



Procurement of Services

Under International Shopping Method

Invitation of Quotations

For

Procurement of

Appointing PR Company to carry out PR Campaign for French Market

Contract No: SLTPB/PROC/2021/IS/43

Sri Lanka Tourism Promotion Bureau

Section 1- Invitation for Bids

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

Invitation for Bids to Appointing PR Company to carry out PR Campaign for French Market

1. The Chairman, Ministry Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced Public Relation Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting international shopping Method under National Procurement Guideline 2006 <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 and copy to sandamali@srilanka.travel; neetha9511@yahoo.com
4. Late bids will be rejected.
5. Bids shall be delivered by hand or deposited in the Tender Box at Embassy of the democracy socialist republic of Sri Lanka no:16,rue spontini 75016 Paris France on or before 2.00 pm on 23rd February 2022. Bids will be opened immediately after the bid closing time at the above addressed in presence of the bidder's representatives who choose to attend in person

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

Section II. Instructions to Vendors (ITV)

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	<p>2.1 The documents consist of the Sections indicated below.</p> <ul style="list-style-type: none"> • Section I. Instructions to Vendors (ITV) • Section II. Data Sheet • Section III. Schedule of Requirements • Section IV. Technical Specification & Compliance with Specifications • Section V. Quotation Submission form(s)
C: Preparation of Quotation	
3. Documents Comprising your Quotation	<p>3.1 The Quotation shall comprise the following:</p> <ul 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	<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 & 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 sixty six(66) 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	12.1 The Purchaser shall reject any quotation that arrives after the

Quotation	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 III: Data Sheet

ITV Clause Reference	
1.1	1.The Purchaser is: Sri Lanka Tourism Promotion Bureau, No 80, Galle Road, Colombo 03, Sri Lanka.
	2.Name of the contract: Appointing PR Company to carry out PR Campaign for French Market
	3. Identification No of the Contract SLTPB/PROC /2021/ICB/26
2.1	The documents consist of the Sections indicated below. <ul style="list-style-type: none"> • Section I. Invitation letter • Section II. Instructions to Vendors (ITV) • Section III. Data Sheet • Section IV. Schedule of Requirements • Section V. Quotation submission Form(s) • Section VI. Price Schedule • Section VII. Letter of Acceptance • Section VIII. Form of Contract
6.1	The vendors shall quote only in Euro.
7.3	Manufacture's Authorization is not relevant.
8.1	Quotations shall remain valid for the period of ninety one (91) days after the quotation submission deadline date.
10	The bidder shall submit the following additional documents Copy of Business registration (Evidence to prove company registered as a legal entity) Copies of client Reference (past experience of the bidder)
11.1	Address for submission of Quotations Bids shall be Addressed to Chairman, Ministry Procurement committee Sri Lanka Tourism Promotion Bureau (Procurement division – Basement) No 80, Galle Road, Colombo 03, Sri Lanka. And Bid shall be submitted by hand or deposited tender box at Embassy of the democracy socialist republic of Sri Lanka No:16, rue spontini 75016, Paris,

	France.			
13.1	<p>The quotations shall be opened at the following address:</p> <p>Embassy of the democracy socialist republic of Sri Lanka No:16, rue spontini 75016, Paris, France.</p> <p>Deadline for submission of quotations is 23/02/2022 at 2.00 pm and the Bids will be opened immediately after the bid closing time at the above address.</p>			
14.1	<p>In addition to the 14.1 Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel. And copy to sandamali@srilanka.travel; neetha9511@yahoo.com</p>			
16	S/N	Criteria (Technical Proposal)	Maximum points	Minimum Points
	1	Company Credentials	25	15
	2	Work plan and Methodology	60	35
	3	Experience of the Team Proposed	15	10
	4	Total	100	60
		Financial proposal	The weightage that shall be given for technical proposal and financial proposal shall be 60: 40 respectively.	

Section IV: Schedule of Requirements

SELECTION OF A PUBLIC RELATIONS COMPANY FOR FRENCH MARKET FOR A PERIOD OF THREE MONTHS

1. Introduction

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka tourism in the global context. 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.

2. Background.

The Sri Lanka Tourism Promotion Bureau (SLTPB) is planning to launch a short term Public Relation campaign for Sri Lanka Tourism for French Market. This campaign will be an integrated brand campaign focused on increasing the number of tourists from French Market to Sri Lanka. Sri Lanka Tourism Promotions Bureau (SLTPB) is required to appoint a Public Relation Company to provide required services related to the Public Relation Campaign.

3. Campaign Objectives

- To build the communication plan to reassure the destination of Sri Lanka after the reopening.
- To create the awareness about the destination and its products to the targeted segments.
- To reach out the travel agents to promote Sri Lanka as an ideal holiday destination .
- To increase the number of tourist arrivals from French market.

4. Description of Services Required

The bidder is required to provide short term PR Solution for the French Market for a period of 3 months by promoting via following effective channels

- Digital Promotional Campaign.
- Conduct a training webinar series for travel agents.
- Advertise on B 2 B and B 2 C publications.
- Tourism related articles, press releases, newsletters/ e-flyers.
- Use of bloggers.

5.0 Scope of Work and Deliverables

5.1. Campaign tagline, which strategy to adapted, which targets which message.

Selected agency shall develop the tagline for the campaign. Agency shall suggest which strategy to adapt, target segments of the market and the message to be communicated, in the given channels which could be effectively capitalized to promote the brand Sri Lanka.

Deliverables	Time Targets
Tagline	With the proposal
Campaign Strategy	With the proposal
Work Plan	With the proposal

5.2. Digital Promotional Campaign for period of three months

SLTPB expects from the selected PR agency to influence the travelers to visit Sri Lanka from France by using following digital and social media channels.

Targeted social Media Campaign

- Facebook
- Facebook videos
- Instagram
- Youtube
- Tik Tok
- Search Engine Advertising
- Google display ads- Advertise on guide books and web portals, targeted banner ads on French travel related websites

5.2.1. Content placement for own media schedule

Deliverables	Time Targets
Facebook Facebook videos Instagram You Tube Tik Tok	March 2022 to June 2022

Note.

Please mention the estimated cost per post per month in the section VI, 2.0

5.2.2. Paid social media campaign.

Deliverables	Time Targets
Advertise on paid social media channels <ul style="list-style-type: none"> • Facebook • Instagram • You Tube • Tik Tok • Google display ads - advertise on travel guide books and web 	March 2022 to June 2022

portals, advertise on French travel related websites <ul style="list-style-type: none"> • Search engine advertising • Campaign Microsite and SEO campaign • E- Flyers • Bi monthly newsletter –Online 	
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Note:

- No.1 to No.10 are compulsory at the price schedule (section VI ,3) to fill by the bidder. Otherwise, the bid will be considered as non-responsive.

The bidder shall suggest any other media channels for No.11.The Agency shall include the KPIs and unit measurements in the given columns accordingly.

- Development of Campaign Microsite – Agency shall Design (User Interface) and Develop campaign microsite featuring Sri Lankan Travel Agents and Hotels. Hosting and Domain will be provided by SLTPB. Suitable URL along with the campaign name for the Microsite has to be created by the selected PR Agency. URL template is as follows:

www.srilanka.travel/.....(Agency has to propose a name for the space)

- The selected agency to carry out the campaign, should make an online presentation on Campaign rollout plan/ proposal and the deliverables to Sri Lankan Travel Agents and Hotels immediately after the appointment.

Publicity via SLTPB website; www.srilanka.travel

- Design 50 different e flyers.
- The narration/description/ content management and setting up where necessary should be worked out in consultation with the SLTPB.
- Selected images, footages, video clips will be forwarded by SLTPB to the selected agency in order to be used for the Social Media Campaign. The agency should edit them as per the requirement of social media platforms.
- Topics for news releases for newsletter will be provided by the Sri Lanka Tourism Promotion Bureau. Preparation & distribution of Newsletters (Agency should obtain the approval from the SLTPB prior to the distribution of Newsletters or e- Flyers)

5.3 Conduct webinars for French travel agents

The bidder shall facilitate and conduct two webinars targeting travel agents and media in France. Minimum of 100 agents and 40 travel media representing digital, print ,Electronic media to be joined. Selection of the trade partners for the webinar should be Focus on relevant travel agent who are working or willing to work in Sri Lanka. Country presentation will be given by SLTPB and the bidder has to translate it to French language. Agency shall arrange the platform, invitation etc. If the participants are less than the required minimum number payment will be made pro-rata basis .

Deliverables	Time Targets
Conduct two webinars targeting French Tour operators and media	
1 st webinar for Tour Operators	April 2022
2 nd webinar – for Media	April 2022

5.4. Advertise on B2B and B2C publications

Sri Lanka Tourism expects the proposals from qualified bidders to advertise in France for B2B Publications (Tourism Industry news Magazines) and B2C Publications (News Publications) magazines ,Travel publications during the month of March 2022 to June 2022 .

Deliverables	Time Targets
B2B Publications – Tourism Industry News Magazines	
1 st advertisement –Full Page – Outside front cover – Online	April 2022
2 nd advertisement -Full Page –Inside front cover – Printed	May 2022
B2C Publications	April 2022
1 st advertisement (New Publication) –Full Page - Double spread full color front cover –Online	May 2022
2 nd advertisement (Magazine) –Full page – Outside front cover Printed	May 2022
3 rd advertisement (Travel Publications) –Full Page – Inside front cover –Printed	

Note

- Publications should be selected from the leading publications with highest readership, circulation, Viewership. Name of the proposed publication should be provided with the proposal.
- Artwork should be developed by selected PR agency and final artwork should be submitted to SLTPB for approval prior to print.
- 03 published magazine (Free of Charge) including SLTPB advertisement should be submitted with the invoice for the final payments.
- All advertisements should be on full color.

5.5. Tourism related articles, press releases

Translate and distribute (Trade Targeted) among trade partners.

Distribute feature articles and press releases based on major tourism initiatives in Sri Lanka, positive news on Sri Lanka or related to crisis communication if any among the trade target audience. Depending on the market requirements the agency may also could initiate releases with the pre-approval of Sri Lanka Tourism Promotion Bureau. The bidder shall ensure the placement of one article and news release per month in widely circulated daily newspapers, business/fashion/lifestyle magazines, consumer travel/trade travel titles and electronic media. Impact of published articles has to be measured by the advertising value equivalences and reported. The agency shall translate the same to the French language.

Deliverables

	Deliverable	Time Target
1.	Placement of Feature Articles – Double spread full color printed version	Starting from April 2022 to June 2022. – Two articles per month.
2.	Press releases – Minimum one full page –Full Color Printed version.	Starting from April 2022 to June 2022. – Two articles per month

Notes:

- Preparation & distribution of press releases and feature articles (Agency should obtain the approval from the SLTPB prior to the distribution of Press releases and feature articles)
- Three copies of each advertisement should be submitted with the invoice for the final payment.
- All the articles should be on printed versions.

5.6. Use of bloggers

The bidder shall arrange minimum 10 French bloggers. The follower base of bloggers has to be the target market segment of the promotional campaign.

- Bloggers with minimum 3 years’ experience in handling Instagram ,You Tube and Travel Blogs
 - Instagram –minimum 100,000 followers
 - You tube –minimum 500,000 followers
 - Blogger - 50000 average visits per month.
 (Majority of the followers should be from France)
- Each blogger need to have minimum 3 year’s experience in working with Travel and Tourism Promotions.
- In the event suggested blogger not available at the time of organizing the visit. Bloggers with the same category/same reach should be recommended as alternative
- Visit to Sri Lanka be arranged in the month of April/May 2022
- Air fare, Accommodation, ground transportation and entry tickets to tourism attraction for the blogger visits will be provided by SLTPB.it is important to work with airline to obtained free or discounted flight to visiting journalist.
- The prospective Bidder shall be entitled to claim a management fee for arranging Bloggers.

Deliverables

- 3 blog articles (bloggers)
- 10 Instagram posts (Instagram)
- 2 Vlog (You Tube)

Each blogger should provide the 10 images and 1 promotional clip to SLTPB.

	Deliverable	Time Target
I.	Blogger Visits	April/May 2022
	Publicity	April-June 2022.

6. Other requirements

6.1. The bidder should send the proposal for this Public Relation Campaign along with the objectives, campaign goals, proposed strategy, audience strategy, the method of performance monitoring.

6.2. Focus on French Market

6.3. Reporting – Agency will deliver monthly reports to SLTPB to review campaign performance to date and comprehensive reports based on mutually determined KPIs. Agency will also provide monthly summary reports to SLTPB on all initiatives along with optimization recommendations via regular emails or in-person meetings as needed. Invoices for third party payments to Media Channels and Analytical reports generated by each platform (which mentioned in the table “Paid Social Media Campaign”) have to be submitted by the Agency along with the monthly report.

6.1.1. Target market segmentation – Agency shall confirm the campaign reach to the target market each month along with identifying the demographics, psychographics, market value, behaviors, etc. in to the monthly reports accordingly.

6.1.2. Campaign monitoring –Agency shall monitor and response, all feedbacks of each social media channels and separate reports should be presented based on request made by SLTPB. (Agency shall response to inquiries which will be generated through the social media platforms under the guidance of the SLTPB)

6.1.3. Monthly Campaign posting plan – The selected agency shall submit a monthly posting plan two weeks prior for each month.

6.1.4. After awarding the contract, the selected agency shall provide a monthly KPI breakdown of table “Paid Social Media Campaign” for each month.

6.4. Coordination and Staff allocation – Agency will work closely with SLTPB and their industry partners to provide creative support in all social media efforts for branded partner programs. Officer from the agency who has excellence communication skills in creative writing shall allocate to do daily updates on the channels.

6.5. To translate the content in to French Language. (all have to be in both English and French languages)

6.6. To commence the campaign from March 2022.

7.0 TIMELINE AND PAYMENT TERMS

All payments will be made to the lead agency after signing the contract with Sri Lanka Embassy in France on behalf of Sri Lanka Tourism Promotion Bureau.

Payment option 1

S/N	Activity	Payment Structure	Time Period
7.1	Advance payment	20%	Mobilization advance of 20% of the contract amount will be paid after the signing of agreement based on submission of an advance payment guarantee. (section ix) Advance payment will be recovered within first three month period.
7.2	Final Payments	80%	Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.

Payment option 11

S/N	Activity	Payment Structure	Time Period
7.3	Payments on progress		Monthly payments will be made on actual basis based on the delivery of the pre agreed deliverables.

Section V

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 accept.]

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]*

Dated:

Section VI

Price Schedule

1.0 Price Schedule – Campaign Strategy

Deliverables	Cost -Euro
Campaign Strategy (Including Tagline and work Plan)	
Sub Total -1 (Before VAT)	

2.0 Price Schedule - Digital Media Campaign- Content placement for own media – Estimated posts per month

Media platform	1 st Month (number of posts)	2 nd Month (number of posts)	3 rd Month (number of posts)	Total Cost - Euro
Facebook				
Facebook Videos				
Instagram				
Tik Tok				
You Tube				
Total Cost				
Sub Total - 2 (Before VAT)				

3.0 Price Schedule - Paid Social Media Campaign

	Media Channel	KPI	Unit Measurement	Data Source	KPI Target	Cost Euro
1	Facebook	Estimated reach	Reach			
		Estimated Engagement	Engagement			
2	Facebook – Videos	Views	Views			
		Clicks	Clicks			
		Impressions	Impressions			
3	Instagram	Estimated reach	Reach			
		Estimated Engagement	Engagement			
4	Tick Tok	Estimated Impressions	Impressions			
		Estimated Reach	Reach			
		Clicks	Clicks			
		Estimated Engagement	Engagement			
5	YouTube	Estimated Impressions	Impressions			

		100% views (till 30 sec)	100% views			
		Estimated Clicks	Clicks			
		Story Completions	Story Completions			
		Completion Rate	Completion Rate			
6	Search Engine Advertising	Estimated Impressions	Impressions			
		Web page visit (clicks)	Number of Page Visit			
7	Google Display Ads	Estimated Impressions	Impressions			
		Estimated Clicks	Clicks			
		CTR	%			
		Conversion rate	%			
8	Campaign Microsite and SEO campaign	Estimated Bounce rate	%			
		Estimated impressions	Impressions			
		Web page visit (Clicks)	Number of page Visit			
		Key Word ranking shall submit separately				
9	E –Flyers	Estimated emails circulated	No of emails			
10	Bi monthly newsletters –Online	Estimated emails circulates	No of emails			
11	Any Other Channels					
	Sub Total 03 (Before VAT)					

4.0 Price schedule - Conduct webinar for French travel agents

Deliverables	Cost –Euro
Conduct three webinars targeting French Tour operators	
1 st webinar – March 2022	
2 nd webinar – April 2022	
Sub Total -2 (Before VAT)	

5.0. Price Schedule - Advertise on B2 B and B2 C Publications

Deliverables	Cost –Euro
B2B Publications – Tourism Industry news Magazines	
1 st advertisement –Full Page Outside front cover – Online	
2 nd advertisement -Full Page Inside front cover –Printed	
B 2 C Publications	
1 st advertisement (New Publication) Double spread full color front cover –Online	

2 nd advertisement (Magazine) Full page Outside front cover -Printed	
3 rd advertisement (Travel Publications) –Full Page –Inside front cover –Printed	
Sub Total -5 (Before VAT)	

6.0 Price Schedule - Tourism related articles, press releases

	Deliverable	Cost –Euro
01	Placement of Feature Articles –Double spread Full color – Six articles –Online version	
02	Press releases – Minimum one full page full Color Six article -Online version	
	Sub Total 6 (Before VAT)	

7.0- Price schedule - Blogger Engagements

	Deliverable	Cost –Euro
1	Handling fee - At least 10 bloggers	
	Sub Total -7 (Before VAT)	

8.0 Price Schedule – Summary of Price Schedules

Item	Cost – Euro
Sub Total -1 - Campaign Strategy	
Sub Total -2 - Digital Media Campaign- Content placement for own media	
Sub Total -3 -Paid Social Media Campaign	
Sub Total -4 - Conduct webinar for French travel agents	
Sub Total -5 - Advertise on B2 B and B2 C Publications	
Sub Total -6 - Tourism related articles, press releases	
Sub Total -7 - Blogger Engagements	
Price before VAT	
VAT	
Grand Total	

Please select the payment terms (✓)

Option 01



Option 02



Submission Form A– Company Profile

Nature of the Business	Experience in Public Relations	Key Clients for Last Five (05) Years	International Affiliations, if any.

Submission Form A2- PR Experience in last 07 years

Year	Client	Description of the Contract	Duration of the Event	Value of the Contract	Activities Carried Out under the Contract
Total					

Submission Form A3-Annual turnover information

Year	Turnover	remarks
2019		
2018		
2017		

Submission form A4

Experience of the Team

Submission Form 3 - Composition of the PR team of the Company

S/N	Position in the team	Full name of the member	Full Time or Part Time	Tasks to be performed in the team
1	PR Director / CEO			
2	Project Manager			
3	Web, Social media and Advertising coordinator/officer			
4	Key officers for magazines			
5	Any other staff			

Submission Form A5 - 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	
Full Name	
Address	
Professional qualifications/ occupation	
Total years of service in Company	
Role/Tasks in the team	

Section VII

Letter of Acceptance

[Letterhead paper of the Employer]

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 19 of the Instructions to Bidders. This Standard Form of Letter of Acceptance should be filled in and sent to the successful Bidder 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	

Section VIII 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 schedule of requirement 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. The Submission Form
- b. The Priced Activity Schedule
- c. The Schedule of Requirements

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 IV. Conditions of Contract

Section IX

:

Form of Bank Guarantee for Advance Payment

To: [name and address of Employer]
[name of Contract]

Gentlemen:

In accordance with the provisions of the Conditions of Contract, Clause 6.4 (“Advance Payment”) of the above-mentioned Contract, [name and address of Service Provider] (hereinafter called “the Service Provider”) shall deposit with [name of Employer] a Bank Guarantee to guarantee his proper and faithful performance under the said Clause of the Contract in an amount of [amount of Guarantee] [amount in words]

We, the [Bank or Financial Institution], as instructed by the Service Provider, agree unconditionally and irrevocably to guarantee as primary obligator and not as Surety merely, the payment to [name of Employer] on his first demand without whatsoever right of objection on our part and without his first claim to the Service Provider, in the amount not exceeding [amount of Guarantee] [amount in words]

We further agree that no change or addition to or other modification of the terms of the Contract or of Services to be performed there under or of any of the Contract documents which may be made between [name of Employer] 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 remain valid and in full effect from the date of the advance payment under the Contract until [name of Employer] receives full repayment of the same amount from the Service Provider.

Yours truly,

Signature and seal: ___
Name of Bank/Financial Institution

Bid Submission Check List

S/N	Item	Submitted (Yes/No)
01	Price Schedule in the given format	
02	Quotation Submission Form in the given format	
03	Business Registration Certificate	
04	List of past experience	