

Support Policy for International Events of Thailand Riviera Project

About:

This campaign is offered by Thailand Convention and Exhibition Bureau (TCEB), under the Mega Events and World Festivals Department, to encourage and support all local and international event/festival owner **in order to bring in or co-create world-branded event/festival to “Thailand Riviera”** area which included of Samutsongkram, Samutsakorn Phetchaburi, Prachuabkirikan, Chumphon and Ranong.

As “Thailand Riviera” project was originally approved by the Thai Cabinet since 2006 and Thai Cabinet continued on development plan to highlight and emphasized “Thailand Riviera” as a hub for high-end tourism. Thus, mega event and world festival will be the most importance mechanic to drive and form destination branding as well as destination’s DNA.

Objectives:

This campaign serves the following objectives:

1. To attract renowned international mega event and world festival to be hosted in Thailand Riviera area.
2. To encourage event/festival owner to bring in or co-create world-branded event to Thailand Riviera area.
3. To create and generate both tangible and intangible outcomes to community around Thailand Riviera area.
4. To create the destination’s DNA for Thailand Riviera area

Focused Sectors

The proposed mega event/world festival must be in the following areas:

1. **Entertainment** using public spaces like music city, jazz, EDM etc.
2. **Health & Wellness:** using beach front, natural resources, yoga etc.
3. **Mass participation**
4. **Art and Culture**

Eligibility:

Restricted requirements which all applicants shall meet as follows:

1. Local Associations/International Associations
2. Foundations, non-profit organisations
3. Public organisations relating to the eligible sectors
4. Local Thai organisers with at least 3 years organizing festivals experiences

Please note that the applicant must be Registered Juristic Entity under the Civil and Commercial Code.

Criteria

The eligible applicants who would like to bring in or co-create world-branded event/festival must be reach basic criteria below:

- **Must be international event consisting of the following**
 - Must have local Thai organizer as core partner
 - Can co-create or co-branded with local Thai events
 - Minimum fanbase at least 50,000 lists
 - Event must be held consecutively least 3 years.
- **Must be suitable size for small city; compact & premium**
 - Mega Event with international brand and receive central government support
- **Duration:**
 - Minimum 3 days
 - Weekend version at least 1 day every weekend but total numbers are 3 days

Scope of support

This campaign offers financial subsidy to the event/festival owner as below:

1. **The trial mini events support** with maximum valued at **1,000,000 THB (included VAT)** for the event which is adopted and applicable to “**New normal guideline**”. The trial mini event must be 3-6 months prior to the real event. The event and festival owner must be strictly followed TCEB Hygienic guideline & SHA guideline apply. The trial event must invite all related government agencies to witness and participate in the event to demonstrate the best new normal practice.
2. **Pre-Economic Impact Support** with maximum valued at **300,000-1,000,000 THB (included VAT)** for potential events/festivals in above mentioned sectors.
3. **Site Inspection** with maximum valued at **500,000 THB (included VAT)** to subsidize the cost of either physical site inspection or virtual site inspection.
4. **License or branding fee support** with maximum valued at **10,000,000 THB (included VAT)** to subsidize the license or branding fee.
5. **Won-bid Support/New Event Creation** with maximum valued at **1,000,000-2,000,000 THB (included VAT)**.

Application process

Pre-Event

1. The organizer must submit an application online at <https://rfs.businesseventsthailand.com/> including:
 - Letter of Support Request
 - Event proposal
 - Company registration Certification
 - In case the applicant is not the owner of the event, the authorized letter from the owner of the event is required.
 - Letter of Intent or agreement or contract from international event/festival owner.

The application should be sent to TCEB four (4) months prior to the event for international major event/ festivals and 2-5 years for mega events.
2. TCEB will consider the request and reply by letter in duplicate.
3. The organizer must formally acknowledge any support, signing the relevant documents. Together with the company seal. All signed documents should be returned to TCEB within seven (7) working days.

Reimbursement Process: Post Event

1. The event organizer/ owner must submit an **acknowledgement letter** and an **original invoice** to TCEB.
2. Together with **acknowledgement letter** and an **original invoice**, the applicant must be provided the documents as below:
 1. Event profile
 2. Target group / Top 5 Target Countries
 3. Fan base analysis
 4. Prospect supporter
 5. Prospect venue
 6. Bid requirements
 7. Timeline for bidding
 8. Proof of correspondence with the international event or festival owner.
 9. Other details (If any)
3. The payment will be processed within **30 days** upon receiving the above documents.

Remark: TCEB reserves the right of final decision for the applications.

Terms and conditions

4. TCEB reserves the right to amend or adjust the details and procedures of the support as appropriate and will inform the organizer in advance.
5. TCEB reserves the rights for final decision for applications.
6. The Programme: “**International Events of Thailand Riviera Project**” is restricted to support only the international events that involve in key industries that TCEB supports.
7. The organizer is required to provide full information as requested. If the organizer fails to abide by rules and regulations stated here in any case, TCEB reserves the right to terminate the support at its discretion.
8. In return for TCEB’s support, the organizer is obligated to acknowledge TCEB as a “**Strategic Partner**” and place TCEB’s logo in its event’s advertising and promotional collaterals.
9. The organizer is required to invite a TCEB representative as a speaker in related local press conference and opening ceremony.
10. In terms of payment and exchange rate, TCEB reserves the right to apply the rate indicated by Bank of Thailand (BOT). If this exchange rate is not available, TCEB will use the rate indicated in previous business day(s) instead.
11. All organizers must agree that the financial support is inclusive of VAT required by law (currently at 7%) and Thai-registered companies must accept the deduction of revenue tax under Thailand’s Tax Law.
12. The campaign is open from **August 15, 2020 onward.**