

BRIEF – Penang Street Food Festival

In-conjunction of Penang International Bridge Marathon, the state is planning to organize Penang Street Food Festival on 23 and 24 November 2019. The aim of the festival was to bring the community together through the celebration of food and showcase Penang’s multi-ethnic food scene and unique culinary heritage.

Request for Proposal

Event Name	Penang Street Food Festival
Date	23 & 24 November 2019
Duration of Event	2 days
Venue	Please propose

Proposal Details

Proposal Details	• 2 days program / activities • Detailed Budget (overall project including setup, coordination, rental, fees, advertising & promotion and other related costs) • Potential sponsorship / partners • Company credentials
Elements / Activities	• Penang Street Food • Performances
Target Audience	Local and International tourists

Submission Date	18 June 2019
Budget	RM250,000 to RM300,000