

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau (SLTPB)

Invitation for Bids (IFB)
International Competitive Bidding (ICB)

Appointment of an Agency for PR & Digital Campaign in Australia (2026/2027)

The Chairman of the Department Procurement Committee of the Sri Lanka Tourism Promotion Bureau (SLTPB) invites sealed bids from reputed and experienced **Public Relations, Media, Marketing, and Digital agencies** to undertake a PR and Digital Campaign in Australia.

1. Procurement Method

Bidding will be conducted under the **International Competitive Bidding Method**, in accordance with the Government Procurement Guidelines – 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>

2. Funding

The required funds for this project will be provided by the **Sri Lanka Tourism Promotion Bureau (SLTPB)**.

3. Clarifications & Further Information

Interested eligible bidders may obtain further information by contacting:
procurement@srilanka.travel

4. Eligibility Criteria

Bidders must:

- Be **legally registered and operating in Australia**
- Have a **minimum of five (05) years' experience** in PR, Media, Marketing, and Digital communications

5. Campaign Period & Budget

- **Campaign Duration:** Six (06) months (2026/2027)
(*Expected commencement: June 2026*)
- **Budget:** LKR 100 Million (*Approximately AUD 465,000*)

Budget Allocation:

- Bidders may allocate the budget between PR and Digital campaigns based on their expertise

- **A minimum of 80% of the Digital budget must be allocated for media buying**

6. Joint Venture (JV) Requirements

1. A single agency with both PR and Digital capabilities may submit one proposal.
2. If a company possesses expertise in only one area—PR or Digital—it may form a Joint Venture (JV) with another company that has experience in PR or Digital capabilities. The JV details must be submitted along with the bid. One company should act as the main bidder and submit the bid on behalf of the JV. The Sri Lanka Tourism Promotion Bureau (SLTPB) will communicate exclusively with the main bidder. During the evaluation stage, the experience of both companies will be considered, and all relevant information must be clearly submitted in the requested format.

7. Submission of Bids

- Bids may be submitted via **courier, registered post, hand delivery, or tender box** at Sri Lanka Tourism Promotion Bureau, No. 35, D.R. Wijewardana Mawatha, Colombo 10, Sri Lanka
- **Deadline:** Bids will be open on **19th May 2026 at 11:30 AM (Sri Lanka Time)**
- Bids will be opened immediately after the closing time in the presence of bidders' representatives who wish to attend

8. Late Bids

Late bids will not be accepted under any circumstances.

9. Performance Security

The successful bidder shall submit the required performance security within **14 days** of receipt of the Letter of Acceptance.

10. Submission Address

Chairman

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