



"A nation stays alive,
when its culture stays alive"

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REQUEST FOR PROPOSAL

BIGSA Museum and Experience Centre Operation Package

Changbangdhu, Thimphu

Date: 23/05/26

Reference No.: BIGSA/Amin/2026/2414

A. Statement of Purpose

The Bhutan Indigenous Games and Sports Association invites proposals from interested individuals, firms, companies, organisations, or joint ventures to develop and operate the BIGSA Museum and Experience Centre at Changbangdhu, Thimphu.

The proposed facility includes:

Facility Component	Approximate Area
Museum Building	390 sq.m
Pavilion Area	200 sq.m

BIGSA's vision is to create a space that celebrates Bhutan's traditional games, sports, culture, and community practices in a way that is engaging, educational, and commercially sustainable.

The selected operator will have the opportunity to propose a concept and operating model for the space, including possible museum displays, visitor experiences, Bhutanese cuisine, guided activities, retail, events, and other suitable ideas that support the overall vision of the centre.

Interested applicants must submit their proposals by 13/06/26. Submission details are provided under Section E.

Contact address: Changlimithang, Thimphu. Email: bigsabt@gmail.com

Website: <http://www.bigsa.bt> Phone: +975-02-332834

P.O. Box 939.



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B. Background Information

BIGSA seeks to establish the Museum and Experience Centre as a public-facing space that helps promote Bhutan's traditional games and sports, including traditional archery, khuru, soksom, and doe-gor.

The centre is expected to serve a range of visitors, including local communities, students, tourists, families, cultural groups, tour operators, and other interested audiences.

The space is not expected to be limited to a conventional display museum. It may be developed as an experience-based centre where visitors can learn through stories, displays, guided interpretation, demonstrations, cultural activities, food, retail, and pavilion-based introductions to traditional games.

Bidders are encouraged to propose creative, practical, and commercially viable ideas for the space. While the centre should remain aligned with BIGSA's vision, bidders may also propose additional activities, services, or revenue opportunities that they believe would strengthen the visitor experience and sustainability of the centre.

C. Scope of Work

The selected operator will be expected to develop and operate the BIGSA Museum and Experience Centre in line with the concept proposed and agreed with BIGSA.

The following areas indicate BIGSA's broad expectations. Bidders are encouraged to propose their own practical approach.

1. Museum and Experience Centre Concept

Bidders should propose an overall concept for the centre. This may include how the space will present Bhutan's traditional games, sports, culture, stories, people, and practices in a way that is engaging for visitors.

The concept may include museum-style displays, photographs, traditional equipment, storytelling, guided experiences, demonstrations, cultural interpretation, or other suitable elements.

2. Use of Museum Building and Pavilion Space

Bidders should propose how the museum building and pavilion area may be used.

The pavilion may include space for guides, facilitators, players, or resource persons to introduce visitors to traditional archery, khuru, soksom, doe-gor, and other relevant traditional games where appropriate.

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BHUTAN OLYMPIC COMMITTEE

The bidder is not required to be an expert player of these games. However, they may propose how relevant guides, practitioners, facilitators, or resource persons can be engaged where needed.

3. Visitor Experience

Bidders should propose how visitors will experience the centre from arrival to exit.

This may include guided tours, storytelling, displays, demonstrations, group packages, school visits, tourist packages, family activities, cultural sessions, or other visitor-friendly ideas.

The visitor experience should be safe, respectful, and suitable for both local and international audiences.

4. Bhutanese Cuisine, Retail, and Commercial Services

Bidders may propose food, beverage, retail, souvenir, or other commercial services that support the overall experience of the centre.

Where food and beverage services are proposed, bidders are encouraged to consider Bhutanese cuisine, local refreshments, or culturally appropriate dining experiences.

Bidders may also propose other commercial ideas that can help make the centre financially sustainable, provided they are suitable for the purpose and image of the centre.

5. Engagement of Local Resource Persons

Bidders may propose ways to involve local artisans, traditional players, storytellers, guides, cultural practitioners, performers, or other relevant resource persons.

This is encouraged where it adds value to the visitor experience and helps represent Bhutanese knowledge, skills, and traditions meaningfully.

6. Safety, Operations, and Maintenance

Bidders should propose how the centre will be operated, staffed, maintained, and kept safe for visitors.

Where demonstrations or visitor-facing activities are proposed, the bidder should also explain how safety will be managed.

BIGSA will work with the selected operator to ensure that activities related to traditional games are appropriate and safe.

7. Marketing and Promotion

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Bidders may propose how the centre can be promoted to schools, tourists, tour operators, hotels, local visitors, families, cultural groups, and other relevant audiences.

Use of BIGSA's name, logo, or identity shall be discussed and agreed with BIGSA.

D. Contract Details

1. Contract Type

The selected bidder shall operate the BIGSA Museum and Experience Centre under a Lease and Operation/Concession-type Agreement.

Under this arrangement, BIGSA will provide access to the identified museum and pavilion space, subject to the final agreement. The selected operator will develop and operate the centre based on the agreed concept and will pay BIGSA a fixed monthly lease fee.

The final terms of the agreement will be discussed and agreed during negotiation.

2. Contract Duration

The contract duration shall be discussed and agreed between BIGSA and the selected bidder during negotiation.

Bidders may propose a suitable contract duration based on their proposed concept, investment requirement, setup period, and business model. The final duration, renewal terms, and any setup period shall be mutually agreed before signing the agreement.

3. Financial Arrangement

The Financial Proposal should clearly state the proposed commercial arrangement.

This may include:

- Fixed monthly lease fee offered to BIGSA.
- Proposed payment arrangement.
- Proposed setup investment by the bidder.
- First-year revenue and expenditure projection.
- Revenue-sharing proposal, if any.
- Break-even estimate.
- Financial assumptions.

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Bidders may also propose alternative commercial arrangements, provided they are clear, realistic, and beneficial to the long-term sustainability of the centre.

4. Monitoring and Coordination

The selected operator will work in coordination with BIGSA.

BIGSA may provide guidance on the overall vision, use of BIGSA identity, traditional games content, and safety considerations. The operator will be responsible for the day-to-day management and operation of the centre.

5. General Conditions

- BIGSA reserves the right to accept or reject any proposal.
- BIGSA may negotiate with shortlisted bidders.
- Bidders shall bear all costs related to preparation and submission of proposals.
- Bidders must disclose any actual or potential conflict of interest.
- False or misleading information may result in disqualification.
- The selected operator shall comply with applicable laws, permits, and safety requirements.
- BIGSA is not bound to select the highest financial offer if the proposal is not suitable for the centre's purpose, safety, or long-term sustainability.

E. Proposal Guideline

Interested applicants must submit the following:

1. Technical Proposal

The Technical Proposal should include:

- Applicant profile.
- Relevant experience, where available.
- Proposed concept and approach.
- Proposed use of the museum building and pavilion space.
- Visitor experience ideas.
- Proposed operations and staffing approach.
- Safety approach.
- Business and revenue model.
- Possible engagement of guides, artisans, traditional players, or resource persons.
- Marketing and promotion approach.
- Team composition, where applicable.

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- Supporting documents, references, or portfolio, where available.

2. Financial Proposal

The Financial Proposal should include:

- Fixed monthly lease fee offered to BIGSA.
- Proposed payment arrangement.
- Proposed setup investment.
- First-year revenue and expenditure projection.
- Revenue-sharing proposal, if any.
- Financial assumptions.

The Technical Proposal and Financial Proposal must be submitted separately.

For hard copy submission, bidders must submit the Technical Proposal and Financial Proposal in separate sealed envelopes.

For email submission, bidders must submit the Technical Proposal and Financial Proposal as separate files.

Evaluation Criteria

Proposals shall be evaluated as follows:

Component	Weightage
Technical Proposal	70%
Financial Proposal	30%
Total	100%

The Technical Proposal will be evaluated first. Only bidders who meet the minimum technical score will have their Financial Proposals opened.

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The evaluation will consider the strength of the proposed concept, practicality of the operating model, visitor experience, safety approach, commercial sustainability, relevant experience, and financial proposal.

Submission Details

Item	Details
Deadline	13/06/26
Email Submission	schuki61@gmail.com
Contact Person	Sonam Chuki
Contact Number	+97517886449
Site Visit Date	June 1 - 5

Questions or requests for clarification may be submitted to above given contact details before 08/06/26.