



# GUIDE LINES FOR EVENTS

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BY,  
SRI LANKA TOURISM  
POLICY DOCUMENT FOR SUPPORTING EVENTS

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## **ACKNOWLEDGEMENT**

This policy document & guide for supporting events by Sri Lanka tourism have been prepared by Events Department of Sri Lanka Tourism promotion Bureau with the advice and guidance rendered by the Chairman and Board of Directors of SLTPB.

The document was developed referring to various sources and in consultation with the management and experts of the local tourism industry.

Events Division of the SLTPB would like to mention the advice and support of all professionals and institutions contributed to successfully develop this Guide Line to better serve the events supported by Sri Lanka Tourism ensuring transparency and fair and equal opportunity for event organizers in the tourism sector.

## **DISCLAIMER**

This guideline is intended as a supportive guide providing direction for the event organizers and is not intended to be a complete or comprehensive guide to the coordination and delivery of your event.

You must exercise your own skill in the development, preparation and presenting your event and carefully evaluate the source, accuracy, currency, completeness and relevance of the information provided in this guide in application to your planning. You must also ensure that you seek professional advice as appropriate to you.

Please keep in mind that policies, protocols, legal information, supporting documents, contact details provided in this document are liable to change as and when required .

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## 1. Introduction

The Sri Lanka Tourism Promotion Bureau is to initiate organize and execute foreign and local events of diversified nature contributing to position Sri Lanka as a unique destination for events.

The Sri Lanka Tourism Event Sponsorship Policy (ESP), will be administered by the Sri Lanka Tourism Promotion Bureau, with the aim to assist the development of events as a tourism attraction within the country.

Events are strategic tools as they have the power to provide Sri Lanka Tourism a competitive advantage, thus enhancing the image, economic growth, market share, quality of life, community support, environment values, sustainability and the overall experience of tourists and publicity via traditional and new media.

## 2. Legislative framework and other references

There is no legislative requirement for Sri Lanka Tourism to have a policy relating to this area. It is recommended that this policy be implemented for the purpose of applying best practices in the area of sponsorship.

### 3. General Principles

Sri Lanka Tourism, in endorsing sponsorships for individual activities, programs and/or events will support the following principles:

- 3.1 Sponsorship agreements are contracts and will be in written form, and comply with the principles outlined in this policy.
- 3.2 A sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Sri Lanka Tourism's ability to carry out its functions fully and impartially.
- 3.3 There must be no real or perceived conflict between the objectives and mission of Sri Lanka Tourism and those of the sponsor
- 3.4 New sponsorships may be sought either through advertising or by direct contact With potential sponsors
- 3.5 It is inappropriate and potentially unlawful for any employee to receive any personal benefit from a sponsorship.
- 3.6 Any other condition deemed appropriate by Sri Lanka Tourism.

### 4. Objective of the Policy

To develop a consistent approach when evaluating and supporting various events held within the territory of Sri Lanka.



## 5. Type of Support Granted

### 5.1 Endorsement and facilitation.

Sri Lanka Tourism shall not provide financial support for events under this category. However, the following non-financial support will be extended-

- Promotion of the event using the Sri Lanka Tourism marketing channels.
- Use of the logo of Sri Lanka Tourism in all communication
- Letter of endorsement for sponsors, etc.
- Letters to authorities for approvals;
  - Approvals include and are not limited to police, customs, immigration, airport and aviation, municipalities, Performance Board and other approvals and facilitations required.
  - Location approvals.

### 5.2. Endorsement, facilitation and financial support.

Events, which have been identified under the below-mentioned criteria, which merit financial sponsorships.

## 6. Criteria for Sri Lanka Tourism support under 2.1 and 2.2 in section No: 05 ;

Criteria	Description	MEASURED BY	RANK			TOTAL
			1-LOW	2-MED	3-HI	
<b>1.Engagement</b>	<ul style="list-style-type: none"> <li>The event provides opportunities for community interaction</li> <li>The event demonstrates significant community relevance and benefits.</li> <li>The event is inclusive of people with diverse cultural and socio-economic lifestyles and interests.</li> </ul>					
<b>2.Liveability and Safety</b>	<ul style="list-style-type: none"> <li>The event is held at a safe, accessible and people-friendly environment.</li> <li>The event is compliant with relevant legislation and Sri Lanka Tourism policy.</li> </ul>					
<b>3.Sustainability/ Relevance</b>	<ul style="list-style-type: none"> <li>Impact for sustainable community development</li> <li>Environmental protection is an integral component to the event.</li> <li>The event provides an opportunity for change, growth and value-addition.</li> <li>Opportunity to contribute for multi-cultural resilience</li> </ul>					

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<b>4.Economic Development</b>	<ul style="list-style-type: none"> <li>• The event has the capacity to contribute to economic development within the country.</li> <li>• The event has the potential to generate revenue through attracting participants/ spectators from outside the country.</li> <li>• Event has the capacity to support rural and micro-economic &amp; social development</li> </ul>					
<b>5.Cultural Development</b>	<ul style="list-style-type: none"> <li>• The event provides opportunities for expression, engagement and/or exposure to artistic and cultural audience.</li> <li>• Creates opportunity for developing multi cultural,multi religious engagement /exchange</li> </ul>					
<b>6.Tourism</b>	<ul style="list-style-type: none"> <li>• The event provides opportunities for marketing Sri Lanka to a wider audience locally , internationally and on site.</li> <li>• Benefits to the local tourism industry facilitating with hotel stays, tourism packages, and other tourism related services</li> <li>• Opportunity for enhancing Sri Lanka brand image for local &amp; international audience</li> </ul>					



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<b>7.Finanacial Contribution</b>	<ul style="list-style-type: none"> <li>• Total cost contribution</li> <li>• Financial Stability of the organization/individual</li> <li>• The number of other sponsors &amp; size of their contribution to the event</li> </ul>					
<b>8.Overall output and outcomes</b>	<ul style="list-style-type: none"> <li>• Overall output and outcome of the event for development of Sri Lanka Tourism</li> </ul>					

## 7. Methodology

7.1 The event proposal should be received by Sri Lanka Tourism at least 04 months before the event via application process and assessed for the following requirements:

7.1.1 The event takes place in Sri Lanka or other country with specific aim to promote tourism.

7.1.2 The total value of the event exceeds the value of sponsorship requested.

7.1.3 The event must add to the diversity of the Sri Lanka Tourism Events Calendar.

7.1.4 The applicant is a legal entity.

7.1.5 The proposed event is covered by a current Public Liability Insurance Policy with a value sufficient to cover any losses or damages occurred.

7.1.6 The event has not been considered in any other grant or sponsorship program/category. Submissions of the same event through multiple grants or sponsorship programmes will not be considered

7.1.7 Demonstrated capacity of the event organiser to successfully manage the event.

7.1.8 Risk assessment and management plans

7.1.9 Event sustainability plan (how does the event continue after funding from Sri Lanka Tourism).

7.1.10 Benefits to Sri Lanka Tourism of being a sponsor.

7.1.11 An Event Management Plan from the Organizer.

7.1.12 Other appropriate plans for the event, e.g. traffic and pedestrian management, fireworks management, crowd control, waste management etc.

7.1.13 Exposure for tourism branding in traditional and new media

7.1.14 Detail financial proposal with cost –benefit analysis of the event

7.1.15 Successful applicants need to provide to Sri Lanka Tourism a comprehensive Post- Event Evaluation Report supported by evidence within two months following the event date.

7.2 All event proposals to be received by the Sri Lanka Tourism Promotion Bureau and officer-in-charge of events to evaluate in consultation with the head of the organization. Subsequent to the evaluation and after verifying the required documents, claims, etc. the same to be submitted to the Board with recommendations stating the event category per 2.1 or 2.2. Of section 05.ate, the same using criteria mentioned in section 4 and 5 above

7.3 Sri Lanka Tourism reserves the rights to either publicly call for Expressions of Interest to allow all potential sponsors equal opportunities for involvement in an event; or approach individual sponsors directly.

7.4 Sri Lanka Tourism will actively seek sponsorship opportunities with both national and international organizations to assist in delivering events for the community. The sponsorship will be mutually beneficial and in keeping with Sri Lanka Tourism’s strategic priorities and core values.

- 7.5 Sri Lanka Tourism retains the right to decline a sponsorship agreement with any external party or in respect to particular products/services which Sri Lanka Tourism considers inappropriate.
- 7.6 Sri Lanka Tourism will not under any circumstances enter into sponsorship agreements with the organizations outlined herein.
  - 7.6.1 No approval from Finance Ministry granted under circular No: PED 57.
  - 7.6.2 No approval from the Board of Directors of Sri Lanka Tourism granted.
  - 7.6.3 Under any other circumstances, deem liable by the Sri Lanka Tourism.
- 7.7 Once all approvals are in place, a formal contract/agreement should be entered into with the respective party with regard to the deliverables from both parties.
- 7.8 In case of financial assistance, up to 20% advance to be provided at the signing of the contract, and the balance to be provided based on the performance of the event or after the event. If the event is not executed as per the agreed terms, the SLTPB has the right to recover the full advance payment from the advance bank guarantee of the event organizer.
- 7.9 The Events Team of Sri Lanka Tourism should perform an evaluation of the agreed deliverables by the Event Organizer.
- 7.10 In determining the financial contribution for an event, Sri Lanka Tourism can also take into consideration as a benchmark, the total payment of taxes by the event organizer (withholding tax, VAT and entertainment tax).
- 7.11 Sri Lanka Tourism to have a Annual budget for event sponsorship.
- 7.12 Event sponsorship should not increase under any circumstances for the year, however, any amount unspent in any year can be carried forward to the next year.

## 8. Obligations of the Organizer

- 8.1 To deliver the proposed event on the date and venue as specified in the agreement.
- 8.2 Ensure the event is held at a safe, accessible, and people-friendly environment.
- 8.3 Ensure the event is compliant with relevant legislative requirements, standards stipulated by law.
- 8.4 Ensure the event has the capacity for long term change, growth value-adding.
- 8.5 Environmental protection is an integral component to the event.
- 8.6 The event has the capacity to contribute to economic development within the country.
- 8.7 The event has the potential to generate revenue through attracting participants/ spectators from outside the country.
- 8.8 Ensure the event provides opportunities for expression, engagement and/or exposure to artistic and cultural audience.
- 8.9 Execute an event marketing plan
- 8.10 Demonstrate capacity to successfully manage the event
- 8.11 Risk assessment and management plans
- 8.12 Event sustainability plan (how does the event continue after tourism funding)
- 8.13 Provide a list of benefits to Sri Lanka Tourism of being a sponsor.
- 8.14 Provide any information required by SLTPB as and when requested.

- 8.15 Statements for financial expenditure, cost-benefit analysis, and final event report.
- 8.16 In addition, present an Event Management Plan and/or any other appropriate plans in relation to the event, including but not limited to traffic and pedestrian management, fireworks management, crowd control, waste management etc.
- 8.17 The event organizer should submit the application, event proposal together with required all details and in the order specified in the application form.
- 8.18 Not to engage in any joint promotional activity with other third parties other than the ones specified in the proposal, without the prior consent of the SLTPB.
- 8.19 To submit the post event satisfactory report according to the criteria specified in the point No: 12 of the Sponsorship Request Form.



## 9. The type of events Classified by Sri Lanka Tourism are as below :

- 9.1 Cultural & Religious events
- 9.2 Sports & Adventure events
- 9.3 Arts & Recreational events
- 9.4 Destination promotion events
- 9.5 Educational and Scientific Events
- 9.6 Business and Trade Events
- 9.7 State Events

## 10. Conflict of Interest

Every sponsorship proposal will be assessed against the possibility of a conflict of interest. A proposal may be refused or terminated in any case where, during the life of the sponsorship, the sponsor:

- 10.1 Has a current development application or planning matter with Sri Lanka Tourism, or Sri Lanka Tourism is aware of the possibility of an application or matter coming before it in the near future.
- 10.2 Is, or is likely to be, subject to regulation or inspection by Sri Lanka Tourism which may impose or imply conditions; and where the sponsorship may limit Sri Lanka Tourism's ability to carry out its functions fully and impartially.
- 10.3 If sponsorship is accepted under these circumstances, the reasons for acceptance must be clearly recorded by the approving officer or committee.

## 11. Sri Lanka Tourism will not support:

- 11.1 Events that have a political purpose, or applications made by political organizations.
- 11.2 Events that degrade or offend parts of the community or harmful for culture and/or Religions
- 11.3 Where the financial sponsorship is for costs associated with running an organisation salaries, rent, etc.
- 11.4 Retrospective funding proposals.
- 11.5 Applicants who have not fulfilled previous sponsorship obligations.

## 12. Termination of the Sponsorship

- 12.1 SLTPB shall have the right to terminate the sponsorship commitment by providing the notice in writing to the event organizer in the event that the event is cancelled , relocated, postponed or based on unforeseen circumstances.

## 13. Governing Law & Jurisdiction

- 13.1 Governing Law shall be the Law of Sri Lanka.
- 13.2 Any doubt , difference, dispute, controversy or claim arising from out of or in connection with this Letter of Award or on the interpretation thereof or on the rights, duties, obligations or liabilities of any parties hereto or on the operation, breach, termination or validity thereof, shall be settled by arbitration. Such disputes shall be referred to a sole arbitration appointed by the mutual agreement with both parties.

- 13.3 Arbitration proceedings shall take place in accordance with the rules of the institute for the development of Commercial Law and Practice.
- 13.4 The place of Arbitration shall be Colombo, Sri Lanka.
- 13.5 Properly formulated contract/ agreement incorporating all terms and conditions in the proposal will be signed. The Letter of Award shall constitute a binding agreement between Sri Lanka Tourism Promotion Bureau and the Event Organizer.

## 14. Submission Fees

- 14.1. A submission fee of Rs. 10,000 for each application tendered to SLTPB will be charged and said application fee will be refunded back to the sponsor subject to the sponsorship being approved by the Treasury/Ministry of Finance.
- 14.2. In the event if the application is not approved by the Treasury/Ministry of Finance, the submission fee will not be refunded to the applicant.
- 14.3. The applicant is advised to pay the submission fee only upon confirmation given by SLTPB on the compliance of the proposal according to set criteria.
- 14.4. The above amount should be paid by cash to the Sri Lanka Tourism Promotion Bureau.

**SPONSORSHIP REQUEST FORM**

1. Name of the event:
2. Date of the event:
3. Location:
4. Name, address, contact number of event owner (if a company, then please provide VAT Registration No., Business Registration and year of incorporation)
5. Objective of the event:
6. Nature of event (music, sports, adventure, etc.):
7. Event description (maximum 150 words):
8. Total budget for the event:
9. Expected contribution from Sri Lanka Tourism:
10. Endorsement and facilitation:
11. Endorsement, facilitation and financial support:
12. Sponsors involved (title sponsor, associate sponsor and others):

We hereby agree to provide a comprehensive satisfactory report according to the agreed format of deliverables including the following information within 30 days of completion of the event :

**1. Publicity for Sri Lanka as a tourism destination overseas-**

- Awareness generated locally and internationally-
- International profile and reputation enhancement -
- Goodwill and understanding promoted locally and internationally –

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- On site event branding done locally and internationally -
<b>2. Enhanced arrivals as a result of the event -</b>
<b>3. Income generation</b> <ul style="list-style-type: none"><li>- Visitor expenditure -</li><li>- Impact on community/private sector business -</li></ul>
<b>4. Celebrity endorsements for the destination -</b>
<b>5. Impact/ participation of visitors in the country -</b>
<b>6. Impact on industries/community, etc. -</b>
<b>7. Potential for this event to be a signature event for the destination -</b>
<b>8. Coverage from traditional , new media and earn media for the destination -</b>
<b>9. Other relevant information</b>

\*Check list for proposal submission completed Yes ☐

We hereby certify that the above information is true and correct to the best of my knowledge and appreciate if you could process the project proposal and provide us the feedback.

Signed:

Signature of the Applicant :

Date :

Company stamp :

## 15. Key Contact Person:

For further information and for any clarifications please contact:

Mr. Prasad Daluwatte

Director - Events

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