

REQUEST FOR PROPOSALS (RFP)
TICKETING AGENT FOR THE RAINFOREST WORLD
MUSIC FESTIVAL (RWMF) 2024

SARAWAK TOURISM BOARD (STB) is inviting applicants for the proposal as **ticketing agent for the Rainforest World Music Festival (RWMF)** to be held on **28th – 30th June 2024**. The **27th edition** of the iconic RWMF is to be held fully physical at the Sarawak Cultural Village, Kuching.

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I. OVERVIEW:

The successful applicant will enter a contract with STB to be official ticketing agent for the RWMF 2024.

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 people, the RWMF is now a major iconic annual event in the state's music calendar, eagerly anticipated by a crowd of over 24,000 people who flock from all around Malaysia as well as around the globe. It is a family-friendly event with an accent on participation, playing its role as a platform to highlight on Responsible Tourism through its greening initiatives, recycling and waste management initiatives and the use of shuttle buses to reduce carbon emission.

The festival aims to not only significantly promote tourism but also cultural exchange in the region. The festival provides a unique platform for artistes from different cultures to showcase their talents and celebrate diversity through music that transcends cultural boundaries and unites people. It is indeed an event which has attracted the world's attention in building destination branding, attracting business sponsorships and cross promotion opportunities in addition to contributing to multiplier effects on the economy and a spillover effect on sectors such as food & beverages, handicrafts, public transports, travel and tours, e- commerce and many more in and around Kuching.

This year, the festival will be held fully physical at the Sarawak Cultural Village that is able to accommodate more than 8,000 visitors per day. The duration of the festival is for three (3) days.

IV. APPLICANT RFP RESPONSE:

By responding to this RFP, the applicant agrees to be responsible to fully understand its requirements. 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 STB to pay for any costs incurred in the submission.

V. APPLICANT INFORMATION:

All applicants must submit the following information:

- a. **Name of Applicant/Company:** Name of company & its principal (Malaysian Registered)
- b. **Nature of Business/Services:** Description of services offered
- c. **Company Profile:**
 - Trade License (SSM Search & Form 9)
 - Proposed Product Design and Sample – for Wristband
 - Customer and past event references
 - Manpower (to man the ticketing booth)
 - Partners' profile (if any)
- d. **Financial Implication**
 - Proposed Cost and Commission (as itemized in detail No.10)
 - Price and Sales Projection (as itemized in detail No.10)

VI. RESPONSIBLE TO:

The applicant will be responsible to the Chief Executive Officer of STB.

VII. STATUS:

Contract

VIII. SCOPE OF WORK:

1. Online ticketing and reservation system

- Online platform to sell and to make reservation on tickets. Ticketing agent must have their own website or ticketing platform for this. Ticketing platform to be preferably mobile user friendly as well.

2. Terminals

- To provide hardware required for ticketing system; including devices such as scanners and onsite credit/debit card payment devices.

3. Registration and data collection

- To generate digital data base at registration for record purposes.

4. Product management

- To manage a range of 7 to 10 different ticket types (to be further discussed upon confirmation of supplier).

5. Access control (wristbands) – Optional

- To provide wristbands for festival goers (to ensure wristband material proposed is environmentally friendly)

6. Cashless payment

- To ensure seamless and cashless transactions for all merchants. Ticketing provider may also work with e-commerce company.
- To curate a system that enables festival goers to go cashless and pay through wristbands (optional).

7. Ticketing Crew

- To provide technical support team to assist with issues and queries and changes on ticketing and ticket types from the public.
- To ensure technical support team and sufficient manpower to manage on festival days at onsite ticketing counter.

8. Backend Access

- To provide STB with backend access to monitor and oversee ticket sales throughout the engagement period.

9. Reporting

- To ensure proper and detailed reporting on ticket sales, commission (if applicable) and any relevant data collected 30 days after the festival.

10. Itemised details to be provided:

- Setup Fee
- Sales Commission
- Zero-Priced Ticket
- Cancellation Fee
- Credit Card Charges (Visa/Master)
- Reprogramming Fee
- Processing Fee
- Handling Fee
- Internet Fee
- Reprint Fee
- Other Fees (if any)
- Wristbands
- Manpower
- Delivery Fee

IX. DATES:

1. Friday, 28th June 2024
2. Saturday, 29th June 2024
3. Sunday, 30th June 2024



X. SELECTION:

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

XI. SEND PROPOSAL TO:

Proposal must be sealed and clearly marked with the following: **'RFP Response – Official Ticketing Agent for Rainforest World Music Festival 2024'**. Submissions must be received **no later than 12 noon on 7th March 2024**, and should be delivered to:

CHIEF EXECUTIVE OFFICER

Sarawak Tourism Board
Level 4, Plaza Aurora
Jalan McDougall
93000 Kuching Sarawak

Any questions or clarifications regarding definitions or interpretations of this RFP should be directed to procure@sarawaktourism.com.