



**REQUEST FOR PROPOSAL FOR  
FESTIVAL MANAGEMENT AND PRODUCTION  
FOR GEORGE TOWN FESTIVAL 2024 AND  
GEORGE TOWN FESTIVAL 2025**

**GEORGE  
TOWN**  

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**FESTIVAL**  

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**PENANG • MALAYSIA**

**REFERENCE NO: GTWHI/CC/24**  
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**PREPARED BY:**

**George Town World Heritage Incorporated**  
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[gtf@gtwhi.com.my](mailto:gtf@gtwhi.com.my)

## **1. OVERVIEW**

- 1.1 The awarded proposer will enter into a contract with George Town World Heritage Incorporated with the responsibility to curate, manage and execute George Town Festival 2024 and George Town Festival 2025.
- 1.2 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.
- 1.3 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 George Town World Heritage Incorporated is the site manager of the George Town UNESCO World Heritage Site. The George Town Festival is an internationally renowned event owned by George Town World Heritage Incorporated since 2010.
- 2.2 George Town Festival 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](http://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 arts, culture, music, theatre, dance, opera and film.
- 3.2 The Festival's objectives are to:
  - a) Celebrate George Town as a UNESCO World Heritage Site and promote 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 2024 and George Town Festival 2025 shall be assessed annually based on the following Key Performance Indicators:
- a) Maintain a minimum of forty (40) events to be showcased during the duration of the Festival.
  - b) Maintain sixty percent (60 %) of the Festival events as free-to-attend events.
  - c) Achieve a minimum of fifty percent (50%) of Malaysian performers.
  - d) Achieve at least sixty percent (60%) of attendance at ticketed events.
  - e) Organise fifty percent (50 %) of the events within the George Town UNESCO World Heritage Site.
  - f) Consist of at least sixty percent (60%) of vendors and suppliers that are from Penang.
  - g) Reach a public relations value of at least RM1.5 million for each Festival.

#### **5. PROPOSAL CONDITIONS**

- 5.1 The proposer agrees to be responsible for fully understanding the requirements of the Request for Proposal and will ask any questions to make sure that understanding is gained.
- 5.2 George Town World Heritage Incorporated reserves the right to reject any or all responses to the Request for Proposal, to advertise for new responses, or to accept any Request for Proposal response deemed to be in the best interest of George Town World Heritage Incorporated.
- 5.3 Acceptance of any Request for Proposal should not be construed as a contract nor shall it indicate any commitment on the part of George Town World Heritage Incorporated for any future action.
- 5.4 The Request for Proposal does not commit George Town World Heritage Incorporated to pay for any costs incurred in the submission of a response to this Request for Proposal 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 George Town World Heritage Incorporated.

## **7. EVALUATION OF PROPOSAL**

- 7.1 The evaluation of proposals will be conducted by a committee appointed by the Board of Directors of George Town World Heritage Incorporated.

## **8. BUDGET**

- 8.1 The budget for George Town Festival 2024 and George Town Festival 2025 is a flat project fee of Ringgit Malaysia One Million and Five Hundred Thousand Only (RM1,500,000.00) per annum.
- 8.2 The project fee shall be expensed strictly for the programming and execution of George Town Festival.
- 8.3 The contractor's administrative employee salary, company assets, and rental of the Festival operational office is **not** reimbursable.
- 8.4 Payments shall be made if the reports and documents submitted are deemed satisfactory by George Town World Heritage Incorporated, and in accordance with the terms of the Festival contract.
- 8.5 The schedule of tranche payments for George Town Festival 2024 and George Town Festival 2025 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, as well as marketing and promotion of the Festival.
- 9.4 Oversee advertising, marketing and outreach campaigns.
- 9.5 Lead and manage the 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. The analysed surveys and recommendations of improvements shall be submitted along with the final report.
- 9.10 Submit milestone reports including programme status and detailed financial reports of monthly expenses to George Town World Heritage Incorporated before the specified deadlines. Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is mandatory for all reports.
- 9.11 Submit final closing report 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 George Town World Heritage Incorporated's expectations.
- 9.13 Establish and maintain an office within the George Town UNESCO World Heritage Site.

## **10. SCHEDULE OF EVENTS**

- 10.1 This schedule is based on our current guidelines but is subject to change:
  - a) 15 August 2022 – Open call for proposals for George Town Festival 2024 and George Town Festival 2025.
  - b) 29 August 2022 – Project briefing for interested proposers (physical and online).
  - c) 17 October 2022 – Closing date for submission of proposals.
  - d) 31 October 2022 – Due diligence investigations by the secretariat.
  - e) October-December 2022 – Assessment of proposal by the committee
  - f) January 2023 – Official announcement of contractor.

## **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, as well as virtual events.

- 11.3 Excellent organisation and project management skills.
- 11.4 Experienced in 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 Request for Proposal 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 George Town World Heritage Incorporated.

## **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 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) Saved in PDF.

16.2 Indicate the following in your proposal:

- a) Festival theme, curation and programming direction.
- b) Elaborate your technical and financial capabilities as well as marketing and outreach strategies.
- c) Attach your company profile, with contact information of person-in-charge. Describe projects your company has successfully produced in the past five (5) years, with project value range.
- d) Attach the latest organisation chart of your proposed project team and their qualifications.
- e) 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.
- f) Benefits to the community, George Town World Heritage Incorporated and the State Government of Penang.

16.3 The proposer is required to sign the Integrity Pact in **Appendix 1** and the Declaration Form in **Appendix 2**.

- 16.4 The proposal must be signed by an official authorised as detailed in **Appendix 3**.
- 16.5 Any suggestions for additional features or alternatives within the general scope of work specified are welcome.
- 16.6 Submission of proposal via email to [gtf@gtwhi.com.my](mailto:gtf@gtwhi.com.my) must be received not later than 10:00 AM on 17 October 2022, with the e-mail subject line: RFP Submission for George Town Festival 2024 and George Town Festival 2025.
- 16.7 No amendments shall be made to the proposal after its submission.
- 16.8 Proposals and any documents 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 George Town World Heritage Incorporated has the absolute discretion to accept or reject any proposal.
- 17.3 After the issuance of the Request for Proposal, 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 twelve (12) months from the closing date of this invitation.
- 17.5 Only the shortlisted proposer will be notified of their status and will need to make a presentation of their proposal to the George Town World Heritage Incorporated's Board of Directors.
- 17.6 The successful proposer shall be required to enter into a formal agreement with George Town World Heritage Incorporated.
- 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 George Town World Heritage Incorporated within thirty (30) days from the date of the Letter of Award a performance bond in the form of a bank guarantee issued by a licensed bank operating in Malaysia, OR cheque deposit, to an amount equal to five percent (5%) of the total Festivals cost.
- 17.9 The bank guarantee or cash deposit 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 or cash deposit shall also be forfeited if the awarded proposer withdraws their proposal during the validity period or any extension thereof.

- 17.10 George Town World Heritage Incorporated at all times reserves the right to alter the specifications and descriptions mentioned in this Request for Proposal and respondents must conform to the altered specifications and descriptions. All applicants will be notified accordingly if any amendments are made.
- 17.11 It shall be agreed that in the event that the negotiations fail and the contract is not signed, there shall be no course of action against George Town World Heritage Incorporated, nor shall it be possible to pursue a course of action against George Town World Heritage Incorporated for any action howsoever arising.
- 17.12 George Town World Heritage Incorporated hereby makes no representation as to the accuracy and adequacy of such facts and information contained in the RFP, and 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 Request for Proposal are required to register via email to [gtf@gtwhi.com.my](mailto:gtf@gtwhi.com.my) AND attend a project briefing scheduled on 29 August 2022 at 10:00 AM.
- 18.2 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 Request for Proposal can be emailed to [gtf@gtwhi.com.my](mailto:gtf@gtwhi.com.my) not later than 14 October 2022, 10:00 AM.

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## Appendix 1

### INTEGRITY PACT

I, hereby declare that I, or any individual(s) representing this company:

- a) Have read, understand and will comply the George Town World Heritage Incorporated Anti-Bribery and Corruption Policy.
- b) 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.
- c) Will disclose any corruptions, briberies, conflicts of interest or similar unethical acts that they may have.

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:

- a) Revocation of contract offer for the aforementioned Request for Proposal; or
- b) Termination of contract for the aforementioned Request for Proposal; and
- c) Other disciplinary actions according to the Government procurement rules and regulations currently in force.

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 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.

Signature :

Name (I.C. Number) :

Designation :

Company Name :  
(Telephone No., Email)

Company Stamp :

Date :

## Appendix 2

### DECLARATION FORM

- a) I declare that the information I have provided on this form and all the information submitted in my proposal, as well as in the accompanying documents are truthful, complete and correct.
- b) I understand that any false statements, information, or documents submitted may result in my company's disqualification of entering this Request for Proposal.
- c) I agree that once this form has been completed and signed, it will form part of my proposal and will be used as evidence to support this declaration.

Signature :

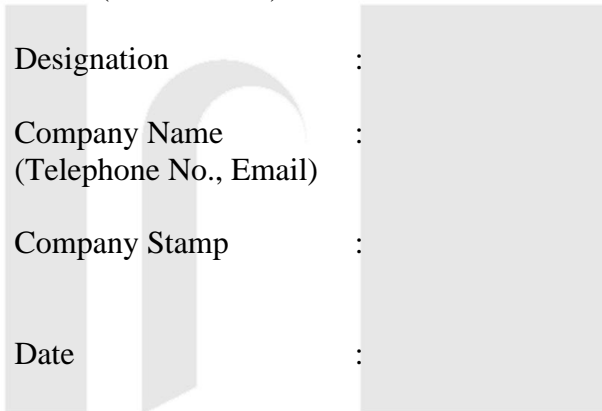
Name (I.C. Number) :

Designation :

Company Name  
(Telephone No., Email) :

Company Stamp :

Date :



GEORGE  
TOWN  
WORLD  
HERITAGE  
INCORPORATED

### Appendix 3

## LETTER OF AUTHORISATION

[Your Company Letter Head]

Date:

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

Dear Dr Ang,

### AUTHORISED REPRESENTATIVE ON BEHALF OF THE COMPANY

Through this letter, I authorise the power to sign on behalf of the company for all documents related to this Request For Proposal For Festival Management And Production For George Town Festival 2024 And George Town Festival 2025 to the following person:

Name	
I.C. Number	
Telephone Number	
Email	

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

Signature :

Name (I.C. Number) :

Designation :

Company Name :  
(Telephone No., Email)

Company Stamp :

Date :