

FOR THE PURPOSE OF HIRING A PR TO ORGANIZE A FAMILIARIZATION TRIP TO MALDIVES FROM BRAZIL

RFP NUMBER: (IUL)MMPRC-PRO/MMPRC/2021/4

REQUEST FOR PROPOSALS (RFP)

**FOR THE PURPOSE OF HIRING A PR TO ORGANIZE A FAMILIARIZATION TRIP TO
MALDIVES FROM BRAZIL**

FOR

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION
H. ZONARIA, 2nd FLOOR, BODUTHAKURUFAANU MAGU, MALE', MALDIVES**

25th January 2021

REQUEST FOR PROPOSALS

1. TENDER PROCESS SCHEDULE

1.1. The indicative schedule of the Tender Process to be conducted in accordance with this RFP is as set out herein below;

#	Event Description	Date, Time & Location
1	FOR THE PURPOSE OF HIRING A PR TO ORGANIZE A FAMILIARIZATION TRIP TO MALDIVES FROM BRAZIL	09 th February 2021 via E-Mail, before 1500 hours (LOCAL TIME)

1.2. The above Tender Process Schedule is indicative and is subject to change at the sole discretion of MMPRC; and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

2. INTRODUCTION

2.1. The Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office of Maldives responsible for carrying out promotional activities to become the most preferred island destination of the world under the slogan of “Maldives...the Sunny Side of Life”, whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.

2.2. The purpose of this Request for Proposal (RFP) is to identify and hire a PR to organise a familiarization trip to Maldives from Brazil.

2.3. MMPRC reserves the right to, without limitation, without incurring any obligation or liability vis-à-vis any respondent and without expressing any cause or reason thereof, at any time before the Proposal Due Date and at its sole discretion, to amend RFP and/or the Tender Process including but not limited to the dates or other terms and conditions relating thereto, and/or suspend or cancel the Tender Process, and/or reject all of the Proposals.

2.4. MMPRC reserves the right to verify any or all statements made by a Respondent in response to the RFP to establish to its satisfaction about the Respondent’s capacity to perform.

2.5. A Respondent, including the respective member’s/ shareholders officers, employees, agents or its advisers shall not engage in collusion, anti-competitive conduct or any other similar conduct, in any form or manner, with any other person or in relation to.

2.6. The Respondent shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Proposal. The Respondent shall not have any commercial mutual benefits with other Respondent(s) submitting the Proposals on the date of submission of the Proposal.

2.7. This RFP does not bind MMPRC to a Respondent with respect to the subject matter of the RFP; and MMPRC shall not under any circumstances be responsible for any costs incurred by any Respondent, including the respective members’/ shareholders officers, employees, agents and advisers of the Respondent in participating in the Tender Process.

2.8. The Respondent shall be responsible for all of the costs associated with the preparation of its Proposal and its participation in the Tender Process. MMPRC will not be responsible or in any way liable for any costs, expenses and charges incurred by any Respondent in connection with the preparation and submission of its Proposal or the Tender Process in any manner whatsoever, regardless of the conduct or outcome of the Tender Process including cancellation of the Tender Process by MMPRC.

- 2.9. Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the Tender Process shall be addressed by any Respondent to MMPRC, by e-mail or in writing and shall be delivered in person, or by courier or by certified or registered mail, postage prepaid, at the address as set out hereunder, or such other address as may be informed by MMPRC from time to time;
- 2.10. Interested parties must submit an expression of interest along with a written statement of qualification within the proposal. Upon evaluation of all submittals, MMPRC may select various respondents to provide an oral presentation for further evaluation of a respondent's ability to assist MMPRC towards achieving the expected results of this solicitation as outlined in this RFP. However, MMPRC may select contractors based on written proposals alone.

Ms. Fathimath Raheel
Director, Procurement
Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male'
Republic of Maldives
Telephone: +960 3323228
Email: raalu@visitmaldives.com
procurement@visitmaldives.com

- 2.11. This RFP and all the entities participating in the Tender Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts at Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Tender Process or any other aspect in relation thereto.

3. ELIGIBILITY CRITERIA

- 3.1. Any Interested Party that meets the Eligibility Criteria may submit a Proposal.
- a) The Bidder/Respondent shall be a registered company or partnership or a registered subsidiary of a parent company.
 - b) The Bidder/Respondent shall have minimum three years (3) of experience in a similar field.
 - c) Sound financial background.
 - d) All the documents specified in this RFP should be included in the proposal.
- 3.2. Each Bidder/Respondent shall examine the RFP carefully as it contains legal and business terms and other information, which each Respondent must review in order to submit a responsive Proposal.
- 3.3. MMPRC will, to the extent necessary, where MMPRC may deem necessary, respond in writing to a Registered Party for any questions and concerns they may have regarding any element of the issued RFP; and the response by MMPRC, if any, where MMPRC may deem necessary, will also be communicated to all the Registered Parties that are eligible to submit Proposals.

4. SUBMISSION AND WITHDRAWAL

4.1. Proposal Specifications

All communications, responses and documentations must be in English language and all costs quoted in US Dollar currency. All responses must be submitted electronically. An original hardcopy may need to be submitted via post upon request.

4.2. Bidder Communication

Bidders may contact the designated contact person for additional information or clarifications if needed.

4.3. **Best Value Selection and Negotiation**

MMPRC may select the response(s) which demonstrates the best overall value, including proposed alternatives that will achieve the goals of MMPRC. MMPRC and a selected bidder may negotiate a change in element of contract performance or cost identified in the original proposal or the selected bidder's response which results in lower costs or more cost effective or better value than was presented in the selected bidder's original value.

4.4. **Costs**

Cost breakdown must be specifically identified in the proposals. MMPRC will not be responsible for any costs or expenses by bidders responding to this call for proposal.

4.5. **Compliance**

MMPRC does not accept any liability damages done due to inadequacy of the submitted proposal and will provide no compensations for their loss.

4.6. **Expected duration of the Contract**

The expected duration of the Agreement is from the date of execution until the objectives determined in this agreement are fulfilled. However, where a Selected Bidder does not comply with the common terms of the Agreement upon signing the Agreement, MMPRC reserves the right to reject a Selected Bidder within the term of the Agreement.

4.7. **Elements of proposal submission**

An applicant must submit a written proposal. The proposal must include comprehensive narratives that address the entire proposal requirements. Interested bidders must include the following information as part of their proposal;

- 4.7.1. A full company profile, location of office(s) and services offered directly by agency personnel.
- 4.7.2. Each Bidder/Respondent shall state with clarity the type of business entity their Company is (E.g. Sole Proprietorship or Partnership or Corporation or a Subsidiary of a Parent Company etc.), and submit the relevant Registration Certificate AND Tax Registration Certificate;
- 4.7.3. If Bidder/Respondent is part of a Corporation or has a Parent Company, but has been legally incorporated independent of the Corporation or the Parent Company, the Bidder/Respondent shall submit a copy of their own Certificate of Incorporation AND Tax Registration Certificate. If these certificates are in any other language, the Bidder/Respondent should submit an English translation along with the proposal;
- 4.7.4. Each Bidder/Respondent should submit proof of financial capability by submitting one of the following documents. In case if urgent payments are required to be made, the selected party should be able to make the payment on behalf of MMPRC and MMPRC will reimburse the amount upon prior written approval.

- Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or stamp of the bank.

Or

- Last 3 months' bank statement on the bank letterhead with the authorised signature or the stamp. If the bank statement is in any other language, please provide a translation and the translation should have the seal or an authorised signature of the Bank. The

Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account.

- 4.7.5. Each Bidder/Respondent should include the address of their registered office in their profiles;
- 4.7.6. Proof of previous works and awards for similar projects shall be provided, including testimonials and contact details for references. ;
- 4.7.7. To ensure the experience and ability to work within the community in the travel and tourism field list of key travel trade and media should be provided. Case Studies indicating ability to conduct such events, supported by reference contacts should be provided;
- 4.8. The Proposal, complete in all respect, must be received by MMPRC, in the manner and address, and no later than the date and time, as specified in the Tender Process Schedule.
- 4.9. Any Proposal received after the Proposal Due Date is liable to be rejected by MMPRC as non-responsive.
- 4.10. MMPRC may, at its discretion, extend the timeline for submission of Proposals by issuing an Addendum, and also ask the Respondents to submit any further information, clarification or modification in their Proposals, in which case all rights and obligations of MMPRC and the Respondent, previously subject to the original timeline and terms, will thereafter be subject to the extended time line and the amended terms and requirements.
- 4.11. The Respondents may withdraw at any time before the Proposal Due Date. The submission/resubmission of any Proposal shall not be permitted after the Proposal Due Date.
- 4.12. MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;
 - a) The Proposal is not accompanied by documents required to be submitted in accordance with this RFP;
 - b) The Proposal is not in the prescribed manner/format;
 - c) Failure to comply with the requirements of the RFP;

If the Proposal is not signed and marked as stipulated in the RFP or does not contain all the information as requested in the RFP or in the format as specified in the RFP;

5. PREPARATION AND SEALING OF THE PROPOSAL

- 5.1. Each Respondent shall submit a single proposal (options may be submitted)
- 5.2. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in **ENGLISH** language only. Translation must be provided where the correspondence are in any other language.
- 5.3. Each Proposal shall be accompanied by the following documents.
 - 5.3.1. Completed Cover Letter as provided in Appendix 1;
 - 5.3.2. Completed Checklist as provided in Appendix 4 indicating the whereabouts of the necessary information and required documents within the Proposal;
 - 5.3.3. Each Bidder/Respondent should submit all the documents mentioned in **4.8 (Elements of proposal submission)**
 - 5.3.4. A detailed cost breakdown of the services **for organizing the familiarization trip**. All costs should be in US Dollar (\$);
 - 5.3.5. The Proposal shall be signed by the authorized signatory of the Respondent.
 - 5.3.6. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MMPRC, or as necessary to correct errors made by the Respondent, in which case such corrections shall be initialed by the person or persons signing the Proposal.
- 5.4. The Proposal shall be typed/ written and signed/ initialed in indelible ink and address as given below.

“PR TO ORGANISE A FAMILIARIZATION TRIP TO MALDIVES FROM BRAZIL”

Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male’
Republic of Maldives

Proposal sent from overseas should be emailed to the following email address.
E-mail: procurement@visitmaldives.com and copied to
raalu@visitmaldives.com

6. EVALUATION PROCESS

- 6.1. To assist in the examination, evaluation, and comparison of Proposals, MMPRC may, at its discretion, ask any Respondent for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids. MMPRC has the discretion to disqualify the proposal if the respondent fails to respond within the requested timeline for any clarification.
- 6.2. From the bid due date until the issue of the Letter of Award, if any Respondent wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should do so in writing.
- 6.3. Any effort on the part of the Respondents to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Respondent’s Bids.

- 6.4. Prior to detailed evaluation of the Proposal, MMPRC will examine the Bid to determine whether it is compliant, i.e. whether;
 - a) Bid is complete in all respects with due authorization;
 - b) The documents have been properly signed and provided in the prescribed Formats;
 - c) The Proposal is responsive.
- 6.5. A responsive Bid is one that conforms to all the terms, conditions, and specifications of the RFP without material deviation or reservation.
- 6.6. A material deviation or reservation is one:
 - a) Which limits in any substantial way, MMPRC's rights or the Respondent's obligations; or
 - b) The rectification of which would affect unfairly the competitive position of other Respondents presenting responsive Proposals.
- 6.7. If a Bid is not responsive and/or is incomplete, it will not be included for further consideration, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation.
- 6.8. Bids determined to be responsive will be checked by MMPRC for any arithmetic errors.
- 6.9. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 6.10. The discrepancy between the amounts in figures and in words will be adjusted by MMPRC with the concurrence of the Respondent, and shall be considered as binding upon the Respondent. If the Respondent does not accept the corrected amount, the Respondent's Bid shall be rejected.
- 6.11. Bids determined to be responsive, the arithmetic errors of which, if any, have been corrected, shall be evaluated and compared based on the Evaluation Criteria stated in this RFP.

7. EVALUATION CRITERIA

Responsive Proposals will be evaluated according to the following criteria;

Details	Marks
Contract Price:	
Management Fee	30
Other Costs	20
Proposed Media Coverage	30
Past Experience	10
Company Profile	05
Financial Capability	05
Total Score	100

7.1 Contract Price

Management Fee (30 Marks): The bid proposing the lowest “Management Fee” shall receive a maximum score of Thirty (30) marks, and points will be allocated to other Bids according pro-rata basis.

Other Costs (20 Marks): The bid proposing the lowest “Other Costs” shall receive a maximum score of Twenty (20) marks, and points will be allocated to other Bids according pro-rata basis. The bidder can include internal transfer costs and the price of the international ticket as “Other costs” in case if the tickets are not received on complimentary basis.

7.2 Media Coverage (30 Marks): The Bidder/Contractor shall submit a list of possible media who will join on the FAM Trip along with the number of articles that will be covered. Marks will be given based on the proposed number of media and the coverage that will be received.

7.3 Past Experience (10 marks): where supporting document have been provided to MMPRCs' satisfaction, points for experience with related works will be given as mentioned below. Following are the supporting documents that are required;

- Reference Letters or emails of similar recent projects of minimum 3 parties along with contact details. The letters or the emails should clearly mention the type of work undertaken for the clients. Marks will be awarded based on the work mentioned in the reference letters or emails and their relatedness to the scope of work mentioned in the RFP.

7.4 Company Profile (05 marks):

Highest marks will be provided to the company who are working in the field of destination marketing and who represents similar destinations like the Maldives and presents the complete set of documents mentioned below.

- Company Profile.
- Tax registration certificate. In case if tax registration certificate is not available in bidder country, please provide an official document stating which type of tax registration is provided in the bidder country. If Certificates or documents are in any other language, English translation should be provided.
- Company registration certificate. If Certificates are in any other language English translation should be provided.

7.5 Financial Capability (05 marks)

- Each Bidder/Respondent should submit proof of financial capability by submitting one of the following documents. In case if urgent payments are required to be made, the selected party should be able to make the payment on behalf of MMPRC and MMPRC will reimburse the amount upon prior written approval.
 - Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or stamp of the bank.
- Or**
- Last 3 months' bank statement on the bank letterhead with the authorised signature or the stamp. If the bank statement is in any other language, please provide a translation and the translation should have the seal or an authorised signature of the Bank. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account.

8 AWARD OF CONTRACT

8.1 MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive, and has the highest score (the "Selected Respondent").

8.2 The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent's address or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.

8.3 If the Selected Respondent fails to sign the Agreement within the period prescribed in the Letter of Award, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents, or annul the Tender Process.

8.4 MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC's action.

[END]

**APPENDIX A
COVER LETTER**

The Managing Director,
Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male’
Republic of Maldives

Dear Sir,

Sub: Bid to hire a PR to organize a familiarization trip to Maldives from brazil for 5 influencers

Having examined all the information provided, we the undersigned offer a PR to organize a familiarization trip to Maldives from brazil for 5 influencers.

We agree to undertake and complete the Works for a total sum of USD (\$..... (In words) USD (\$) (In numbers). (The “Contract Price”) inclusive of all applicable taxes (including/Withholding Tax). A summary of the annual breakdown of the Contract Price is provided below;

Description	Tax (\$)	Total Price (\$)
Management Fee		
Contract Price(\$)		

We undertake, if our Proposal is accepted, to complete the Works within the deadlines and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Proposal, together with written acceptance thereof and MMPRC’s notification of award, shall constitute a binding contract if we are selected as the Successful Respondent.

Date:
Name of the Bidder/Respondent:

Signature of the Authorized Person:
Name of the Authorized Person:
Company rubber stamp/seal

.....

APPENDIX B
SCOPE OF WORK:

Main scope of the project is a PR to organize a familiarization trips to Maldives from Brazil for 5 influencers. This is to generate current destination information by leveraging on Key Opinion Leaders (KOLs) to promote Maldives on digital and social media platforms and at the same time increase arrivals from Brazil. The scope of work includes the following:

- 3.1 The PR should arrange individual trips of 5 influencers during the period February - May 2021.
- 3.2 The proposal should state the different online and offline media’s that will be used to promote the campaign and the destination, social media handles of the influencer, and other platforms that can be used. The PR should provide a list of most influential KOL’s from the market.
- 3.3 The proposal should include expected coverage through the campaign. The coverage should include guaranteed number of posts/write-up about each property and its circulation, readership, and reach. The coverage should include guaranteed number of articles from each media and its circulation as well as the readership details. The proposal should also include amount of coverage the resort would receive from each media.
- 3.4 PR should submit relevant “Themes” for the FAM trip depending on the current source market trends and need.
- 3.5 Draft and distribute an invitation of the familiarization trip with prior approval from MMPRC.
- 3.6 The PR representative will work with MMPRC to develop and confirm a final itinerary for the trip.
- 3.7 Full board accommodation, internal transfers, PCR testing and bed tax will be covered by MMPRC. All extras will have to be borne by the selected party.
- 3.8 After the influencer trip, a detailed report highlighting the social media analytics should be submitted to MMPRC.
- 3.9 The agency should be able to negotiate with relevant airlines for best airfare or possible FOC tickets.
- 3.10 Proposed period of 1st FAM TRIP: February to May 2021
- 3.11 The price quoted by the bidder should include all the aforementioned requirements. MMPRC should not be borne to pay any additional charge.
- 3.12 Requirements from the selected influencers:
 - **For the destination:**
 - Continuous social media posts throughout the agreed period:
 - Tagging of the official Visit Maldives Accounts and the use of the below hashtags and geotagging Maldives

TAGS & HANDLES				
	TWITTER	FACEBOOK	INSTAGRAM	YOUTUBE
<u>VISIT MALDIVES</u>	@visitmaldives #VisitMaldives	visitmaldives	@visitmaldives #VisitMaldives	Visit Maldives

- Daily posts on their social media accounts during the agreed period below:

TAGS & HANDLES				
	TWITTER	FACEBOOK	INSTAGRAM	YOUTUBE
<u>VISIT MALDIVES</u>	Minimum 1 post per day	Minimum 1 post and 4 posts on Facebook Stories per day	Minimum 1 post and 4 posts on Instagram Stories per day	At least 1 Youtube video (if they are a Youtube influencer)

- Engage with their fans or followers to follow Visit Maldives website & official social media accounts.
- Sharing their experiences in the Maldives with their followers and encourage them to visit Maldives.
- Spread positive publicity of Maldives.
- **For the host properties:**
 - Daily posts on social media (Snapchat, Instagram, Facebook, Twitter) with the host property hashtags and handles and geo-tagging provided by the host property (relevant hashtags, handles and geo-tagging will be by host property upon arrival or will be communicated prior)
 - Spread positive information about the host property and highlight the unique services/products offered at the host property with their followers.
- **Requirements for Influencers:**
 - Must not have any restrictions regarding promoting other properties/brands on social media.
 - Must be willing to share the pictures and content created during the trip for the use of Visit Maldives.
 - Must not require any fee/payments.
 - FAM trips are limited to selected influencers Additional participants (partners, family members, agents, etc.) are not allowed.

**APPENDIX C
PAYMENT TERMS**

As consideration for hiring an Agency to organise a familiarization trip to Maldives from Brazil for 5 influencers, the Selected Respondent/Contractor shall be compensated in the manner provided below.

1. The Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of the event within 15 working days and,
2. Days will start counting after MMPRC receives the invoice from the bidder.

ADJUSTMENTS

- The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement.
- In case the payment for advance booking or any other such advance payments, it should be paid by the Selected Respondent/Contractor on behalf of MMPRC. These payments should be pre-approved and MMPRC will reimburse the payment upon submission of invoice and supporting documents.

**APPENDIX D
CHECKLIST**

#	Description	Page Number	Remark (✓)
1	Management Fee (A detailed breakdown, with costs that included in the management fee) (All calculation and costing should be in USD (\$))		
2	Proposed Media Coverage (List of possible media coverage, number of articles for each Market)		
3	Proof of Past Experience (reference letters)		
4	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit an attested translated copy of the Certificate)		
5	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit an attested translated copy of the Certificate)		
6	Sound financial background (letter should be in bank letterhead with authorized signature and bank stamp should be on it. Bank balance should be mentioned)		