness, eco and luxury retreat destinations 	<ul style="list-style-type: none"> Beach relaxation and water sports Wildlife safaris and whale watching Cultural festivals and heritage exploration Tea plantation visits and scenic journeys Ayurveda treatments, yoga and wellness retreats Culinary experiences and local life immersion Adventure activities and nature-based experiences

o. Country Specific Cost for South Korea

All production shall produce in Korean Language

No.	Items	Description	Nos	Unit Rate LKR	Production Cost in LKR
58.	Master Destination Film– Country-Specific Adaptation (South Korea)	90 Sec.	1		
59.	Master Destination Film– Cut down versions/ edits	60 Sec.	1		
		30 Sec.	1		
		15 Sec.	1		
		6 Sec.	1		
60.	Static Social Media posts	Using the images given for master content. (Creative Copy will be given by the respective digital agencies)	35		
Sub Total 15 - Production Cost for Country Specific Cost – South Korea					

Market adaptation insights with priority areas:

Priority Tourism Products	Sri Lankan Locations	Experiences and Activities
<ul style="list-style-type: none"> • Beach and coastal tourism • Cultural & Heritage Tourism • Buddhist Tourism • Wildlife Tourism • Ayurveda & Wellness Tourism • Luxury Travel Tourism • Religious & Spiritual Tourism 	<ul style="list-style-type: none"> • Cultural Triangle (Sigiriya, Anuradhapura, Polonnaruwa, Dambulla) • Hill Country (Kandy, Nuwara Eliya, Ella, Haputale) • Wildlife parks (Yala, Wilpattu, Minneriya, Udawalawa) • Southern, Eastern and Western coastal regions • Tea country landscapes and scenic rail routes • Wellness, eco and luxury retreat destinations. • Bentota, Kosgoda turtle harturing & Mirissa • Colombo, (Luxury & Wellness) 	<ul style="list-style-type: none"> • Beach relaxation and water sports • Wildlife safaris and whale watching • Cultural festivals and heritage exploration • Tea plantation visits and scenic journeys • Ayurveda treatments, yoga and wellness retreats • Culinary experiences and local life immersion • Adventure activities and nature-based experiences • Turtle conservation experiences, • UNESCO World Heritage site visits, temple and pilgrimage visits. • Nature-based experiences, luxury resort stays, shopping

14.2. Master Price Schedule

Master Price Schedule

No.	Sub Total	Cost LKR
a.	Sub Total 01 - Production Cost for Master Content	
b.	Sub Total 02 - Production Cost for Country Specific Cost - Germany	
c.	Sub Total 03 - Production Cost for Country Specific Cost - France	
d.	Sub Total 04 - Production Cost for Country Specific Cost - India	
e.	Sub Total 05 - Production Cost for Country Specific Cost - China	
f.	Sub Total 06 - Production Cost for Country Specific Cost - Russia	
g.	Sub Total 07 - Production Cost for Country Specific Cost - Middle East	
h.	Sub Total 08 - Production Cost for Country Specific Cost - Australia	
i.	Sub Total 09 - Production Cost for Country Specific Cost - Poland	
j.	Sub Total 10 - Production Cost for Country Specific Cost - UK	
k.	Sub Total 11 - Production Cost for Country Specific Cost - Italy	
l.	Sub Total 12 - Production Cost for Country Specific Cost - Benelux	
m.	Sub Total 13 - Production Cost for Country Specific Cost - Scandinavia	
n.	Sub Total 14 - Production Cost for Country Specific Cost - Japan	
o.	Sub Total 15 - Production Cost for Country Specific Cost – South Korea	
Applicable VAT		
Grand Total		

14.3. Rate Card Unit Cost for Productions

No	Items	Description	Cost per Unit (LKR)
ATL MATERIAL			
	Press Ads	A3 Page – English	
		A4 Page – English	
		A5 Page – English	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative	
	Magazine Ads	A3 Page – English (Single Side)	
		A4 Page – English (Single Side)	
		A5 Page – English (Single Side)	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative (Single Side)	
		A3 Page – English (Double Side)	
		A4 Page – English (Double Side)	
		A5 Page – English (Double Side)	
		Language Adaptations – Per Foreign Language	
		Re-size of existing creative	
	Radio Spot	Radio Jingle composing	
		30 Second – English	
		60 Second – English	
		15 Second - English	
		30 Second – Per Foreign Language	
		60 Second – Per Foreign Language	
		15 Second - Per Foreign Language	
	Production Cost for TVCs/ Promotional Videos in Full HD resolution with music composing. (Including Filming)	3 minutes	
		2 minutes	
		90 second	
		60 second	
		30 second	
		15 Second	
		10 second	
		5 second	
	Production Cost for TVCs/ Promotional Videos in Full HD resolution with music composing (using stock footages)	3 minutes	
		2 minutes	
		90 second	
		60 second	
		30 second	
		15 Second	
	Narration/ Voice over	3 minutes - English	
		2 minutes - English	
		90 second - English	

		60 second - English	
		30 second - English	
		15 Second - English	
		10 second - English	
		5 second - English	
		Language Adaptation	
	Music composing	3 minutes	
		2 minutes	
		90 second	
		60 second	
		30 second	
		15 Second	
		10 second	
		5 second	
	Subtitling/ Suppers for the produce TVCs/ Promotional Videos	Per word	
	Images (24 megapixel)	Per image with usage rights	
		Per image with exclusive rights	
	Images (48 megapixel)	Per image with usage rights	
		Per image with exclusive rights	
	Professional Photography (Minimum of 30 edited images per session)	Half Day Shoot (Up to 4 Hours)	
		Full Day Shoot (Up to 8 Hours)	
		Overtime (Per Hour)	
	Videographer Hiring (Minimum of 30 minute edited videography coverage per session)	Professional Videographer – Half Day (Up to 4 Hours)	
		Professional Videographer – Full Day (Up to 8 Hours)	
		Assistant Videographer (Per Day)	
		Overtime Charges (Per Hour)	
	Hoardings	Hoarding Artwork (10x20ft)	
		Hoarding Artwork (20x30ft)	
	Sign Board	Sign Board Art work (3x6ft)	
		Sign Board Art work (4x8ft)	
	Logo Design	Logos with on Brand Manual	
		Logos without Brand Manual	
DIGITAL ARTWORKS			
	Website design	Concept and Blueprint	
		Home Page + 5 Pages	
		Extra Page	
	Microsite	Home Page + 2 Pages	
		Extra Page	

	Web Landing page design	Per Page	
	Blog Posts	< 500 words	
		500 – 1,000 Words	
		1,000 – 1,500 Words	
	Travel Guides	< 500 words	
		500 – 1,000 Words	
		1,000 – 1,500 Words	
	E-Mail Signature		
	WhatsApp Icon		
	Emojis		
	Sticker Design		
	EDM/ Flyers	HTML version	
	GIF's		
	Web Banners – Static	Free size	
	Web Banners – Animated	Free size	
	Vector Graphic Design	Free size	
	Animated Digital Posts (basic 2D) with music composing. Format GIF or MP4	5 Seconds	
		10 Seconds	
		20 Seconds	
		30 Seconds	
	Google	Per Ad	
	Facebook and Instagram content All creatives in English Language	Image ad / Display ad	
		Video ad	
		Carousel ad	
		Slideshow ad	
		Edited Photos with a caption	
		Story	
		Animation with music (1 min)	
		Facebook cover photo	
	Twitter Content All creatives in English Language	Image ad	
		Video ad	
		Edited Photos with a caption	
		Cover photo/ Banner	
	YouTube Content/ TikTok All creatives in English Language	Non/ Skippable in-stream ads	
		Bumper ads	
		Display ads	
		YouTube cover photo	
		Video Thumbnail	
	Wechat Content All creatives shall	Wechat Single Image/ Animation ads	
		Wechat Video ads	

	be produced in Chinese language.	Wechat Moments	
		Profile Image / Icon design	
		Edited Photos/ Post with caption	
	Weibo Content All creatives shall be produced in Chinese language.	Video Ads	
		Sponsored post of the Campaign Video (Tunnel placement, Fan Headline, Feed Ads)	
		Weibo Cover Photo/ Banner	
	Douyin Content All creatives shall be produced in Chinese language	Cover Photo	
		Profile Image	
		Open Screen Ads	
		In Feed ad	
		Top-view ads	
	Vkontakte All creatives shall be produced in Russian language.	Cover Photo	
		Profile Image	
		Display ad	
		Video ad	
		Sponsored post	
		Edited Photos/ Post with caption	
	Telegram All creatives shall be produced in Russian language.	Banner/ Image ads	
		Video ads	
		Audio messages	
		Edited Photos/ Post with caption	
	RuTube All creatives shall be produced in Russian language.	Video ad roll (Pre/ Mid)	
		Banner ads	
		Overlay ads	
		Sponsored content	
		In-video ads	
	Weibo All creatives shall be produced in Chinese language	Cover	
		Post	
		Ads	
		Instant Article	
		Lead Generation Ads	
		Videos	
	Baidu and Shenma All creatives shall be produced in Chinese language	General Ads	
		Display ad	
		Display Banner	
	Youku and other tube Videos All creatives shall be produced in Chinese language	6 seconds	
		15 Seconds	
		30 Seconds	
		60 Seconds	
		Tube Headers	

	Yandex All creatives shall be produced in Chinese language	General Ads	
		Display ad	
		Display Banner	
	Never All creatives shall be produced in Korean language	General Ads	
		Display Ads	
		Display Banner	
	Kakao Talk All creatives shall be produced in Korean language	Message / Ads	
		Stiker Imoji/ Pack	
BRANDING MATERIALS			
	Logo Design	Logo Design & tagline with a Brand Visual Identity System (VIS)	
		Logo Design – Master/ original	
		Logo Design - adaptation	
OUTDOOR			
	Stall designs in line with trends in the market	1000 to 3000 sq feet	
		5000 to 10,000 sq feet	
		10,000 above	
	Vehicle Branding	Bus Branding – Front + Rear + Side Panels	
		Van Branding – Front + Rear + Side Panels	
		Car Branding - Front + Rear + Side Panels	
	Flags	8 ft height x 3 ft width	
		9 ft height x 3 ft width	
COLLATERAL			
	Greeting card & Envelope	B5 (Folded Size)	
	Backdrops	Design (Per square feet)	
	Memorabilia branding		
		Pen / Pen Drive	
		Mug	
		Mouse Pad	
		Umbrella	
		T-Shirt Tea Set	
	Pennants	Per square feet	
		3x6 ft	
	Poster	17" x 22"	
	Table Top	A5, Double Sided	
		A4, Double Sided	
		A5, Single Sided	

		A4, Single Sided	
	Docket	A4	
	Letterhead Designing	A4	
	Business Card Double Sided	90mmX55mm	
	PPT Development	Design of PPT – Per Slide Cost	
	SMS	Drafting SMS per language (upto 160 Characters)	

VAT Registration No (if VAT applicable).....

- The VAT portion must be shown separately in the price schedule.
- The supplier registered for the VAT need to submit active VAT certificate for the last quarter
- If Vat not applicable please mention N/A in vat Column of Price schedule
- Other than VAT all other types of taxes (eg: NBT, BTT, etc) should not be indicated separately and should be indicated in unit price.

Total Amount in word

Schedule A –Experience in Similar Assignments

(Qualification and Experience Information of the Bidder)

Submission Form A1 – Agency Profile

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Numbers of the Agency	Office : Mobile :
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the Company (Full name and Designation)	
Business Registration Number	

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	Educational Qualifications	Professional Qualification	Portfolio reference/ Past work conducted
1	Creative Director				
2	Director				
3	Director of Photography				
4	Production Manager				
5	Music Director				
6	Offline & Online Editors				
7	Animation & VFX artists				
8	Art Director				
9	English Copywriter				

Submission Form C3 - 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	

Annexture D: Technical Specifications – Digital Advertising Campaign. (Video & Image Deliverables)

A. Video Technical Specifications

- Primary Delivery Resolution:
 - Full HD (1920 × 1080 pixels)
 - Aspect Ratios (Mandatory):
 - Landscape – 16:9
 - Square – 1:1
 - Vertical – 9:16
 - Frame Rate:
 - 25 fps (or 30 fps where platform-required)
 - File Format:
 - MP4 (.mp4)
 - Video Codec:
 - H.264
 - Audio:
 - AAC, Stereo, 48 kHz
 - Broadcast-safe levels
 - Durations:
 - Master Destination Video – 90 seconds
 - Cut-downs – 30s / 15s / 6s
 - Experience-based videos – 10–20s
 - Delivery Requirements:
 - With and without voice-over
 - Clean versions without text overlays
 - Caption-ready versions for social platforms
 - Intended Use:
 - Paid digital advertising, social media, programmatic and online video platforms
-

B. Image / Photography Technical Specifications

- Image Resolution:
 - Minimum 4000 pixels on the longer edge
- File Format:
 - JPEG (.jpg), high quality
- Color Profile:
 - sRGB (digital-optimized)
- Orientation Variations:
 - Landscape
 - Square
 - Vertical (where applicable)
- Image Type:
 - Destination, experience, lifestyle, product and location-based visuals
- Post-Production:
 - Professional color correction

- Minor retouching only
 - No excessive manipulation
-

C. Delivery Mode & File Management

- Delivery Method:
 - Secure cloud-based transfer (Google Drive / Dropbox / OneDrive or similar)
 - File Organization:
 - Clearly labelled by market, format, duration and asset type
 - Supporting Documents:
 - Asset inventory list (Excel or equivalent)
-

D. Usage & Rights

- All assets must be cleared for global digital advertising use
- No watermarks or third-party branding
- Full usage rights to vest with SLTPB

Format for Bid Security Declaration
(The bidder shall fill in this document mandatory)

*[If required, the **Bidder** shall fill in this form in accordance with the instructions indicated in brackets]*

Date:.....[insert date by bidder]
Name of Contract:.....[insert name by PE]
Contract Identification No:..... [insert name by

PE]

Invitation for Bid No:.....[insert number by PE]

To:.....*[insert the name of the Employer/ Purchaser preferably PE to fill before issuing the bidding document]*

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 *three years starting on the latest date set for closing of bids of this bid*, 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..... *[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]*

Bid Submission Check List

S/N	Item	Submitted (Yes/ No)
1	Bid Submission Form	
2	Price Schedule in the given format	
3	Company Profile in the given format	
4	Business Registration Certificate	
7	Requested sample	
8	Bid Security Declaration	