

REQUEST FOR PROPOSALS (RFP)
TO CURATE AND MANAGE
RAINFOREST WORLD MUSIC FESTIVAL 2022
VIA HYBRID CONCEPT

SARAWAK TOURISM BOARD (STB) is inviting applicants for the proposal to curate and manage the hybrid concept of Rainforest World Music Festival to be held on 17th – 19th June 2022 at the Sarawak Cultural Village, Kuching. This would be the **25th anniversary** of Sarawak's iconic event.

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I. OVERVIEW:

The successful applicant will enter a contract with Sarawak Tourism Board to curate and manage the Rainforest World Music 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, adventure, nature, food and festivals.

III. EVENT DESCRIPTION:

Established in 1998 with an audience of only 300 people, 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 people who flock from all around Malaysia as well as overseas. It is a family-friendly event with an accent on participation and it's the 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 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.

Previously, the RWMF 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, Rainforest World Music Festival (RWMF) were rescheduled in 2021. In maintaining the festival's presence among the festival goers and fans who have been following the iconic festivals over the years, the RWMF was held virtually on 18th -20th 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. **RWMF 2022 Written Draft Description** of the proposed event that specifies theme celebrating the 25th anniversary of the iconic festival, 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: Sarawak Cultural Village 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 world 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/full report on-time 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

1. Friday, 17th June 2022
2. Saturday, 18th June 2022
3. Sunday, 19th June 2022

X. SELECTION:

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

XI. SEND PROPOSALS TO:

Proposal must be sealed and clearly marked with the following: '**RFP Response – Rainforest World Music 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.