



**REQUEST FOR PROPOSAL FOR
FESTIVAL MANAGEMENT AND PRODUCTION
FOR GEORGE TOWN FESTIVAL 2027 AND
GEORGE TOWN FESTIVAL 2028**

GEORGETM
TOWN
FESTIVAL
PENANG • MALAYSIA

REFERENCE NO: GTWHI/CC/GTF27/1
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PREPARED BY:

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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 2027 and George Town Festival 2028.
- 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, 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 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 for 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 the cultivation and development of 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 2027 and George Town Festival 2028 shall be assessed annually based on the following Key Performance Indicators:

- (1) Maintain a minimum of 30 high-quality events to be showcased during the duration of the Festival.
- (2) Organise 50% of the events within the George Town UNESCO World Heritage Site.
- (3) The Festival shall be conducted over two (2) consecutive weekends in July for the years 2027 and 2028.
- (4) Engage a minimum of 50% of Malaysian performers, with cultural, racial and ethnic diversity well presented.
- (5) Engage at least 60% of vendors and suppliers that are from Penang.
- (6) Ensure a majority of the workforce and volunteers are from, or based in, Penang.
- (7) Achieve at least 60% of attendance at ticketed events.
- (8) Maintain 60% of the Festival events as free-to-attend events.
- (9) Reach a public relations value of at least Ringgit Malaysia One Million and Five Hundred Thousand Only (RM1,500,000.00).
- (10) Protect the reputation of the Festival and the Sponsor and shall act proactively, promptly and professionally in all public relations and media crisis management.

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 costs 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 2027 and George Town Festival 2028 is a flat project fee of Ringgit Malaysia Two Million and Five Hundred Thousand Only (RM2,500,000.00) 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 are **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 2027 and George Town Festival 2028 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 donations 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 staff 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 for 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 a final closing report and audited reports by the deadline with supporting documents for all expenditures and sources of income.
- 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) January 2026 - Open call for proposals
 - b) January 2026 - Project briefing for interested proposers
 - c) February 2026 - Closing date for submission of proposals.
 - d) February 2026 - Due diligence investigations by the secretariat.
 - e) March 2026 - Assessment of proposal by the committee.
 - f) April 2026 - Official announcement of the 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 the 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 on your technical and financial capabilities as well as marketing and outreach strategies.
 - c) Attach your company profile, with the contact information of the person in charge. Describe projects your company has successfully produced in the past five (5) years, with a 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 must be received no later than 10:00 AM of the closing date. The email subject line shall be: RFP Submission for George Town Festival 2027 and George Town Festival 2028.
- 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 the 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 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 a cheque deposit, to an amount equal to five percent (5%) of the total Festival 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 this Request for Proposal, 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 AND attend a project briefing scheduled for January 2026.
- 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.

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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 with George Town World Heritage Incorporated Anti Bribery and Corruption Policy (https://gtwhi.com.my/wp-content/uploads/2023/04/20230218-GTWHI_ABMS_02-watermarked.pdf).

b) Shall not directly or indirectly offer, give, agree or promise to give bribes to any individual(s) in George Town World Heritage Incorporated (GTWHI) or any other individual(s), money, goods or service(s) or any form of gratification as defined under the Malaysian Anti-Corruption Act 2009 (Act 694) as a consideration or for the decision, opinion, recommendation, vote or other favours, for being selected as GTWHI's supplier or vendor, or for any procurement award in the future.

c) In the event where there is any individual(s) who attempts to solicit any corruption, bribery, or similar unethical acts from me or any individual(s) related to this company as an inducement to be selected for the aforementioned matter, I hereby pledge to disclose and immediately report such act(s) to the General Manager of GTWHI, or to the Malaysian Anti-Corruption Commission office, or at the nearest police station.

d) Understand that the failure to comply or breach any terms of the declaration stated above may result in termination, discontinuation, suspension, revocation, or withdrawal of the service agreement or contract as the supplier or vendor for GTWHI.

By signing this document, I acknowledge that I have read and understood 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 from 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 :

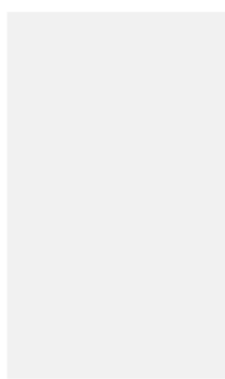
Name (I.C. Number) :

Designation :

Company Name
(Telephone No., Email) :

Company Stamp :

Date :



GEORGETM
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, Lebuah 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 2027 And George Town Festival 2028 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 :