

REQUEST FOR PROPOSALS (RFP)
TO CURATE AND MANAGE
BORNEO JAZZ FESTIVAL 2022 VIA HYBRID
CONCEPT

SARAWAK TOURISM BOARD (STB) is inviting applicants for the proposal to curate and manage the hybrid concept of Borneo Jazz Festival to be held on 24th – 26th June 2022 in Miri.

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I. OVERVIEW:

The successful applicant will enter a contract with Sarawak Tourism Board to curate and manage the Borneo Jazz Festival 2022. This includes coming up with the hybrid concept, planning, day to day operation, overall event management, logistics, budget management, programming, implementation and analysis which covers both **physical** and **virtual**.

II. ORGANIZATION 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, nature, adventure, food and festivals.

III. EVENT DESCRIPTION:

The Borneo Jazz Festival (BJ) is one of the longest running jazz festivals in the region, and has evolved to emphasize social responsibility towards recycling within the local community. Borneo Jazz Festival started in 2006, is organized by the Sarawak Tourism Board funded by the State's government. The festival was formerly known as Miri International Jazz Festival before it was renamed to Borneo Jazz Festival in 2011.

The line-up includes internationally acclaimed artists from all around the world and some of the region's best. The on-going objective of Borneo Jazz Festival is to promote music tourism for Sarawak, collaborating with local communities to showcase Borneo through its exotic cuisine and wide array of indigenous arts & crafts.

Due to the COVID-19 pandemic, the Borneo Jazz Festival was rescheduled to 2021 in order to maintain the festival's presence among the festival goers and fans who have been following the iconic festival over the years. Borneo Jazz Festival was held virtually on 25th – 27th June 2021.

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. APPLICANT INFORMATION:

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. **BJ 2022 Written Draft Description** of the proposed event that specifies theme, budget, and timeline. The description should define the overall hybrid concept of the event.
- iv. **Customer and Past Event References:** 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

v. **Company Profile:**

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:

Hybrid concept to cover the following: -

Target group: Millennials

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

Virtual: Online/ e-commerce platforms and live concert

Venue for physical event: Coco Cabana, Miri by strictly adhering to COVID-19 Standard Operating Procedure (SOP) that is in force at that time

Financial implication: Solicit for sponsors and strategic partners for the festival on behalf of the Organizer with proposed budget.

Bands: ASEAN regions and local bands for pre-recorded and live concert with jazz music genre

The above SOW should cover the following items: -

- I. Develop the hybrid concept, manage and execute the proposed event and, all other activities alongside for a wholesome experience to festival patrons.
- II. Deliver project deliverables on-time/full report and to the Board's expectations
- III. To fully operate and manage the event before, during and after the event including cleaning up of the site and data collection.
- IV. To submit a detailed report on the outcome within 30 days after the event

IX DATE AND TIME

1. Friday, 24th June 2022
2. Saturday, 25th June 2022
3. Sunday, 26th June 2022

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IX. SELECTION:

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

X. SEND PROPOSALS TO:

Proposal must be sealed and clearly marked with the following: **'RFP Response – Borneo Jazz Festival 2022'**. Submissions must be received **no later than 12 noon on 31st December 2021**, and should be delivered to:

The 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 amanda@sarawaktourism.com and copied to sarren@sarawaktourism.com.