



**REQUEST FOR PROPOSAL (RFP) FOR
FESTIVAL MANAGEMENT AND PRODUCTION
FOR GEORGE TOWN FESTIVAL 2021 AND 2022**

17 SEPTEMBER 2019

**GEORGE
TOWN**

FESTIVAL

PENANG • MALAYSIA

REFERENCE NO: GTWHI/RFP01/2019
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PREPARED BY:

George Town World Heritage Incorporated
116 & 118, Lebuh Aceh, 10200 George Town, Penang, Malaysia.

Officer-In-Charge: Ms Josephine Jalleh
(+6017-446 5366, info@gtwhi.com.my)

1. OVERVIEW

- 1.1 The awarded proposer will enter into a contract with George Town World Heritage Incorporated (GTWHI) with the responsibility to curate, manage and execute George Town Festival 2021 and 2022. The George Town Festival shall add value to George Town UNESCO World Heritage Site's Outstanding Universal Value, showcasing the richness and diversity of arts, culture, and heritage elements. The awarded proposer is responsible for managing the execution of all aspects of, including but not limited to, concept development, festival planning, curating and programming, budget management, and promotional strategy.

2. ORGANISATION INFORMATION

- 2.1 GTWHI is the site manager of the George Town UNESCO World Heritage Site. The George Town Festival is an internationally renowned event owned by GTWHI since 2010, and has been an important platform in celebrating the safeguarding of the Outstanding Universal Value of George Town. More information on the organisation is available at www.gtwhi.com.my.

3. FESTIVAL DESCRIPTION

- 3.1 The George Town Festival is a platform that encourages cultivation and development of the arts, while rejuvenating both used and unused spaces in the George Town UNESCO World Heritage Site. A strong event brand has been built over the years for George Town Festival, with international recognition such as accolades from the international media. It attracts local and international visitors who come to George Town, featuring programmes on art, culture, music, theatre, dance, opera and film.
- 3.2 The year 2021 is the 12th year for this annual collaboration of artists, local businesses and communities in a collective celebration of arts, culture, and heritage. The George Town Festival is scheduled to be executed in the month of July for at least two consecutive weeks or fourteen (14) days.
- 3.3 The Festival's objectives are to:
- a) Celebrate George Town as a UNESCO World Heritage Site and its Outstanding Universal Value.
 - b) Promote the arts, culture and heritage through an international festival of the highest standards, featuring local and international performances to enrich the cultural environment of Penang.
 - c) Advance the format of arts and heritage education, to encourage cultural exchange and dialogue, and establish mutual understanding between the past and present, as well as different urban communities.
 - d) Instil an appreciation for the role of arts, culture and heritage in the society of George Town.

4. KEY PERFORMANCE INDICATORS

- 4.1 The overall conduct of George Town Festival 2021 and 2022 shall be evaluated and assessed annually based on the following Key Performance Indicators:
- a) Reach a public relations value of at least RM30 million for each Festival.
 - b) Increase social media reach on Facebook, Instagram, Twitter, and YouTube by at least ten (10) per cent on each channel for each Festival.
 - c) Organise sixty (60) per cent of the events within the George Town World Heritage Site.
 - d) Maintain sixty (60) per cent of the Festival events as free-to-attend events.
 - e) Achieve at least sixty (60) per cent of attendance at ticketed events.
 - f) Achieve a minimum of fifty (50) per cent of Malaysian performers.
 - g) Consist of at least sixty (60) per cent of vendors and suppliers that are from Penang.
 - h) Maintain a minimum of 80 events to be showcased during the duration of the Festival.

5. PROPOSAL CONDITIONS

- 5.1 By responding to this RFP, the proposer agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. GTWHI reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interest of GTWHI.
- 5.2 Acceptance of any RFP should not be construed as a contract nor shall it indicate any commitment on the part of GTWHI for any future action. The RFP does not commit GTWHI to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

6. REPORT TO

- 6.1 The awarded proposer will report to the General Manager of GTWHI who is responsible to the Board of Directors of GTWHI.

7. STATUS

- 7.1 The contract is for a period of two (2) years. The evaluation of proposals will be conducted by a Panel of Evaluation approved by the Board of Directors of GTWHI.

8. BUDGET

- 8.1 The budget for George Town Festival 2021 is a flat project fee of Ringgit Malaysia Three Million Only (RM3,000,000.00) per annum.

- 8.2 The project fee shall be expensed strictly for the programming of George Town Festival. Staff costs, assets, and other administrative related matters shall come under “Operating Expenses” not larger than 5% of the total compensation.
- 8.3 Payments shall only be made if the reports and documents submitted are deemed satisfactory by the Management of GTWHI, and in accordance with the terms of the Festival contract.
- 8.4 The schedule of tranche payments for George Town Festival 2022 will be negotiated with the successful proposer.

9. SCOPE OF WORK

- 9.1 Develop, manage and execute the Festival’s logistics masterplan and timeline. Assign and delegate tasks, evaluate, analyse and report results of the Festival.
- 9.2 Create, manage and reconcile festival budgets, expenses and timelines. Adhere to project timelines and budget guidelines, and ensure prompt payments to vendors.
- 9.3 Create an overall strategy for revenue, sponsorship and donation from other parties. The strategy includes a workable ticket sales plan, and marketing and promotion of the Festival.
- 9.4 Oversee advertising, marketing and outreach campaigns.
- 9.5 Lead and manage Festival project teams in the planning and implementation of the Festival; including attending regular George Town Festival committee meetings and meeting follow-ups.
- 9.6 Direct and manage staffs and volunteers throughout their term of service. The awarded proposer shall be responsible for all persons employed by the proposer in the performance of their services for the Festival. The awarded proposer shall be responsible for payment of federal and local taxes (including insurance, etc.) assessable with regard to its employees.
- 9.7 Build, manage and maintain relationships with the communities, artists, vendors, and venue providers.
- 9.8 Direct and manage on-site Festival set up and clean-up.
- 9.9 Manage and execute Festival debrief including analysing surveys and recommending improvements or changes for the following Festival.
- 9.10 Submit milestone reports including programme status and detailed financial reports of monthly expenses to GTWHI before the specified deadlines. SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is mandatory for all reports.
- 9.11 Submit final and audited reports upon deadline with supporting documents for all expenditures and sources of incomes.

- 9.12 Deliver project deliverables on-time, on-budget and to GTWHI's expectations.
- 9.13 Establish and maintain an office within the George Town World Heritage Site.

10. SCHEDULE OF EVENTS

- 10.1 This schedule is based on our current guidelines but is subject to change:
- a) 17 September 2019 – Open Call for Proposals for George Town Festival 2021 and 2022.
 - b) 4 October 2019 – Project Briefing for Interested Proposers.
 - c) 31 October 2019 – Closing Date for Submission of Proposals.
 - d) January 2020 – Official Announcement of Contractor for George Town Festival 2021 and 2022.

11. QUALIFICATIONS

- 11.1 Malaysian citizenship, or of a partnership with a majority of Malaysian citizen stakeholders.
- 11.2 Established experience in all aspects of festival planning including indoor and outdoor festivals.
- 11.3 Excellent organisation and project management skills.
- 11.4 Experience managing festival budgets.
- 11.5 Energetic, innovative, creative self-starter.
- 11.6 Problem solver and result-oriented.
- 11.7 Able to work well under pressure of festival deadlines.
- 11.8 Ability to prioritise tasks in a fast-paced environment.
- 11.9 Preferably registered with the Ministry of Finance Malaysia under Services (field code 22) for Arts, Entertainment and Tourism (sub-field code 13). The field codes are either 221305 or 221306.

12. JOB LOCATION

- 12.1 The Festival operational office should be based in the George Town UNESCO World Heritage Site, George Town, Penang, Malaysia.

13. CONTRACT

- 13.1 The contract resulting from this RFP shall commence as of the date of execution of the contract and shall terminate no later than two (2) years after its commencement.

14. INTELLECTUAL PROPERTY

- 14.1 The awarded proposer will be required to certify that all materials, including but not limited to, reports, raw data, graphics, images, marketing collateral, and video recordings it develops under this procurement become the property, in perpetuity, of GTWHI.

15. EVALUATION AND SELECTION CRITERIA

- 15.1 The proposer who has demonstrated the capacity to meet our requirements will be notified of our selection via phone, e-mail or letter.
- 15.2 The selection of shortlisted proposers will be based on the following criteria, in no particular order:
- a) Proposed theme for the Festival.
 - b) Programming strategy.
 - c) Marketing and promotional strategies.
 - d) Capacity to deliver the Festival.
 - e) Branding capacity.
 - f) Feasible budget for the Festival.
 - g) Timely and complete response to RFP.

16. PROPOSAL SUBMISSION GUIDELINES

- 16.1 Indicate the following in your proposal (maximum 15 pages):
- a) Develop a proposed theme for George Town Festival 2021. In cases where a theme is not proposed, curation and direction of the Festival programming should be elaborated.
 - b) Specify your approach, technical and financial capabilities, planning, sales strategies, advertisement, marketing and outreach strategies, as well as an organisation chart with your proposed project team and their qualifications.
 - c) Provide a detailed budget proposal for the Festival, inclusive of the expected revenue and expenditures of the funds (administrative, programme and venue rental costs, etc.) and sources of additional funding. Itemise all anticipated costs and fees associated with planning and executing the Festival including all deliverables.
 - d) Benefit to the community, GTWHI and the State Government of Penang.

16.2 Proposal submissions must also include the following information:

- a) Maximum two (2) pages on company profile, with contact information of person-in-charge i.e. name, title, mailing address, telephone number, and e-mail address.
- b) Maximum one (1) page on description of services offered.
- c) Maximum four (4) pages on highlighted references for clients and festivals, including a list of similar festival(s), examples of current and previous work, and current client list. Provide a synopsis of the festivals your company has managed, especially recent festival highlights. Specify your role in developing and managing those festivals. Include challenges faced and how they were overcome. Describe projects your company has successfully produced in the last 18 months, with project value range.

16.3 The proposal shall be submitted in the following format:

- a) In the English language.
- b) Maximum 15 pages, including images.
- c) Times New Roman font (12 pt, justified).
- d) Typed with 1.5 line spacing on A4 (8.27" x 11.69") paper size.
- e) PDF.

16.4 The proposer is required to sign the Integrity Pact Declaration Form in **Appendix 1**.

16.5 The proposal must be signed by an official authorised to act on behalf of the company that is submitting the proposal as per **Appendix 2**.

16.6 Any suggestions for additional features or alternatives within the general scope of work specified are welcome.

16.7 Submission of proposal via email to info@gtwhi.com.my must be received not later than **12:00 PM on Thursday, 31 October 2019**, with the e-mail subject line: RFP Submission for George Town Festival 2021 and 2022.

16.8 No amendments shall be made to the proposal after its submission.

16.9 Proposals received after the closing date and time will not be entertained.

17. GENERAL REQUIREMENTS AND INFORMATION

17.1 Companies participating in this exercise may either submit proposals on their own or in collaboration with others. However, the role and responsibility of each company must be clearly stated.

- 17.2 GTWHI has the absolute discretion to accept or reject the submitted proposal and is not obligated in any way to award the project to the person(s) and/or company/companies submitting the proposal. GTWHI is not required to provide any reason whatsoever.
- 17.3 After the issuance of the RFP, information relating to the contents, examination, evaluation and comparison of proposals and recommendations concerning the award of contract shall not be disclosed to the respondent or other persons not officially concerned with the process.
- 17.4 All submissions shall be valid for six (6) months from the closing date of this invitation but GTWHI reserves the right to extend the validity period by another three (3) months by giving notice to the respondents.
- 17.5 Only the shortlisted and/or successful proposer responding to this RFP will be notified of their status and will need to make a presentation of their proposal if required. There will be no notification of status of the award to unsuccessful proposers.
- 17.6 The successful proposer shall be required to enter into a formal agreement with GTWHI.
- 17.7 Failure of the successful proposer to comply with the stipulated requirements shall constitute sufficient grounds for the annulment of the award.
- 17.8 The successful proposer shall furnish GTWHI within fourteen (14) days from the date of the Letter of Award (LOA) a performance bond in the form of a bank guarantee to an amount equal to five percent (5%) of the total Festival cost issued by a licensed bank operating in Malaysia.
- 17.9 The bank guarantee shall be kept valid from the date of issue to the date not earlier than three (3) months after the completion of the Festival. In the event that the awarded proposer fails to complete the project within the stipulated period, the bank guarantee shall be forfeited. The bank guarantee shall also be forfeited if the awarded proposer withdraws their proposal during the validity period or any extension thereof.
- 17.10 GTWHI at all times reserves the right to alter the specifications and descriptions mentioned in this RFP and respondents must conform to the altered specifications and descriptions. All applicants will be notified accordingly if any amendments are made to this RFP.
- 17.11 It shall be agreed and understood that in the event that the negotiations fail and the contract is not signed, there shall be no course of action against GTWHI, nor shall it be possible to pursue a course of action against GTWHI for any action howsoever arising.
- 17.12 Whilst care is taken to ensure that the facts and information contained in this RFP are correct at the time it is presented, GTWHI hereby makes no representation as to the accuracy and adequacy of such facts and information contained in the RFP. GTWHI shall not be liable for any inaccuracy or inadequacy of such facts and information.

18. PROJECT BRIEFING

- 18.1 Interested proposers wishing to participate in this RFP are required to attend a project briefing scheduled for **Friday, 4 October 2019 at 3:00 PM** at George Town World Heritage Incorporated, 116 & 118, Lebuh Aceh, 10200 George Town, Penang, Malaysia. The attendance of the company owner or authorised representative on behalf of the company is compulsory.

19. QUESTIONS AND CLARIFICATIONS

- 19.1 Any questions or clarifications regarding the definitions or interpretations of this RFP can be emailed to Ms Josephine Jalleh at info@gtwhi.com.my **not later than Friday, 25 October 2019, 12:00 PM.**

---end of RFP---



INTEGRITY PACT DECLARATION FORM

**PROPOSER'S DECLARATION FOR
REQUEST FOR PROPOSAL (RFP) FOR FESTIVAL MANAGEMENT AND
PRODUCTION FOR GEORGE TOWN FESTIVAL 2021 AND 2022**

I, (Name of Company Representative),
Identity Card Number: representing
(Name of Company) with Registration Number
(Ministry of Finance Malaysia) hereby declare that I, or any individual(s) representing this
company, shall not offer or give bribes to any individual(s) in George Town World Heritage
Incorporated or any other individual(s), as an inducement to be selected in the aforementioned
Request for Proposal. I attach herewith a Letter of Authorisation (Appendix 2) which
empowers me, as a representative of the aforementioned company, to make this declaration.

2. If I, or any individual(s) representing this company, is offering or giving any bribes to
any individual(s) in George Town World Heritage Incorporated or any other individual(s) as
an inducement to be selected in the aforementioned Request for Proposal, I hereby agree, as a
representative of the aforementioned company, for the following actions to be taken:

- 2.1 Revocation of contract offer for the aforementioned Request for Proposal; or
- 2.2 Termination of contract for the aforementioned Request for Proposal; and
- 2.3 Other disciplinary actions according to the Government procurement rules and
regulations currently in force.

3. In the event where there is any individual(s) who attempts to solicit any bribe from me
or any individual(s) related to this company as an inducement to be selected for the
aforementioned Request for Proposal, I hereby pledge to immediately report such act(s) to the
Malaysian Anti-Corruption Commission (MACC) office or at the nearest police station.

By signing this document, I acknowledge that I have read and understand the information
provided in this document.

Sincerely,

..... (Signature)

Name:

I.C. Number:

Company Stamp:

LETTER OF AUTHORISATION

Date:

Dr Ang Ming Chee,
General Manager,
George Town World Heritage Incorporated,
No. 116 & 118, Lebuh Aceh,
10200 George Town,
Penang.

Dear Dr Ang Ming Chee,

AUTHORISED REPRESENTATIVE ON BEHALF OF THE COMPANY

I,, Identity Card Number: as the company owner of will sign all documents related to this **REQUEST FOR PROPOSAL (RFP) FOR FESTIVAL MANAGEMENT AND PRODUCTION FOR GEORGE TOWN FESTIVAL 2021 AND 2022** or authorise the power to sign on behalf of the company for this RFP to:

Name :
Designation :
Identity Card No. :
Address :
Tel. No. :
Fax No. :
E-mail :

2. I will formally inform George Town World Heritage Incorporated in writing if there is a change of representative with regard to this matter.

Yours sincerely,

..... (Signature)

Name:

I.C. Number:

Company Stamp:

DECLARATION FORM

Authority to disclose company’s information

By submitting this form, you consent to release to George Town World Heritage Incorporated of all your company’s information. This information will be used to assist in evaluating your proposal.

Declaration

This declaration covers the information I have provided on this form and all the information submitted in my proposal, as well as in the accompanying documents.

- (i) The accompanying documents are:
(Please declare all supporting documents included in the main proposal.)

NO.	NAME OF ACCOMPANYING DOCUMENT	ATTACHMENT / PAGE NO.

- (ii) I declare that the information I have given is truthful, complete and correct.
- (iii) I understand that any false statements / information / documents submitted may result in my company’s disqualification of entering this Request for Proposal.
- (iv) I realised that once this form has been completed and signed, it will form part of my proposal and will be used as an evidence to support this declaration.

Solemn declaration

I do solemnly declare that all information and accompanying documents that I have given in the foregoing proposal is truthful, complete and correct, and I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath.

Signature :

Name :

Designation :

Date :

Company Stamp :

PROPOSAL SUBMISSION CHECKLIST

To assist the process of evaluation, the following checklist should be completed and returned with your proposal. Please tick (✓) the boxes for documents submitted.

NO.	REQUIRED ITEM	FOR PROPOSER USE	FOR OFFICE USE
1	Company profile and contact information (max 2 pages).	<input type="checkbox"/>	<input type="checkbox"/>
2	Description of services offered (max 1 page).	<input type="checkbox"/>	<input type="checkbox"/>
3	References of clients and festivals (max 4 pages).	<input type="checkbox"/>	<input type="checkbox"/>
4	Proposed theme, or curation and direction of programming for George Town Festival 2021.	<input type="checkbox"/>	<input type="checkbox"/>
5	Planning, sales, advertisement, marketing and outreach strategies.	<input type="checkbox"/>	<input type="checkbox"/>
6	Organisation chart of proposed project team and their qualifications.	<input type="checkbox"/>	<input type="checkbox"/>
7	Detailed budget proposal for the Festival.	<input type="checkbox"/>	<input type="checkbox"/>
8	Benefit of your proposal to the community, GTWHI, and State Government of Penang.	<input type="checkbox"/>	<input type="checkbox"/>
9	Ministry of Finance Malaysia registration certificate.	<input type="checkbox"/>	<input type="checkbox"/>
10	Integrity Pact Declaration Form (Appendix 1).	<input type="checkbox"/>	<input type="checkbox"/>
11	Letter of Authorisation (Appendix 2).	<input type="checkbox"/>	<input type="checkbox"/>
12	Declaration Form (Appendix 3).	<input type="checkbox"/>	<input type="checkbox"/>
13	Other documents (if any).	<input type="checkbox"/>	<input type="checkbox"/>
OTHER			
14	Submission deadline date and time met.	<input type="checkbox"/>	<input type="checkbox"/>