



Procurement of Services

Under Limited International Bidding Method

Invitation of Quotations

For

Procurement of

**Appointing an Agency for PR & Digital Campaign in Germany**

File No: SLTPB/PROC/2026/S/36

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 an Agency for PR & Digital Campaign in Germany

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced Public Relations, Media , Marketing and Digital 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 of the Sri Lanka Tourism Promotion Bureau sending a request to [procurement@srilanka.travel](mailto:procurement@srilanka.travel).
4. **Eligibility Criteria**
  - 4.1 The agency must be a legally registered entity in Germany . The business registration should be supplied.
  - 4.2 Completion of one (1) Digital Marketing campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)
  - 4.3 Completion of one (1) Public Relations campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)
5. **Campaign Period & Budget**

**Campaign Period:** Eight (08) months (2026/2027) (Expected to start June 2026)  
**Budget:** LKR 100 million (Euro 260,000)
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 Embassy of Sri Lanka, federal republic of Germany on or before **01/06/2026 at 11.00 am (German 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  
Sri Lanka

## Section II - Instructions to Bidders (ITB)

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

<b>A: General</b>	
1. Scope of Bid	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 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>B: Contents of Documents</b>	
2. Contents of Documents	<p>2.1 The documents consist of the Sections indicated below.</p> <ul style="list-style-type: none"> <li>• Section I. Invitation for Bid</li> <li>• Section II. Instructions to Bidders (ITB)</li> <li>• Section III. Data Sheet</li> <li>• Section IV. Schedule of Requirements</li> <li>• Section V. Quotation Submission form(s)</li> <li>• Section VI. Price Schedule</li> </ul>
<b>C: Preparation of Quotation</b>	
3. Documents Comprising your Quotation	<p>3.1 The Quotation shall comprise the following:</p> <p style="margin-left: 40px;">(a) Quotation Submission Form and the Price Schedules;</p> <p style="margin-left: 40px;">(b) Technical Specifications &amp; Compliance with Specifications</p>
4. Quotation Submission Form and Price Schedules	<p>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.</p> <p>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.</p>
5. Prices and Discounts	<p>5.1 Unless specifically stated in Data Sheet, all items must be priced separately in the Price Schedules.</p> <p>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>

	<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 &amp; 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	<p>8.1 Quotations shall remain valid for the period specified in the Bidding Data.</p> <p>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.</p>
9. Format and Signing of Quotation	<p>a. 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.</p>
<b>D: Submission and Opening of Quotation</b>	
10. Submission of Quotation	<p>101 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>102 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	a. 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	12.1 The Purchaser shall reject any quotation that arrives after the
Quotation	deadline for submission of quotations, in accordance with ITB Clause 11.1 above.
13. Opening of Quotations	13.1 The Purchaser shall conduct the opening of quotation 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.
<b>E: Evaluation and Comparison of Quotation</b>	
14. Clarifications	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.  14.2 The Purchaser's request for clarification and the response shall be in writing.
15. Responsiveness of Quotations	15.1 The Purchaser will determine the responsiveness of the quotation to the documents based on the contents of the quotation received. 15.2 If a quotation is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.
16. Evaluation of quotation	16.1 The Purchaser shall evaluate each quotation that has been determined, to be substantially responsive.  16.2 To evaluate a quotation, 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 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>	<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>
<p><b>F: Award of Contract</b></p>	
<p>18. Acceptance of the Quotation</p>	<p>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.</p>
<p>19. Notification of acceptance</p>	<p>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.</p>

### 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 <b>Appointing an Agency for PR &amp; Digital Campaign in Germany</b>
1.1	Identification No of the Contract - <b>SLTPB/PROC/2026/S/36</b>
2.1	The documents consist of the Sections indicated below. <ul style="list-style-type: none"> <li>• Section I. Invitation for Bids</li> <li>• Section II. Instructions to Bidders (ITB)</li> <li>• Section III. Bidding Data Sheet</li> <li>• Section IV. Form of bid qualification, information,, Letter of Acceptance , Contract</li> <li>• Section V. General Condition of Contract</li>   <li>• Section VI. Contract data</li> <li>• Section VII.</li> </ul> Appendix A: Schedule of Requirement (SOR) Appendix B: Schedule of Payments and Reporting Requirement Appendix C: Services and Facilities Provided by the Employer (SLTPB <ul style="list-style-type: none"> <li>• Section VIII. Activity schedule</li> <li>• Section IX: Form of security <ul style="list-style-type: none"> <li>Annexure A - Format for Bid Security Declaration</li> <li>Annexure B - Performance Bank Guarantee</li> <li>Annexure C - Advance Bank Guarantee for Advance Payment</li> </ul> </li> </ul>
6.1	The Bidders shall quote only in EURO
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 " <b>Appointing an Agency for PR &amp; Digital Campaign in Germany</b> " 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  Bids shall be Addressed to  Chairman, Department Procurement committee Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10 Sri Lanka

	<p style="text-align: center;">And</p> <p>Bid shall be submitted by courier, hand deliver , registered post or deposited of the tender box at,</p> <p>Embassy of Sri Lanka, Niklasstr.19, 14163 Berlin, Federal Republic of Germany.</p>																																
13.1	<p>The quotations shall be opened at the following address:</p> <p>Embassy of Sri Lanka, Niklasstr.19, 14163 Berlin, Federal Republic of Germany.</p> <p>Email:</p> <p>Deadline for submission of quotations is on <b>01/06/2026 at 11.00 am (German time)</b> and the Bids will be opened immediately after the bid closing time at the above address.</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 <a href="mailto:procurement@srilanka.travel">procurement@srilanka.travel</a> prior to twenty (20) days of closing date.</p>																																
16	<p>In addition to section 16.1,16.2 and 16.3 in SOR, following Evaluation criteria will be considered to select the bidder.</p> <p><b>Evaluation Criteria</b></p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>Minimum marks</th> <th>Maximum marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Past Experience (Digital )</td> <td>7.5</td> <td>15</td> </tr> <tr> <td>2</td> <td>Past Experience (PR )</td> <td>7.5</td> <td>15</td> </tr> <tr> <td>3</td> <td>Paid media (KPI targets)</td> <td>20</td> <td>40</td> </tr> <tr> <td>4</td> <td>Audited financial statements</td> <td>5</td> <td>10</td> </tr> <tr> <td>5</td> <td>PR activities</td> <td>5</td> <td>10</td> </tr> <tr> <td>6</td> <td>Quoted cost</td> <td>5</td> <td>10</td> </tr> <tr> <td></td> <td><b>Total</b></td> <td>50</td> <td>100</td> </tr> </tbody> </table>			Minimum marks	Maximum marks	1	Past Experience (Digital )	7.5	15	2	Past Experience (PR )	7.5	15	3	Paid media (KPI targets)	20	40	4	Audited financial statements	5	10	5	PR activities	5	10	6	Quoted cost	5	10		<b>Total</b>	50	100
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	<b>Total</b>	50	100																														
16.3	<p>The bidder shall submit the following additional documents</p> <p>Copy of Business registration (Evidence to prove company registered as a legal entity)</p> <p>All Submission Forms</p> <p>Annexure 1 - The Bid Security Declaration</p>																																

**Section 1V**

**Forms of Bid, Qualification Information, Letter of Acceptance, and Contract**

**QUOTATION SUBMISSION FORM**

[The Vendor shall fill in this Form in accordance with the instructions indicated.  
No alterations to its format shall be permitted and no substitutions will be accepted.]  
*[The Vendor shall fill in this Form and it is compulsory to submit with signature.]*

[date]

Chairman  
Department Procurement Committee  
Sri Lanka Tourism Promotion Bureau  
No. 80, Galle Road,  
Colombo 03  
Sri Lanka

Having examined the bidding documents, we offer to provide the Services for **“Selection of a PR Agency to Execute Public Relations Campaign in Germany 2026/2027”** bearing Bid Number: SLTPB/PROC/S/36 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **EURO .....** **(words)** **(EURO.....)** **(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	

# 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. Schedule A to F
- g. Price schedule, Master price schedule and Rate Card
- h. The Employer’s Requirements
- i. 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.]

Appendix A: Description of the Services (Schedule of Requirements (SOR))

Appendix B: Schedule of Payments and Reporting Requirements

Appendix C: Key Personnel

Appendix D: Services & Facilities provided by Employer (SLTPB)

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]

## Section V

### General Conditions of the Contract

<b>1. General Provisions</b>	
1.1 Definitions	<p>Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:</p> <p>(a) “Price List ” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid;</p> <p>(d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer</p> <p>(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;</p> <p>(d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;</p> <p>(e) “Employer” means the party who employs the Service Provider</p> <p>(f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them;</p> <p>(g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof;</p> <p>(h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;</p> <p>(i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer</p> <p>(j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document (Section III) submitted by the Service Provider to the Employer</p> <p>(k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Section III in the SOR and Schedule of Activities included in the Service Provider’s Bid.</p> <p>(l) “Provisional Sum” means a sum which is specified as an additional sum for the execution of any part of the contract as specified under sub Clause 6.5</p>
1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Democratic Socialist Republic of Sri Lanka
1.3 Language	This Contract shall be 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 Section IV , in the Schedule of 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>2. Commencement, Completion, Modification, and Termination of Contract</b>	
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 within seven (07) days of the date effective of the Contract, 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.
2.4 Force Majeure	
2.4.1 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.
2.4.2 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.
2.4.3 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
2.4.4 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.
<b>2.5 Termination</b>	
2.5.1 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's Performance Security is not in compliance 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.
2.5.2 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.
2.5.3 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.
<b>3. Obligations of the Service Provider</b>	
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.
3.2 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
3.3 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
3.4 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.
3.5 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
<b>3.6 Liquidated Damages</b>	
3.6.1 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.
3.6.2 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 pay interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.7 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.
<b>4. Service Provider's Personnel</b>	
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.
<b>5. Obligations of the Employer</b>	
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 Contract Data.
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.
<b>6. Payments to the Service Provider</b>	
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, breakdown of which is provided in Appendix D.
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.
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	<p>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:</p> <p>(a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor.</p> <p>(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:</p> <p>(i) the actual amounts paid (or due to be paid) by the Contractor, and</p> <p>(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.</p> <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.</p>
<b>7. Quality Control</b>	
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
<b>8. Settlement of Disputes</b>	
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.
8.2.1	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 8.1 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.
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## Schedule A –Experience in Similar Assignments

(Qualification and Experience Information of the Bidder)

### SUBMISSION FORMS – GENERAL

#### Submission form A – Company profile

Name of the Company (as per the Business registration)	
Head office address of the company	
Contact numbers of the company (Land )	
Name of the contact person for this project	
E-mail address of the contact person of the project	
Direct contact number of the contact person	
Tax number of the company	
Business Registration Certificate number of the bidder	
Number of years in Business	
Assisting company ( if applicable): Company Name & the Business Registration Certificate number	

#### Submission form B– Past experience of the bidder

- Experience in the field of Digital Advertising including public relation experience (relevant contracts undertaken in the recent past 5 years : 2020- 2025)
- The agency shall have conducted at least two (2) social media marketing and two (2) PR campaigns focusing German market. ( the joint ventures can state the experience of the other company accordingly)
- Priority will be given to submissions of all campaigns related to destination marketing, the hospitality sector, or tourism-related products/services.
- For the past experiences , the bidders shall attach relevant project details separately for each project with the client references.
- If the contract values cant be disclosed / proof documents with values cannot be submitted due to data protection laws of the country of the bidder, such legal clause should be quoted in writing with a authorized company signatory.
- The bidder may submit the creative content used for the respective campaigns stated separately on an external drive.

No	Name and Address of the Client	Name & Scope of work of the Contract	Value of the contract ( LKR)	Time and duration of the contract (M/Y to M/Y)	Campaign creative (to be submitted separately)	Client References (To be submitted seperatly)
Digital campaigns						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
PR campaigns						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Remark: If the bidder wishes to provide more details & more experiences of the contracts (e.g., portfolio of work), the bidders shall add additional rows accordingly.

## Submission form C– Proposed team & the assigned tasks

The key team members assigned to this project/campaign. A dedicated officer should be assigned for the overall coordination of the campaign who will liaise with the market officer – German market. That person has to liaise with the social media team of SLTPB and the production company as well.

No#	Full name of the member	Position of the team member	Tasks to be performed in the team
<b>Digital campaign staff</b>			
1			
2			
3			
4			
<b>PR campaign staff</b>			
1			
2			
3			
4			

Remark: You may add additional space accordingly.

## Submission Form D - Financial Information

### The bidder

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

### Only applicable for joint ventures

Item	2023	2024	2025
<b>Information from Balance sheet</b>			
Total Assets			
Total Liabilities			
Current Assets			
Current Liabilities			

<b>Information from Income Statement</b>			
Turnover			
Profit After Tax			

Remark:

- Proof documents: Provide Audited Annual Accounts stating the year and the above figures.

## 5 Marking Criteria

		Minimum marks	Maximum marks
1	Past Experience (Digital)	7.5	15
2	Past Experience (PR )	7.5	15
3	Paid media (KPI targets)	20	40
4	Audited financial statements	5	10
5	PR activities	5	12
6	Quoted cost	5	08
	<b>Total</b>	50	100

## 6. Coordination , compliance , monitoring and reporting

- The selected agency shall be responsible for managing and responding to all inquiries and messages received through the social media channels activated under this campaign
- Provide timely, professional, and accurate responses to all queries. Reach out to the nominated SLTPB officer for any clarification required to provide correct information.
- **Work closely with SLTPB teams to ensure content accuracy and quick approval cycles.**
- **Maintain data confidentiality and adhere to SLTPB policies, branding standards, and legal requirements.**
- **The selected agency shall provide SLTPB and the nominated officer with real-time access to all digital advertising platforms used in the campaign (Ex: Meta, YouTube, Google). This access must allow viewing of campaign setups, budgets, targeting, performance metrics, and optimizations. The agency shall also provide a real-time campaign performance dashboard for SLTPB to update internal and external stakeholders. Any major changes to campaign settings, budgets, or targeting must be communicated to SLTPB in advance. The selected agency shall provide SLTPB with full real-time access to all paid digital advertising platforms used for the campaign, including but not limited to Meta Ads (Facebook and Instagram), YouTube TrueView and Shorts Ads, Google Display etc. ..(where applicable).**
- **The agency must grant analyst-level access to the SLTPB-nominated officer, enabling the officer to independently monitor:**

**Campaign structures and ad setups**  
**Budget allocations and spending patterns**  
**Targeting parameters**  
**Performance metrics and analytics**

**Delivery status and optimization activities** This nominated SLTPB member should be able to view all dashboards without requiring agency mediation. The agency is also required to notify SLTPB in advance of any major changes made to campaign settings, targeting, budgets, or creatives.

- Submit a monthly report to SLTPB with summarizing the inquiries received, response timelines, actions taken, and any follow-up required.
- **KPI achievement report should be submitted monthly. The achievement against the target should be comparatively presented.**
- Submit a final comprehensive campaign report including:
  - Campaign objectives & KPIs
  - Key achievements & ROI of the campaign
  - Market-level impact
  - Booking trend insights of German market
  - Social media usage trends of German travellers
  - Recommendations for sustained recovery marketing
  - PR impact & media evaluation
  - Challenges & learnings
- Use industry-standard analytics tools to measure digital footprint and sentiment.

## **7. Copyright of the content development**

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

- 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.
- 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.

## **8. Submission form E - Check list**

**The bides are requested to assure the completion and duly completion and submission of submission forms of the following check list. The bidders are expected to mark ( X ) for the following and attaching the completed submission forms from 1 – 16.**

	<b>Submission form</b>	<b>Yes</b>	<b>No</b>
<b>1</b>	<b>Submission form 1- Paid Media – KPI targets - Price Schedule</b>		
<b>2</b>	<b>Submission form 2 - Development of a Micro site</b>		
<b>3</b>	<b>Submission form 3 - Media Strategy &amp; Agency fee</b>		
<b>4</b>	<b>Submission form 4 - Cost of PR activities</b>		
<b>5</b>	<b>Submission form 5 – PR campaign management fee</b>		
<b>6</b>	<b>Submission form 6– Master price schedule</b>		
<b>7</b>	<b>Submission form A – Company profile</b>		
<b>8</b>	<b>Submission form B– Past experience of the bidder</b>		
<b>9</b>	<b>Submission form C- The proposed team &amp; tasks</b>		
<b>10</b>	<b>Submission Form D - Financial Information</b>		
<b>11</b>	<b>Submission Form E – check list</b>		
<b>12</b>	<b>Annex 1 – Digital strategy</b>		
<b>13</b>	<b>Annex 2 – PR - Description of the Trade event</b>		
<b>14</b>	<b>Annex 3 – PR - Description of the Media FAM</b>		
<b>15</b>	<b>Annex 4 – PR – the proposed content creation</b>		
<b>16</b>	<b>Annex 5 – PR – The proposed two activities of the bidder</b>		

## Section VI

### CONTRACT DATA

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

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are:  Employer: Sri Lanka Tourism Promotion Bureau  Lake House Building (DFCC Bank Entrance)  No. 35   D.R. Wijewardhena Mawatha   Colombo 10   Sri Lanka</p> <p>Attention (Contact Person): Managing Director  <a href="tel:01129009030">Tel:01129009030</a> Ext 903  e-mail: <a href="mailto:md@srilanka.travel">md@srilanka.travel</a></p> <p>Service Provider:  Attention (Contact Person):  Tel:  Mobile:  e-mail:</p>
1.6	<p>The Authorized Representatives is:  For the Employer: <b>Managing Director</b>  For the Service Provider:.....</p>
2.1	<p>The date on which this Contract shall come into effect is [date]. <b>14 days after the Letter of Acceptance issued</b></p> <p>[ Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]</p>
2.2	<p>The Starting Date for the commencement of Services is : Date of Agreement Execution.</p>
2.3	<p>The Intended Completion Date is 379 days (One Year + 14 days) from the date of the Letter of Acceptance</p> <p>In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.3(d)	<p>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</p>
3.4	<p>Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.</p>
3.5	<ul style="list-style-type: none"> <li>● Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB</li> <li>● Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright 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</li> <li>● 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</li> </ul>

	<p>another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB.</p> <ul style="list-style-type: none"> <li>Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract</li> </ul>
3.6.1	<p>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.</p>
3.7	<p>Performance security should be submitted within 14 days after receipt of the Letter of Acceptance</p>
4.1	<p>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.</p>
5.1	<p>Not Applicable</p>
5.3	<p>Appendix D - Services and facilities provided by the Employer - applicable</p>
6.1	<p>Appendix A - Description of the Services (Schedule of Requirements (SOR))</p>
6.2	<p>The amount is ..... [Insert amount]. ( Refer: Section VII- Activity Schedule</p>
6.3	<p>Appendix C – Key Personnel</p>
6.3.1.	<p>Remuneration due for additional services shall be in accordance with the rate card (Section Vii) (section Viii)</p>
6.4	<p>Payments shall be made work completion.</p> <p>(a) Payments will be made in accordance with subject to certification by the Employer, that the services have been rendered satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule. (Section IV). (section Viii)</p> <p>(b). Proportionately payment deductions will be applied for the non-performed campaign deliverables</p> <p>© Payment will not be processed for the any on-going activities.</p> <p>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:</p> <p>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.</p> <p>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."</p> <p>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.</p>
6.5 Budget allocation for Rate card	<p>From the total budget of 10% will be allocated for creative &amp; production listed in the Rate card to obtain required services, in addition to the creative provided by the SLTPB’s creative agency and within the PR Agency’s campaign scope. This will be utilized for on need basis as per the conditions laid under General conditions of the contract No: 6.5)</p>

## Section VII

### Appendices

#### Appendix A

## TERMS OF REFERENCE FOR APPOINTMENT OF AN AGENCY TO IMPLEMENT A PUBLIC RELATION & DIGITAL ADVERTISING CAMPAIGN IN GERMANY

### 1. Project overview

Organization: The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka globally. The institution was established in 2008 after enactment of the Tourism act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both trade and consumer segments to support reaching the government's tourism arrival and revenue targets.

SLTPB is planning to implement a six months Public Relations & Digital marketing campaign in Germany for a period of eight months. PR activities, trade engagement, Consumer interaction, operator awareness & digital presence to be initiated by the agency. SLTPB is calling quotations from German Advertising agencies to activate PR & Digital Marketing campaign. The selected agency should be able to carry out both PR & digital activation during the campaign.

### 2. Target Audience

Four main target groups have been identified as follows by SLTPB and could be considered in the strategic development of the communication campaign, but not to be restricted. The bidder is free to propose target groups and segments on a scientific approach based on their own research data.

A) male/female – age 20-49 - Social tourist: opinion of others matters, willing to travel with in a group, connect to local people, share your story on social media,)

feels attached by pictures with smiling people. Social tourist focuses his attention on adventure, group and nature activities. Enjoy of travelling. Surfing, snorkeling, boat tours. Taking the train, bike trip to religious space ... challenging holiday with full of activities and natural attractions in national parks

- B) women/ men – age 30-59 **Nature connected tourist** : travel to distant locations to find peace & to be connected to the nature. eco sustainable preferences. Fly far away from home to be able to see & meet animals  
Gather knowledge about nature & animals. Eco-sustainability of her holiday, endemic animals, plants, trees, local plants and spirituality. Get in touch with local habits & culture.  
  
Whale watching, leopards, visit monuments, Ayurvedha, Meditation or Yoga. The possibility to enjoy holidays that have a green foot print, native birds, animals in their natural habitats
- C) women/men age 30-49 - **Family tourist**: all members have to be convinced of the plan / a compact & well prepared vacation. Sun & Sea , Beach experience with the family, Links to get connected to a German guide, on line travel guide, Comfortable transport is important, where you have activities, entertainment for kinds) Safe situation of the country, out of health risks
- D) women/men age 30-59 - **High educated tourist**: reports, documentaries /study in advance of the cultural events, keep track of news & trends on smart phone , quality calm accommodation, prefer to study historical details on cultural & heritage sights, It is important for this target segment to feel that holidays are not only an enjoyment but also to be educated in art , culture ect Extra knowledge like meditation, culture, good food, interested in plants, Buddhism, social life, art and politics, Prefer to study about historical value under such historical/cultural attractions , Links to high end hotels in Sri Lanka
- E) age 40-60 over - **High value segment** sun & nature plays the highest role, pristine beaches activities should not be too sporty, eco-sustainability and cultural trends, high end travellers, good spenders, high end accommodation, calm , tranquility

### 3. Objectives

#### **Increase Destination Awareness of Sri Lanka in the German Market**

To significantly improve brand visibility of Sri Lanka among German travelers by positioning the country as a safe, attractive, and diverse long-haul destination through continuous PR coverage and digital presence.

#### **Improve Destination Image and Perception**

To strengthen positive perceptions of Sri Lanka in Germany by communicating stories on sustainability, culture, nature, wellness, and authentic local experiences, thereby overcoming past negative travel perceptions.

#### **Generate Consumer Interest and Travel Intent**

To stimulate demand by converting awareness into **active travel consideration**, encouraging

German consumers to search for Sri Lanka, visit official websites, engage with content, and request travel information.

### **Support Sales and Bookings through Trade and Consumer Engagement**

To support German tour operators, airlines, and online platforms by creating consumer pull for Sri Lanka packages and products, contributing directly to increased inquiries and bookings.

### **Strengthen Sri Lanka's Competitive Position in the Long-Haul Market**

To position Sri Lanka more strongly against competing long-haul destinations (such as Thailand, Maldives, Indonesia, and Vietnam) by highlighting Sri Lanka's unique combination of beaches, culture, wildlife, wellness, and people.

## **4. Eligibility of the bidders**

4.1 The agency must be a legally registered entity in Germany . The business registration should be supplied.

4.2 Completion of one (1) Digital Marketing campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)

4.3 Completion of one (1) Public Relations campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)

Remarks:

### Remark 1 : Assisting Company

- As this contract involves both Digital Marketing and Public Relations (PR) activities, it is preferable that a single bidder/company is capable of handling both components.
- In instances where the bidder engages the support of another company to handle either the PR or Digital component, the business registration of the supporting company must be submitted along with the bid. The experience of the assisting company may be considered under clauses 4.2 and/or 4.3, as applicable./The respective joint venture shall submit accordingly.
- Notwithstanding the above, the overall responsibility for deliverables shall remain with the bidder, and SLTPB will engage and correspond solely with the bidder for all contractual and operational matters.

## **5. Scope of the work**

**Total Campaign Budget:** LKR 100 Million including all applicable taxes. (since Sri Lanka is a non-EU country, VAT exception is applicable.)

The proposed budget allocation

	Description	Cost breakdown
<b>5.1</b>	<b>Digital activation- 60% of the total budget</b>	
5.1.1	Paid advertising	48% of the digital budget 60%
5.1.2	Media strategy & agency fee	12% of the digital budget 60%
<b>5.2</b>	<b>PR activation – 40% of the total budget</b>	
5.2.1	Trade promotions	40% of the budget
5.2.2	Media FAM	
5.2.3	Content creation	
5.2.4	Proposed activities	

Content for the campaign:

Annex A : The content that will be provided by the production company of SLTPB is attached with the bid document.

## 5.1 Digital Activation

The agency is expected to plan, execute and optimize the digital activation targeting the German market. Identify and collaborate with international influencers, travel creators, and micro-influencers of German market should be effective.

### 5.1.1 – Owned Media channels of SLTPB

- SLTPB's the owned media channel.
  - 1) Facebook: <https://www.facebook.com/tourismsrilanka.gov.lk>
  - 2) Instagram: [https://www.instagram.com/destination\\_srilanka/](https://www.instagram.com/destination_srilanka/)
  - 3) YouTube: <https://www.youtube.com/user/srilankatravelvideo>
  - 4) Website : [www.srilanka.travel](http://www.srilanka.travel)
- The selected agency has to boost the owned media channel posts

### 5.1.2 Development of a Micro site

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 digital 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.

The content will be provided by SLTPB

### **Digital Media strategy & Agency fee**

The agency has to present the media strategy that will be implemented by the agency. The agency fee could be quoted under this component.

Remark: The comprehensive Media Strategy for the campaign period should be attached as **Annex 1**

## **5.2 PR Activation**

### **5.2.1. Activity 1 – Trade promotions**

The agency is expected to conduct **awareness and training sessions** for German tour operators and travel agents to enhance their knowledge of Sri Lanka's tourism products, experiences, and destination updates. These sessions should focus on improving product familiarity, itinerary planning, connectivity, and target segments, thereby enabling operators to confidently promote Sri Lanka to their clients.

- One day workshop for a group of 50-60 operators on Sri Lanka product awareness in three (2) proposed key cities
- The events to be conducted in 4/5 start hotels in the cities
- The starting time from 10a.m. to 4 p.m.
- The lunch to be provided
- The stationary to be provided by the
- The giveaways will be arranged by SLTPB
- The dates can be discussed with SLTPB by the selected agency
- The proposed venues ( two names per city) to be stated

Remark : The detail description of the event to be submitted by the bidder as **Annex 2** (the innovative concepts, ideas , the setup proposed by the bidder will be considered at the evaluation. The evaluation will be subjective)

### 5.2.2 – Activity 2 - Media FAM Tour

The Agency is expected to organize a group of ten ( 10) media personalities for a media familiarization tour in Sri Lanka

- The agency has to gather a group of travel journalists of reputed print media
- The media of print Magazines and news papers
- The output would be two full page articles in two issues with images
- The accommodation , air tickets, transports cost will be borne by SLTPB. (The cancellation cost of the air tickets to be borne by the agency)
- The itinerary will be designed by SLTPB ( covering key attractions of Sri Lanka)
- Duration of the Tour – 6 nights
- The agency is expected to ensure the publications after the tour and produce a report of the activity
- One representative from media organization
- The selection of media is subject to confirmation of SLTPB based on the evaluation of the application forms of the media ( Ex readership, circulation, the proposed coverage)

Remark : The detail description of the proposed media FAM to be submitted by the bidder as **Annex 3** (the proposed circulation, names of the media , number of subscriptions, proposed media coverage , media value of the proposed coverage. The evaluation will be subjective)

### 5.2.3 – Activity 3 - Content creation / Media releases

The appointed agency is expected to produce high-quality content in the German language highlighting Sri Lanka’s key tourism attractions , diverse tourism experiences. The content should be tailored to the German market and suitable for use across digital platforms and media channels.

- A total of ten (10) articles
- Number of words per release: 250-300
- The English article to be submitted first for the approval of SLTPB
- The final content to be approved by SLTPB
- The creative content to be professionally written by the agency.
- The final list of subjects /titles can be finalized with SLTPB

The proposed subjects/titles for the content must be submitted as **Annex 4**. The proposed titles, along with any new ideas or suggestions put forward by the agency, will be **subjectively evaluated**, and marks will be allocated based on this subjective assessment.

### 5.2.4. Activity 4 - Proposed activities by the agency

The PR agency is expected to propose **two (2) timely and market-appropriate activities** aligned with the identified market requirements. A detailed description of these two activities should be submitted as **Annex 5**. The proposed activities will be **subjectively evaluated** based on their innovation, market relevance, timeliness, and novelty.

## Appendix B

### 6 Payment for the deliverables

#### Option 01

- No Advance Payment included, Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables/KPIs.
- Proper reporting should be submitted by the agency on timely manner.
- Proportionately payment deductions will be applied for the non-performed campaign deliverables

#### Option 02

S/N	Activity	Payment Structure	Time Period
13.1	Advance Payment	20%	<ul style="list-style-type: none"><li>– Mobilization advance of 20% of the contract amount will be paid after signing the agreement based on submission of an advance payments guarantee</li><li>– Advance payment will be recovered within first six months of period.</li></ul>
13.2	Payments on progress	80%	<ul style="list-style-type: none"><li>– Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.</li><li>– Proportionately payment deductions will be applied for the non-performed campaign deliverables.</li></ul>

#### Remark

- Original invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, “Lake House Building”, 3<sup>rd</sup> Floor No 35 D.R Wijewardana Mawatha, Colombo 10, giving breakdown of expenses as per the price schedule. The original invoice should be manually signed & stamped by the authorized person or a system generated invoice certified as a “system generated invoice”
- All social media ad placements will be on a net basis, with no commission payable to the agency. The agency shall submit all relevant documentation/communication to SLTPB for settlement of ad purchases.
- All bidders shall strictly adhere to the above percentage-based budget allocations when submitting proposals.
- The total bid price will not be considered in the final evaluation. However, any bidder whose quoted total exceeds the allocated budget of LKR 20 Million shall be deemed non-responsive and disqualified

## Section VIII- Activity Schedule

### 1. Price Schedule

#### SUBMISSION FORMS – DIGITAL ACTIVATION

#### Submission form 1 – Paid Media – KPI targets - Price Schedule

The bidders are expected to fill the KPI targets for eight (8) months where applicable. You may mark “N/A” where necessary.

KPI format -

S/ N	Media Channel	KPI Targets						Cost in EURO
		Est video Views	Est. clicks	Est.Impr essions	Est. Engage ment	Est. Reach	Est. Micro site clicks	
1	Facebook							
2	Instagram							
3	YouTube							
4	Google							
Total cost								

#### Submission form 2 - Development of a Micro site

		Quoted cost ( EURO)
1	Micro site development (including UX and UI design)	
2	Domain name registration	
3	Web hosting for the duration of the respective campaign period.	
	Total quoted cost for Development of a Micro site	

#### Submission form 3 – Media Strategy & Agency fee

		Quoted cost ( EURO)
1	Agency fee	
	Total cost - agency fee	

## SUBMISSION FORMS – PR ACTIVATION

### Submission form 4 – Cost of PR activities

	Activity	Quantity	Quoted cost	Remarks
1	Trade promotions – City 1:	50- 60		
	Trade promotions – City 2:	50-60		
2	Media FAM	10		
3	Content creation	10		
4	The proposed activity by the bidder	.....		
5	The proposed activity by the bidder	.....		
	<b>TOTAL Cost</b>			

### Submission form 5 – PR campaign management fee

	Quoted cost ( EURO)
Agency fee	
Other related costs	
Total campaign management fee	

## SUBMISSION FORM - MASTER PRICE SCHEDULE

### Submission form 6– Master price schedule

	Cost item	Cost (EURO)	%
	<b>DIGITAL ACTIVATION</b>		
1	Submission form 1– Paid Media -KPI targets for 8 months		
2	Submission form 2 – Development of a Micro site		
3	Submission form 3 - Media strategy & agency fee		
	<b>Total cost of Digital activation</b>		
	<b>PR ACTIVATION</b>		
4	Submission form 4 - PR activities		
5	Submission form 5 - fee of the Agency		
	<b>Total cost of PR activation</b>		
	Total before VAT ( Digital + PR )		
	VAT		
	<b>GRAND TOTAL</b>		

Remark : Sri Lanka Tourism Promotion Bureau is entitled to VAT exemption as out of Europe Union country.

**Section IX : Form of Securities**

It is compulsory to submit this format along with the bid otherwise bid will be rejected.

**Annexure A - Format for Bid Security Declaration**

Annexure 1 *[The Bidder shall fill in this Form and compulsory to submit signature.]*

<b>Format for Bid Security Declaration</b>
<p><i>[If required, the <b>Bidder</b> shall fill in this form in accordance with the instructions indicated in brackets]</i></p> <p>Date:.....[insert date by bidder] Name of Contract:.....[insert name by PE] Contract Identification No: SLTPB/PROC/2026/S/36 Invitation for Bid No: SLTPB/PROC/2026/S/36</p> <p>To:...Managing Director, Lake House Building ,No. 35   D.R. Wijewardhena Mawatha   Colombo 10   Sri Lanka</p> <p>1. We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration;</p> <p>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:</p> <ul style="list-style-type: none"><li>a) withdraw our Bid during the period of bid validity period specified; or</li><li>(b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or</li><li>(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.</li></ul> <p>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.</p> <p>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.</p> <p>Signed <i>[insert signature(s) of authorized representative]</i> in the Capacity of <i>[insert title]</i></p> <p>Name <i>[insert printed or typed name]</i></p> <p>Duly authorized to sign the bid for and on behalf of <i>[insert authorizing entity]</i></p> <p>Dated on <i>[insert day]</i> day of <i>[insert month]</i>, <i>[insert year]</i></p>

**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)]