BRUNEI DECEMBER FESTIVAL 2021

- PARTICIPATION GUIDELINES -

INTRODUCTION

1. Brunei December Festival (BDF) is an initiative by the Ministry of Primary Resources and Tourism through the Brunei Tourism Board to promote domestic tourism for economic growth.

2. It aims to encourage the local residents to spend their holiday in the country during the December school holidays; and attract tourists from abroad with various interesting packages and activities to offer.

OBJECTIVES

1. Promote domestic tourism by attracting local residents to travel and spend within the country.

2. Stimulate economic growth through increase in income and employment among the youth.

3. Encourage event organizers to be more creative in organizing various events and exciting activities that can spur the growth of Micro, Small and Medium Enterprises (SMEs).

4. Increase the number of international tourists by promoting attractive tour packages and activities.

BENEFITS OF COLLABORATION

1. Blanket approval for permission to organize events from the Ministry of Home Affairs (MOHA).

2. No registration fee to participate in BDF.

3. Promotional campaigns on various government media channels such as radio, television, websites, e-mail, social media, etc.

4. Other forms of cooperation to facilitate the handling of events / activities subject to terms and conditions*.

BDF 2021 CATEGORIES

The BDF 2021 will be focusing on events and activities under the following categories:

1. **Islamic**
   Events or activities that inculcate Islamic values such as religious talks, tausyeh, nasyeed, *Azan* competition, etc.

2. **Food and Culinary**
   Events or activities focusing on food or culinary arts, such as food festivals, cooking competitions, fine dining event, etc.

3. **Culture and Arts**
   All kinds of events or activities that revolve around culture and arts, including creative arts such as:
   - Literary writing - such as literatures, novels, short stories, poems, etc.
   - Performing arts - such as musical instruments, traditional theater, comedy shows, etc.
   - Visual arts - such as paintings, sculptures, illustrations, calligraphy, photography, cartoons, sketches, etc.
   - Design - such as printing, interior decoration, etc.
   - Filming – Movie and video making such as documentaries and animations, etc.
   - Martial arts – *Silat,* taekwondo, judo, etc.
   - Handicrafts, carpentry and so on.

4. **Sports, Adventure and Recreation**
   Any sports, adventure or recreational activities such as cycling, running, kayaking, hill climbing, football, badminton, camping, glamping and so on.

5. **Shopping**
   Shopping and any sales activities such as exhibitions, garage sales, car boots sale, etc.

6. **Digital Technology and ICT**
   Any form of event or activity that focuses on the use of digital technology and information communication technology (ICT) such as online gaming, eSports, 3D printing, coding and programming (Software, Mobile Apps Programming, etc.), Artificial Intelligence (AI) applications (robotics and automation, etc.) and so on.

SELECTION CRITERIA

Screening and selection process will be carried out to identify eligible and suitable events to be promoted under BDF 2021, based on the following criteria:

1. **Purpose**
   The event must have a very clear purpose and is aimed at giving a remarkable impact / contribution, economically and / or socially.

2. **Creativity and Originality**
   The extent to which events / activities provide a fresh, interesting and meaningful experience to participants / public.

3. **Inclusive**
   Ensure there is "something for everyone". By taking into account people of different age groups and those residing outside Brunei Muara, Event Organizers are encouraged to plan and manage events that are inclusive and can be joined by people from different demographic background.

4. **Structure**
   Shows a clear and obvious planning through all parts of the event management which includes the preparation of *timeline / gantt chart,* draft programme and tentative Guest of Honour (if there is any).

5. **Feasibility**
   The extent to which the event is technically and financially viable (Please refer to Annex 1).

WORK PROCESS

All registration forms and supporting documents submitted to Tourism Development Department must go through the following process:

TERMS AND CONDITIONS FOR PARTICIPATION*

1. Event organizers must obtain support / approval in writing from the relevant parties related to the management of the event, including the authorities prior to submitting the application. For example, written approval from the Ministry of Culture, Youth and Sports (MCYS), the Maritime and Port Authority of Brunei Darussalam (MPABD) and other relevant parties to organize water sports activities.

2. Submit a completed form with supporting documents before or on the closing date.

3. Event Organizers are required to comply with any acts, guidelines and regulations enforced by the relevant government agencies / authorities.

4. Ensure compliance to the Standard Operating Procedures (SOPs) of the Ministry of Health throughout the events / activities to prevent the spread of Covid-19.

5. Any costs / expenses related to organizing the event / activity shall be borne by the respective event organizer. Sponsorships are possible, however event organizers are required to apply for sponsorship approval directly from MOHA.

6. Event Organizers are required to share any data / information required by TDD for the purpose of monitoring and evaluating the effectiveness of BDF 2021. Failure to do so may affect future participation in future BDF events.

7. Any application received after the closing date will not be entertained and Event Organizers must apply directly to MOHA for permission to host any event / activity.

APPLICATION PROCEDURES

Registration form (Annex 2) can be downloaded from Brunei Tourism Website: www.bruneitourism.com/BDF2021 or at Tourism Development Department Office, Level 3, Ministry of Primary Resources and Tourism Building.

Registration forms and all supporting documents must be submitted to the Brunei December Festival (BDF) 2021 Secretariat not later than **31 August 2021, at 4.00 pm** via email to info.bdf@tourism.gov.bn or to the following address:-

Brunei December Festival (BDF) 2021 Secretariat
Tourism Development Department
Ministry of Primary Resources and Tourism
Jalan Menteri Besar
Bandar Seri Begawan BB3910
Brunei Darussalam

For further queries and clarification, you may contact the BDF 2021 Secretariat on **238 2931** or via email on info.bdf@tourism.gov.bn

Prepared by:
Tourism Development Department
Ministry of Primary Resources and Tourism
Brunei Darussalam

UPDATED JUNE 2021

ANNEX 1

BRUNEI DECEMBER FESTIVAL 2021

FINANCIAL SIMULATION **(SAMPLE)**

	Items	Price / Rate	Quantity	Total
1	**Projected Sales**			**XXX**
1.1	Booth Sales			
	- Premium			
	- Standard			
1.2	Tickets Sales			
2	**Projected Expenditures**			**XXX**
2.1	Venue Rental			
2.2	Contractors			
	- Booth set-up charges			
	- Staging			
	- Cafeteria			
2.3	Booth License Fee			
2.4	Committee			
2.5	Printing			
2.6	Marketing			
2.7	Miscellaneous			
			Projected Profit	**XXX**

ANNEX 2

BRUNEI DECEMBER FESTIVAL 2021

- BORANG PENDAFTARAN –

(REGISTRATION FORM)

BAHAGIAN A – MAKLUMAT SYARIKAT / *SECTION A – COMPANY DETAILS*	
Nama Syarikat: *(Name of Company)*	No. Tel: *(Tel No.)*
Alamat Syarikat: *(Company Address)*	Alamat E-mel: *(E-mail address)*
Fokal untuk dihubungi: *(Focal person to be contacted)* Jawatan: *(Position)*	Akaun Facebook: *(Facebook Account)* Akaun Instagram: *(Instagram Account)*

BAHAGIAN B – MAKLUMAT ACARA / *SECTION B – DETAILS OF THE EVENT*

Nama Acara / Aktiviti:
(Name of event / activity)

Kategori (sila tandakan / pada petak yang disediakan):
(Categorles [please tick in the appropriate box])

☐	Islamik (Islamic)	☐	Sukan, pengembaraan dan rekreasi *(Sports, adventure and recreations)*
☐	Makanan dan Kulinari *(Food and Culinary)*	☐	Membeli-belah *(Shopping)*
☐	Kebudayaan dan Kesenian *(Culture and Arts)*	☐	Teknologi Digital dan ICT *(Technology Digital and ICT)*

Objektif Acara / Aktiviti: *(Objective of the event / activity)*	Peserta sasaran: *(Target participants)*

Penyertaan adalah *(Participation is)*:

☐ Percuma *(Free)* ☐ Dikenakan bayaran *(Charged)*

Disahkan oleh *(Verified by)*:

.....

Nama *(Name)*:
Jawatan *(Position)*:
No. Tel *(Tel.No)*:

Cop Syarikat
Company Stamp

BAHAGIAN C – UNTUK DIISIKAN OLEH SEKRETARIAT BDF 2021 ***SECTION C – TO BE FILLED IN BY BDF 2021 SECRETARIAT***
☐ Borang pendaftaran *(Registration form)* ☐ Kertas cadangan acara yang mengandungi maklumat berikut: *(Event proposal that includes the following information)* - Tajuk Acara / Aktiviti *(Name of event / activity)* - Latar Belakang Acara / Aktiviti *(Background of the event / activity)* - Objektif *(Objectives)* - Tarikh dan tempat acara / aktiviti diadakan *(Date and venue of the event / activity)* - Peserta sasaran *(Target participants)* - *Event Partners* - Strategi Pemasaran / Promosi *(Marketing / Promotional Strategies)* - *Timeline* - *Financial simulation / Event Budgeting* ☐ Sijil Pendaftaran Perniagaan ROCBN - jika berkenaan *(ROCBN Business Registration Certificate) – if applicable* ☐ Surat sokongan / pengesahan / kebenaran dari pihak / agensi yang berkenaan *Supporting / Authorization / Approval letter from the relevant parties / agencies* Sila nyatakan *(Please state)*: 1. …… 2. …… 3. …… ☐ Lain-lain. Sila nyatakan *(Others. Please state)*: ……..
Nota *(Note)*:

Disahkan oleh *(Verified by)*:

…….
Nama *(Name)*:
Jawatan *(Position)*:
No. Tel *(Tel.No)*:

Cop Kementerian
Ministry's Stamp

Borang pendaftaran dan semua dokumen sokongan hendaklah dihadapkan kepada Sekretariat Brunei December Festival (BDF) 2021 **selewat-lewatnya pada 31 Ogos 2021, jam 4.00 petang** melalui e-mel ke info.bdf@tourism.gov.bn atau dialamatkan kepada:-

Sekretariat Brunei December Festival (BDF) 2021
Jabatan Kemajuan Pelancongan
Kementerian Sumber-Sumber Utama dan Pelancongan
Jalan Menteri Besar
Bandar Seri Begawan BB3910
Negara Brunei Darussalam

Registration forms and all supporting documents must be submitted to the Brunei December Festival (BDF) 2021 Secretariat not later than ***31 August 2021, at 4.00 pm*** *via email to info.bdf@tourism.gov.bn or addressed to:-*

Brunei December Festival (BDF) 2021 Secretariat
Tourism Development Department
Ministry of Primary Resources and Tourism
Jalan Menteri Besar
Bandar Seri Begawan BB3910
Brunei Darussalam