



SARAWAK TOURISM BOARD

REQUEST FOR PROPOSAL (RFP)

APPOINTMENT OF EVENT ORGANISER TO CURATE AND MANAGE RAINFOREST WORLD MUSIC FESTIVAL (RWMF) 2023

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Objectives of Proposal

SARAWAK TOURISM BOARD (STB) is inviting applicants for the proposal to curate and manage the Rainforest World Music Festival (RWMF) 2023 scheduled to be held 23rd – 25th June 2023 at the Sarawak Cultural Village, Kuching. This year the festival will be celebrating its 26th year and is to be held fully physical.

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I. OVERVIEW:

The successful applicant will enter a contract with Sarawak Tourism Board to curate and manage the RWMF 2023. This includes curating the whole concept of the festival ranging from pre-event planning, day to day operation, overall event management, logistics, budget management, programming, implementation, and analysis for a **fully physical** festival.

II. ORGANISATION INFORMATION:

SARAWAK TOURISM BOARD, a statutory body incorporated under the Sarawak Tourism Board (Incorporation) Ordinance 1994 with the following objectives:

- To increase tourist arrivals into the state
- To create awareness among the trade, media and public on the diversity of Sarawak in terms of tourism products, both regional and international.
- To position Sarawak as a prime destination for culture, adventure, nature, food and festivals.

III. EVENT DESCRIPTION:

Established in 1998 with an audience of only 300, the Rainforest World Music Festival (RWMF) is now a major iconic annual event in the State's music calendar, eagerly anticipated by a crowd of over 20,000 who flock from all around Malaysia and the world. The festival aims to be a family-friendly event with an accent on participation and its platform to highlight on Responsible Tourism through its greening initiatives, waste management initiatives as well as the use of shuttle buses to reduce carbon emission.

The RWMF is a unique festival that brings together renowned world musicians from all continents and indigenous musicians from the interiors of the mythical Island of Borneo.

The festival has definitely met its objectives of promoting Sarawak as the region's premier destination which emphasises on performing arts and the preservation of culture. It is indeed an event which has attracted the world's attention in building destination branding, attract business sponsorship and cross promotion opportunity plus it has a multiplier effect on the economy and a spill over effect on sectors such as food & beverages, handicrafts, public transports, travel and tours, e-commerce and many more in and around Kuching.

Due to COVID-19 pandemic, the festival was put on a halt for 2 years. In maintaining the festival's presence among the festival goers and fans

who have been following the iconic festivals over the years, the festival was held virtually in 2021 and in hybrid in 2022.

For year 2023, the festival will be held fully physical. The maximum capacity of the venue (Sarawak Cultural Village) can accommodate 8,000 visitors per day. The duration of the festival is for three days.

IV. APPLICANT RFP RESPONSE:

By responding to this Request for Proposal (RFP) the applicant agrees to be responsible to fully understand the requirements of the RFP. The Sarawak Tourism Board (STB) 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 interests of STB.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of STB for any future events. The RFP does not commit the Sarawak Tourism Board to pay for any costs incurred in the submission.

V. SUBMISSION GUIDELINE

1. Applicant Information (Company Profile)

All applicants must submit the following information:

- i. **Name of Applicant/Company:** Name of company & its principal (Malaysian Registered)
- ii. **Nature of Business/Services:** Description of services offered
- iii. **Trade license and any other company registration license**
- iv. **Form 24**
- v. **Form 49**
- vi. **Form 9**
- vii. **Portfolio of recent & past event/works:** List of similar events in the scope and industry undertaken previously together with a power point presentation from an event that the applicant has executed to concisely demonstrate experience in every facet of an event
- viii. **Professional/Award Certificates**
- ix. **List of Technical and Management Staff**
- x. **Financial capability:**
 - a. Average of positive balance of the latest three (3) months bank statement;
 - b. Fixed deposit, if any;
 - c. Balance of credit line, if any; and
 - d. Additional credit line if any;
 - e. Banker's report, if any.

2. Event Proposal

- i. **RWMF 2023 Written Draft Description** of the proposed event that specifies theme and concept celebrating the 26th year of the iconic festival.
- ii. **Artist profile** It should define artist line ups with a ratio of 60:40 for international and local respectively (to include artists' profile/background and quotation).
- iii. **Itemize budget estimate to give cost expectations** breakdown cost of each item proposed such as venue logistics, canopies & fittings, event permits, safety and security, audio visual, stage setup, performers fee including immigration fees and VISA, airfares and accommodation for performers, emcee/host fee, MACP fees, management fee, etc.
- iv. **Event timeline** to specifically describe the event schedules such as workshops, performance, side activities etc.

VI. RESPONSIBLE TO:

The applicant will be responsible to the Chief Executive Officer of the Sarawak Tourism Board

VII. STATUS:

Contract

VIII. SCOPE OF WORK:

Target group: Millennials

Elements to be highlighted: Promote the five pillars of Sarawak Tourism – Culture, Adventure, Nature, Food and Festival (CANFF) including highlights on Responsible Tourism

Venue for event: Sarawak Cultural Village

Financial implication: Solicit for sponsors and strategic partners for the festival on behalf of the organiser with proposed budget. Event organiser is encouraged to work with strategic partners/sponsors but to inform the board before-hand prior any commitment made.

Bands: A balance of international and local bands

The above SOW should cover the following items: -

- I. Development of concept, management and execution of the proposed event and all other activities alongside a wholesome experience to festival patrons.
- II. Project deliverables/full report on-time and to the Board's expectations.

- III. Full operation and management of the event before, during and after the event including set down of event site and data collection.
- IV. Submission of detailed report on the outcome within 30 days after the event.

IX TIMELINE:

Submission date: 24th November 2022 at 12 noon.

Event date:

Day 1: Friday, 23rd June 2023
Day 2: Saturday, 24th June 2023
Day 3: Sunday, 25th June 2023

X. SELECTION:

Successful applicants who have demonstrated the capacity to meet our requirements will be notified via phone/email.

XI. SUBMISSION OF PROPOSAL:

Proposal must be sealed in an envelope and clearly marked with the following: **'RFP Response – Event Organiser for Rainforest World Music Festival 2023'**. Submissions must be received **no later than 12 noon on 24th November 2022**, and shall be delivered to:

Chief Executive Officer
SARAWAK TOURISM BOARD
Level 4, Plaza Aurora
Jalan McDougall
93000 Kuching Sarawak

Enquiries:

Any queries or clarifications required regarding definitions or interpretations of this RFP should be directed to amanda@sarawaktourism.com and copied to sarren@sarawaktourism.com.