

- Unofficial Translation -



Announcement of the Royal Thai Embassy, Ottawa

No. 19 /B.E. 2569 (2026)

**Subject: Invitation to submit proposals for the organization of
the Thai Festival in Ottawa**

The Royal Thai Embassy in Ottawa invites all interested service providers to submit proposals for the organization of the Thai Festival in Ottawa, to be held on Saturday 12 September 2026 at Maison du Citoyen de Gatineau. The Terms of Reference for the said event is attached hereto for reference.

Interested service providers may submit their proposals via email to the Royal Thai Embassy at poleconsection@thaiembassy.ca from now until 9 June 2026. The Royal Thai Embassy will announce the selection result on 11 June 2026.

Announced on 2 June B.E. 2569 (2026)

A handwritten signature in black ink, appearing to read 'P. Ponthrigobol'.

(Mr. Pruthipong Ponthrigobol)
Chargé d'affaires, a.i.

Terms of Reference (TOR) Thai Festival in Ottawa 2026

1. Background

The Royal Thai Embassy in Ottawa plans to organize the Thai Festival Ottawa 2026 on 12 September 2026 at Maison du Citoyen de Gatineau (Gatineau City Hall), located adjacent to Ottawa.

The annual festival aims to promote Thailand's arts, culture, tourism, and economic opportunities through showcases of Thai products and services, cuisine, cultural performances, Muay Thai, Thai massage, and traditional attire. The event will also commemorate the 65th anniversary of diplomatic relations between Thailand and Canada.

2. Objectives

2.1 To ensure the efficient organization and promotion of the Thai Festival in Ottawa.

2.2 To promote a positive image of Thailand and expand opportunities for the promotion of Thai products and services, Thai food and beverages, Thai arts and culture, Muay Thai, Thai Film, Thai massage, Thai traditional costume, and Thai tourism.

2.3 To enhance economic cooperation, cultural exchange, and mutual understanding between Thailand and Canada.

2.4 To create opportunities for international marketing and to foster business networking and trade linkages among participating businesses.

2.5 To enhance awareness and strengthen the image of Thai products and goods in international markets.

3. Qualifications of Bidders


3.1 Bidders must be companies or organizations legally registered and engaged in the business of event organization, exhibition management, or related services.

3.2 In the case of an individual bidder or a non-juristic entity, a copy of the bidder's valid identification document shall be submitted.

3.3 Bidders must maintain an office or place of business in Canada.

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Signature..........Committee
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(Mrs. Patcharin Caza)

4. Scope of Work

The contractor shall be responsible for all preparations, coordination, and organization of the Thai Festival in Ottawa at Maison du Citoyen de Gatineau on 12 September 2026 from 11:00 a.m. to 5:00 p.m., ensuring that the event is conducted smoothly and achieves the objectives of the project. The scope of work shall include, but not be limited to, the following:

4.1 Venue

(1) Arrange the rental of Maison du Citoyen de Gatineau for the Thai Festival on 12 September 2026, including all relevant areas such as the main activity area, stage area, booth/stall commercial zone, exhibition area, Thai film screening area, VIP reception room, registration area, equipment storage area, and all other facilities and common areas required for the event.

(2) Obtain all permits, licenses, and approvals required for the event, including permits relating to commercial activities, food and beverage sales, performances, Thai film screenings, and any other relevant activities.

4.2 Design and Event Layout

Design the overall event concept and layout in accordance with the project objectives, including:

- (1) Venue decoration;
- (2) Stage design and setup;
- (3) Design, production, and installation of not fewer than 22 activity stalls;
- (4) Design and production of event promotional materials, directional and informational signage (in English and French), event branding elements, and photo backdrop areas at appropriate locations
- (5) Installation of lighting, audio-visual systems, communication systems, and related equipment

4.3 Activities Within the Event

4.3.1 Opening Ceremony

(1) Propose the concept and format of the opening ceremony, including decoration of the ceremony area in accordance with the event theme.

(2) Arrange a VIP reception room for senior Thai and Canadian officials attending the opening ceremony.

(3) Stage activities:

(3.1) Arrange the stage in accordance with the approved design, including lighting, sound systems, and LED screens as appropriate to the venue and event objectives.

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(3.2) Organize opening ceremony performances and related activities in accordance with the event theme.

(3.3) Prepare and distribute electronic invitation cards at least 30 days prior to the event.

(3.4) Provide 1-2 professional masters of ceremonies (MCs) proficient in English and French to host the event throughout the day.

(3.5) Provide one podium with a tabletop microphone for the opening ceremony.

(3.6) Provide at least two wireless microphones for MCs and presenters.

(3.7) Provide at least one sofa set with reception table for the chairperson and distinguished guests.

4.3.2 Event Activities

(1) Prepare the event programme and run-of-show schedule.

(2) Provide at least two sets of tables and chairs for registration purposes.

(3) Provide at least 200 chairs with backrests for attendees and media representatives.

(4) Provide at least 100 sets of refreshments and beverages for VIP guests, participants, and media representatives.

(5) Prepare at least 100 souvenirs for VIP guests.

(6) Activity booths/stalls:

(6.1) Arrange activity booths/stalls (two 32 x 72-inch tables per booth/stall) with appropriate electricity supply, particularly for food vendors, and arrange them in accordance with the approved event layout.

(6.2) Prepare booth/stall name signs or backdrops.

(6.3) Design and produce one photo backdrop/display measuring at least three metres in width.

(6.4) Provide at least 44 tables and 44 chairs for booth/stall operations.

(6.5) Promote and recruit Thai restaurant businesses in Canada to participate in the event.

(6.6) Coordinate with Thai associations and community groups in Canada to participate in event activities.

(6.7) Organize other supporting activities relevant to the event.

(7) Stage performances and activities: Coordinate and organize at least three rounds of stage performances, each including:

- Muay Thai demonstrations;
- Thai cultural dance performances;
- Thai massage demonstrations; and

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- Interactive quiz activities.

(8) Organize the Thai Traditional Costume (“Chud Thai”) Exhibition provided by the Ministry of Foreign Affairs, comprising:

- 14 exhibition panels (80 x 180 cm each);

- AI Photo programme for virtual Thai costume experiences via mobile devices; and

- At least one 40-inch Smart TV connected to the internet.

The contractor shall be responsible for the AI Photo program usage fee of THB 16,050 (approx. CAD 680) for a six-hour exhibition period.

(9) Organise two to three screenings of Thai films in the auditorium.

(10) Provide support personnel, including:

(10.1) At least two staff members responsible for event coordination and operation of lighting, audio-visual, communications systems, and related equipment.

(10.2) Staff to supervise film screenings and related activities; and

(10.3) Professional photographers and videographers throughout the event.

The contractor shall dismantle and remove all installations within the timeframe specified by the venue and shall be responsible for all insurance costs and any damages arising from the event.

4.4 Public Relations

Provide the event through online and social media platforms, including posts, news articles, infographics, video clips, and other promotional content as follows:

(1) At least 10 promotional posts or publicity materials prior to the event;

(2) At least 3 promotional posts or publicity materials during the event; and

(3) At least 1 promotional post or publicity material after the event

4.5 Facilitation and On-site Services

4.5.1 Transportation Facilitation: Provide transportation facilitation and VIP parking arrangements for attendees of the opening ceremony on 12 September 2026 from 11:00 a.m. to 5:00 p.m.

4.5.2 Security and Traffic Management: Provide at least two personnel to oversee security, maintain order, and facilitate traffic management throughout the event.

4.6 Deliverables Upon Completion of the Event

4.6.1 Event photographs, including venue decoration, activity booths/stalls, exhibitions, film screening room, and other event areas, provided in digital format on a USB drive.

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4.6.2 Photographs and video recordings of all major activities, including the opening ceremony, VIP guests, performances, activity booths/stalls, film screenings, and participants, provided on a USB drive.

4.6.3 Summary report of event implementation, including:

- Number of participants (categorized by gender and age group);
- Publicity and social media analytics; and
- Public relations performance metrics, including engagement, reach, and impressions.

The report shall be submitted in PDF format on a USB drive.

4.6.4 A project satisfaction evaluation report in PDF format on a USB drive.

5. Delivery Schedule

5.1 The contractor shall carry out all activities specified in Section 4 from the date of contract signing until the completion of the Thai Festival in Ottawa on 12 September 2026 at Maison du Citoyen de Gatineau.

5.2 All deliverables specified in Section 4.6 shall be submitted within seven days following the conclusion of the event.

6. Ownership of Information, Documents, and Work Results

6.1 The contractor shall provide complete information and reports relating to all activities carried out under the project.


6.2 All information, documents, materials, and work products produced under this project shall remain the property of the Royal Thai Embassy. The contractor shall not disclose or use such information without prior written approval from the Embassy.

7. Criteria for Proposal Evaluation

Proposals shall be evaluated based on the following criteria:

- Price: 50%
- Quality: 50%

Quality criteria shall include the bidder's experience in organizing festivals and public events in Canada, established networks with Thai communities and businesses in Canada, the quality of the proposed theme and implementation of the event, technical proposals, and any other relevant capabilities or applicable technologies offered by the bidder

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8. Budget

The budget allocated for the project shall not exceed THB 1,240,000 (approx. CAD 54,000)

9. Work Installments and Payment Terms

Payment shall be made in three installments following satisfactory inspection and acceptance by the designated inspection committee.

(I) First Installment – 15%

Payable within 14 days after contract signing upon submission of:

- (1) Work plan and event implementation plan;
- (2) Event concept and design, including:
 - Overall event theme;
 - Stage and booth/stall concepts;
 - Photo backdrop concept;
 - Lighting and audio-visual plans;
 - Ceremony sequence and activity programme;
- (3) Invitation cards for VIP guests and media representatives;
- (4) Public relations plan.

(II) Second Installment – 50%

Payable no later than 30 days before the event upon submission of:

- (1) Evidence of venue reservation and rental;
- (2) Confirmation of participation by exhibitors, Thai businesses and Thai associations in Canada;
- (3) Evidence of arrangements for performances and stage activities; and
- (4) Evidence of arrangements for venue decoration and related materials

(III) Third Installment – 35%

Payable within 7 days after completion of the event upon submission of:

- (1) Evidence of successful completion of the Thai Festival in Ottawa on 12 September 2026;
- (2) Event photographs on USB drives;
- (3) Event video recording on a USB drive;
- (4) Final implementation report in hard copy and PDF format; and
- (5) Satisfaction evaluation report in hard copy and PDF format.

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10. Penalty Rate

In the event of delayed performance or delivery, a daily penalty of 0.05% of the contract value shall be imposed.

11. Responsible Agency

Royal Thai Embassy in Ottawa
180 Island Park Drive, Ottawa, Ontario K1Y 0A2
Tel: (613) 722-4444 ext. 33
Email: poleconsection@thaiembassy.ca

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