

## **Request for Proposal**

**Tender Title: “Petra Carnival and Nights to celebrate the rediscover of Petra 200 year anniversary”**

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Petra Development and tourism Region Authority (PDTRA) is organizing a very exciting 200 years of rediscovery of Petra, from Eid Fitr 2012 to Eid Fiter 2013>. This is to attract inbound tourism and provide night activities for existing visitors and locals for a year to mark the 200 year anniversary of rediscovering the red-rose city, of Petra.

The events will attracted over 3000 visitor each event during August 20<sup>th</sup> 2012, till August 13<sup>th</sup>, 2013, rich and diverse program was developed and was subdivided into different segments based on the location, and several other activities will take place around the site and the audience.

The submitted offers should be in accordance with the below terms & conditions.

This RFP includes the following sections:

- 1.0 BACKGROUND AND INTRODUCTION
- 2.0 PREPARATION AND SUBMISSION OF BIDS
- 3.0 OPENING OF PROPOSAL
- 3.0 TECHNICAL PROPOSAL
- 4.0 FINANCIAL PROPOSAL
- 5.0 EVALUATION
- 6.0 TERMS & CONDITIONS

All correspondence and/or inquiries regarding this Request for Proposal must reference the above RFP title, and must be addressed in writing to the attention of Nahar Rawdieh on [n.erawadieh@pra.gov.jo](mailto:n.erawadieh@pra.gov.jo)

### **1 INTRODUCTION**

PDTRA Strategy for the 200 year anniversary of rediscover Petra is calling for the development of themed program of activities to further support Petra being a more compelling destination to visitors, and therefore:

- Increase number of visitors, especially at low and challenged seasons
- Augment visitors expenditure
- Extend length of stay
- Involve local communities
- Boost overall economic cycle

The objective is to develop a themed activity in Petra/Wadi Mousa that will help:

- On the short-term, counter the impact of diminished tourism seasons by providing more compelling reasons for visitors to consider Petra/Jordan during the summer time.

This will be achieved through transforming the PETRA into a more attractive destination where visitors can enjoy a nightly themed experience throughout the year from August 2012 till august 2013 to enrich their experience.

## **2 THE EXPERIENCE**

### Goal:

- Transforming the Wadi Mousa into an attractive destination where visitors can enjoy a nightly themed experience during the summer season and throughout the year from August 2012 till august 2013

### Objectives:

- Increase the length of stay for international tourists.
- Attract local tourists from all over Jordan
- Attract visitors from the GCC countries
- Boost marketing reach beyond the borders of Jordan through targeted and strategic marketing and promotional efforts
- Diversify products and experiences and focus on local-community engagement

### USP, Values and Attributes:

For the first time, and during 2012, Petra, a one of a kind world-wonder, will become the background in a beautiful portrait of nightly, themed, engaging, family-friendly and edu-training blend of exciting programs and activities, based on and derived from, the diverse culture and rich history of Jordan proposed in a fused and cause-related approach.

### Dates, Venues and Timing

To kick off on the 2<sup>nd</sup> day of Eid Fiter, the event will last for a year. The venue will operate on a scheduled program attached in Annex 1.

### Target Audiences:

Top line analysis of target audience

- 21+ Jordanians who like to go out in mixed groups, and families.
- Visitors to Petra during the whole year from August 2012 till august 2013 and expat Jordanians, and Gulf national.
- Local and international media and FAM trips

We are planning for a venue that will seat up to 3000 people

### Financial Philosophy and Stakeholders:

Stakeholders will partially fund, support and seek sponsorship and fund-raising opportunities to secure remaining funds necessary for operate and maintain the event. The stakeholders are:

- PDTRA (**Partners**)

### Operating Hours and Considerations

The planned operation hours will be after; 7:00 pm till 11pm so the entertainment scheduling will need to take this into consideration, yet at the same time, consider low profile and low noise entertainment around midnight.

### Marketing and Communications Framework

- Key messages
  - Marking an occasion that comes every 100 years
  - Unique, fun, exciting
  - Community support and engagement

- Public-private partnership
- New, diverse, bigger....
- Family friendly
- Marketing
  - Start at least 1 month before the start day
  - Strategic and highly targeted
  - Local, regional and international reach
  - Repeat visitation
  - Multiple vehicles and channels
  - Locals: Offline/Online with emphasis on online use

### **3 THE SPECIFIC OBJECTIVE OF THE RFP**

For the purpose of evaluating the proposals, the bidders need to provide technical input covering the below areas:

- Bidders past experience in managing similar projects to include:-
  - Project name
  - Organizer
  - Bidders role
  - Start/end Dates, Location
  - Goals and objectives
  - Target audience
  - Brief description of activities and events
  - Impact and results assessment
- Theme:
  - Review and give feedback on the proposed theme for 2012 version and explain how the theme will reflect on the different elements of the event.
- Programming:
  - Review and give feedback on the suggested program of activities, including the suggested names of vendors/performers that will be featured during the event on daily basis.
  - Propose a launch/closing event to include
    - Theme
    - Location
    - Time
    - Invitees list (categories)
    - Program
- Review and give feedback on the suggested area layout to include seating and activities distribution.
- Sponsorships:
  - Review and suggest list of additional potential sponsors.
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- Marketing:
  - Review and give feedback on the planned marketing plan to reach the intended target audiences along the purchase cycle.

#### **4 DELIVERABLES**

The winning bidder is expected to deliver the following during the pre, during and post event phases:

1- Pre event phase:

- Support PDTRA in finalizing the event program, excluding contracting
- Proposing special educational -but fun- children activities that relate to the site and the event theme
- Support PDTRA in finalizing the marketing plan, excluding design, advertising and printing which will be handled by PDTRA
- Support in finalizing onsite signs and signage plan
- Support PDTRA in identifying additional sponsors
- Support PDTRA in finalizing Technical Riders and RFQs for AVL companies.
- Support PDTRA in finalizing logistics plan for the event to include:
  - Parking
  - Seating
  - Utilities
  - Access and Ingress
- Develop and finalize a complete staffing plan for the event, including management of onsite staff, ushers, suppliers, vendors and performers
- Develop and finalize complete evaluation and feedback system that collects, tabulates and analysis data collected. Evaluation and feedback need to cover programming, marketing, activities and vendors and need to include visitors and stakeholder
- Provide and manage photo and video documentation during different days of the event, including opening and closing events and other high visitor numbers days
- Specific questions will be asked to ensure succinct and targeted messages are captured as well as footage and voice grabs that these tourists will want to pass on to their friends and therefore increase the positive coverage for Jordan and in PR
- Support PDTRA in identifying 10 people from the local community to work as ushers during the event and provide guidance as required.

2- During event phase:

- Manage and oversee the pre-event site setup, including AVL, props, décor, signs, signage, utilities...etc
- Manage and oversee daily site preparation before the start of activities and after
- Provide onsite management for the following
  - Activities and programs
  - Performers
  - Ushers including those assigned from the local community
- Manage and oversee the launch/closing programs
- Ensure site cleanness with special care for toilets/restrooms. Coordinate with PDTRA on required materials before and within the event.
- Manage all logistics, furniture or equipments taken into or out of site in coordination with PDTRA management
- Oversee and manage documented interviews with visitors
- Conduct video and photo documentation of the different activities and programs
- Conduct M&E activities including collecting feedback from visitors on at least the following:
  - Effectiveness of the marketing strategy
  - Activities and entertainment
  - Theme and décor

- Demographics of the visitors

3- Post event phase:

- Oversee the dismantling of onsite equipment and temporary instalments that were erected for the purpose of the event
- Develop and finalize a complete post event evaluation report, including analysis of the onsite questionnaires

The winner of the tender is expected to work closely with the following key stakeholders:

- 1- PDTRA
- 2- Other regulatory agencies:
  - Tourism Police
  - Public Defence
  - Traffic Department
- 3- The local community

It is worth mentioning that PDTRA requirements will be an important guidance in managing such an important archeological site. The event management company will make sure that all vendors, service providers and visitors are abiding to these guidelines

## **5 FINANCIAL PROPOSAL**

The Financial Offer should include costs for the management fees including transportation accommodation costs for their staff..

Detailed breakdown for the services required in section 4.0 is also needed to accommodate revisions on staff numbers or level of efforts.

## **6 EVALUATION & TIMELINE**

The evaluation will be based on a point system by an evaluation team from PDTRA.

<b><u>Past Relevant Experience</u></b>		<b><u>30%</u></b>
<b><u>Feedback on Points Provided in Section 3.0.. Specifically</u></b>		<b><u>30%</u></b>
1- Theme	7.5%	
2- Program	7.5%	
3- Marketing	5%	
4- Sponsorship	5%	
5- Area layout	5%	
<b><u>Management Plan Cost</u></b>		<b><u>40%</u></b>
Cost reasonableness for the management and supervision fees		
		<b>100%</b>

Minimum technical qualification to be scored should not be less than 50 out of 60. Proposals that do not score minimum qualification, their financial offers will not be opened and will be returned to bidders.

- Deadline for submitting proposal : Wednesday 1/8/2012