



MINISTRY OF TOURISM AND WILDLIFE
TOURISM PROMOTION FUND

TENDER DOCUMENT

**REQUEST FOR PROPOSAL FOR THE DESIGN AND DEVELOPMENT OF
CORPORATE BRAND IDENTITY FOR TOURISM PROMOTION FUND.**

TENDER NO. TPF/03/2020-2021

**CLOSING DATE: THURSDAY, 25TH MAY, 2021 AT 11.00 AM (KENYA
TIME).**

Tourism Promotion Fund
Ministry of Tourism and Wildlife
P.O. Box 50293 – 00100, Nairobi
NSSF Building, Block A , Eastern Wing
20th Floor Boardroom
Tel: +254-20-4400601
Email: tpfprocurement@tourism.go.ke

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SECTION I- LETTER OF INVITATION

TENDER REF NO: TPF/03/2020-2021 PROVISION OF DESIGN AND DEVELOPMENT OF TOURISM PROMOTION FUND CORPORATE/ BRAND IDENTITY.

1.1 The Tourism Promotion Fund invites sealed Request for Proposals from eligible candidates for consultancy to design and develop corporate identity/brand for the Tourism Promotion Fund.

1.2 A complete set of tender documents may be downloaded by interested candidates free of charge at www.tourism.go.ke. Completed tender documents are to be enclosed in plain sealed envelopes marked **“TPF/03/2020-2021 – DESIGN AND DEVELOPMENT OF TOURISM PROMOTION FUND BRAND IDENTITY** and be deposited in the tender box provided at the NSSF Building, Block A, Eastern Wing 20th Floor, Nairobi, be addressed to:

**CHIEF EXECUTIVE OFFICER
TOURISM PROMOTION FUND
P.O.BOX 50293-00100, NAIROBI**

so as to be received on or before **TUESDAY 25TH MAY, 2021 at 11.00 am.** Bulky tenders which will not fit in the tender box shall be received and recorded by TPF procurement representative. Tenders should be submitted in one envelope containing technical and financial proposals, sealed **separately and clearly marked: TECHNICAL PROPOSAL AND FINANCIAL PROPOSAL AND WARNING NOT TO OPEN THE TECHNICAL PROPOSAL** with the financial proposal.

1.3 Prices quoted should be inclusive of all taxes and delivery, be in Kenya Shillings or any other freely convertible currency and shall remain valid for (120) days from the closing date of the tender.

1.4 Tenders will be opened immediately thereafter in the presence of the bidders or their representatives who choose to attend at NSSF Building, Block A, Eastern Wing 20th Floor, Board Room on **TUESDAY 25TH MAY, 2021 at 11.00 am.**

1.5 TPF is a Corruption free organization. Any corruption attempt, pressure, or influence should be reported to the Chief Executive Officer.

Letter of invitation

To(:.....)

Date.....

Dear Sir/Madam,

1.1 The *Tourism Promotion Fund* invites proposals for the **PROVISION OF DESIGN AND DEVELOPMENT OF ITS BRAND IDENTITY**

More details of the services are provided in the terms of reference herein.

1.2 The request for proposal (RFP) includes the following documents;

Section I - Letter of invitation

Section II - Information to Candidate

Section III - Terms of reference

Section IV - Technical proposal

Section V - Financial proposal

Section VI - Standard Contract Form (where applicable)

1.3 On receipt of this RFP (C & D) please prepare your quotation as required and return before the date and time indicated in the document.

Yours sincerely.

AG. CHIEF EXECUTIVE OFFICER
TOURISM PROMOTION FUND

SECTION II - INSTRUCTIONS TO CANDIDATES

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SECTION II - INFORMATION TO CANDIDATES

2.1 Introduction

- 2.1.1 The *TOURISM PROMOTION FUND* will select a candidate among those invited to submit in accordance with the method of selection detailed under this section and consistent with the regulations.
- 2.1.2 The candidates are invited to submit a technical proposal and a financial proposal for consulting services required for the assignment stated in the letter of invitation (Section I)
- 2.1.3 In the assignment where the procuring entity intends to apply standard conditions of engagement and scales of fees for professional services, which scale of fees will have been approved by a relevant authority, a technical proposal only may be invited and submitted by the candidate. In such a case the highest ranked candidate in the technical proposals shall be invited to negotiate a contract on the basis of the set scale of fees. The technical proposals will be the basis for contract negotiations and ultimately for a signed contract with the selected candidate.
- 2.1.4 The candidates must familiarize themselves with local conditions as regards the assignment and take them into account in preparing their proposals. To obtain adequate information on the assignment and on the local conditions, candidates are encouraged to liaise with the procuring entity regarding any information that they may require before submitting a quotation.
- 2.1.5 The client will provide the inputs and services specified in the special conditions of contract needed to assist the candidate to carry out the assignment.
- 2.1.6 The cost of preparing the proposal and negotiating the contract including any visit to the procuring entity are not reimbursable as a direct cost of the assignment. The procuring entity is not bound to accept any of the quotations submitted.
- 2.1.7 The procuring entity's employees, committee members, board members and their relative (spouse and children) are not eligible to participate in the tender.

2.2 Clarification and amendment to the RFP documents

- 2.2.1 Candidates may request clarification of any of the RFQ (C & D) documents not later than Seven (7) days before the deadline for the submission of the proposals. Any request for clarification must be sent in writing by post, fax or email to the procuring entity's address indicated in the special conditions of contract. The procuring entity will respond by post, fax or email to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all candidates invited to submit proposals.
- 2.2.2 At any time before the deadline for submission of the proposals, the procuring entity may for any reason, either at its own initiative or in response to a clarification requested by any candidate amend the RFP. Any amendment shall be issued in writing, fax or email to all invited candidates and will be binding on them. The procuring entity may at its discretion extend the deadline for the submission of the quotations.

2.3 Preparation of proposal

- 2.3.1 The individual consultant's proposal shall be written in English language.
- 2.3.2 In preparing the Technical proposal, the candidates are expected to examine the documents consisting the RFP in detail. Material deficiencies in providing the information requested may result in rejection of a Quotation.
- 2.3.3 While preparing the Technical proposal, the candidate must give particular attention to the following:
- (a) If candidate considers that it does not have all the expertise required for the assignment, it may suggest in the proposals other person(s) who will assist in the assignment but they will not be party to the contract for the purpose of the performance of the assignment. A candidate will not propose other candidates invited to submit quotations for the assignment. Any candidate in contravention of this requirement shall automatically be disqualified.
 - (b) For all the staff who will be involved in the assignment a candidate must indicate their responsibility in the assignment and also the staff time as necessary.

- (c) The curriculum vitae (CV) of the staff proposed must be submitted with the quotation

2.3.4 The Technical proposal shall provide the following information;

- (a) the individual consultant's CV/s and a brief of any recent experience of assignment of a similar nature. For each assignment the brief should indicate the profiles of staff involved, contract amount and the individual consultant's involvement.
- (b) Any comments or suggestions on the Terms of Reference and a list of service and facilities requested to be provided by the procuring entity.
- (c) A description of the methodology and work plan for performing the proposed assignment.
- (d) Any additional information requested in the special conditions of contract.

2.3.5 The Technical proposal shall be separate from the Financial proposal and shall not include any Financial information.

2.4 **Financial Proposal**

2.4.1 In preparing the financial quotation, the candidate is expected to take into account the time required in completing the assignment as outlined in the RFP. The financial quotation will therefore be quoted in fees per day or month. The financial quotation may also include other costs as necessary, which will be considered as reimbursable. It will then give the total cost of the assignment.

2.4.2 The Financial quotation should include the payable taxes.

2.4.3 The fees shall be expressed in Kenya Shillings.

2.4.4 The Financial quotation must remain valid for 30 days after the submission date. During this period the candidate is expected to keep available at his own cost any staff proposed for the assignment. The procuring entity will make best efforts to complete negotiations within this period. If the procuring entity wishes to extend the validity period of the quotation, the candidates who do not agree, have the right not to extend the validity of their quotations.

2.4.5 The financial proposal must comply with the law governing the profession of the candidate.

2.4.6 Prices charged by the tenderer for goods delivered and services performed under the Contract shall not, vary from the prices by the tenderer in its tender.

2.4.7 Contract price variations shall not be allowed for contracts not exceeding one year (12 months)

2.5 Submission, Receipt and opening of quotations

2.5.1 The technical proposal and the financial quotation shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the candidates. Any such corrections must be initialed by the candidate. Any arithmetic errors will lead to automatic disqualification.

2.5.2 For each quotation the candidates shall prepare the quotations in the number of copies indicated in the special conditions of contract. Each Technical proposal and Financial quotation shall be marked “ORIGINAL” or “COPY” as appropriate. If there are any discrepancies between the original and the copies of the quotation, the original shall govern.

2.5.3 The original and all copies of the Technical proposal shall be placed in a sealed envelope clearly marked “TECHNICAL PROPOSAL”, and the original and all copies of the financial quotation in a sealed envelope duly marked “FINANCIAL PROPOSAL. Both envelopes shall be placed in an outer envelope and sealed. This outer envelope shall bear the procuring entities address and other information indicated in the appendix to the instructions to candidates and clearly marked “DO NOT OPEN before **Tuesday 25th May, 2021 at 11.00 am.**

2.5.4 The completed Technical proposal and Financial quotations must be delivered at the submission address on or before the time and date of the submission of the proposal indicated in the appendix to the instructions to candidates. Any quotations received later than the closing date for submission of quotations shall be rejected and returned to the candidate unopened. For this purpose the inner envelope containing the technical and financial quotations will bear the address of the candidate submitting the proposal.

2.5.5 After the deadline for submission of quotations the outer envelope and the technical quotations shall be opened immediately by the opening committee.

The financial proposal shall be marked with the candidate’s number allocated at the time of opening the outer envelope and the technical proposals but shall remain sealed and in the custody of a responsible officer of the procuring entity up to the time set for opening it.

2.6 Evaluation of the Proposal (General)

2.6.1 From the time the quotations are opened to the time of the contract award, if any candidate wishes to contact the procuring entity on any matter relating to the quotation should do so in writing at the address indicated in the appendix to the instructions to candidates. Any effort by a candidate to influence the procuring entity’s staff in the evaluation of quotation companion proposals or awards of contract may result in the rejection of the candidate quotation.

2.6.2 The Technical evaluation committee shall have no access to the Financial quotation, which in any case will remain sealed, until the technical evaluation is concluded or finalized.

2.7 Evaluation of Technical Proposals

2.7.1 The evaluation committee appointed by the procuring entity to evaluate the quotations shall carry out the evaluation of technical proposals following the criteria set out in the terms of reference based on the following points criteria

Evaluation criteria

The bids submitted shall be subjected to a four-stage evaluation process as shown below:

- (a) Mandatory evaluation.
- (b) Technical capacity evaluation.
- (c) Pitch presentation.
- (d) Financial Evaluation.

Instructions to Tenderers	Particulars of appendix to instructions to tenderers
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	<p>The tender is for all eligible and qualified firms and the successful supplier shall be required to provide services for DESIGN AND DEVELOP CORPORATE IDENTITY/BRAND FOR THE TOURISM PROMOTION FUND</p>
	<p>Your proposal should be submitted with the following information:</p> <p>A) Mandatory Documents/Information (Preliminary evaluation) requirements:</p>
	<ol style="list-style-type: none"> 1) A copy of Certificate of Registration/Incorporation 2) A copy of Valid Current Tax Compliance Certificate from Kenya Revenue Authority 3) A copy of KRA PIN certificate 4) A duly completed Confidential Business Questionnaire (filled, stamped and signed by authorized signatory) 5) A Written self-declaration that you are not debarred from participating in Public Procurement by PPRA 6) Serialize/pagination of the document 7) A CR12 /Equivalent for Company Directorship from Registrar of Companies 8) Provide Proof of current Corporate Membership with Association of practitioner’s Advertising APA and/or Marketing society of Kenya(MSK) and/or Public Relations Society of Kenya (PRSK). <p><i>Failure to submit the rest shall mean you are disqualified, and your bid shall not proceed to technical evaluation.</i></p>

TECHNICAL EVALUTION

	CRITERIA	Sub-totals	Max score / Awarded Score
1.	Experience of firm		
a.	i) Demonstration of the bidder's experience and capacity in developing and implementing brand identity of similar size and where applicable industry accolades or awards won. Bidder MUST provide a detailed		10

	<p>description of at least three (3) similar assignments carried out in the last three (3) years (strictly between 2017- 2020).</p> <p>This should include samples of creative work and designs; the samples should also demonstrate the capability for generation of compelling creative concepts.</p> <p>For each assignment provided, the Bidder MUST in the detail the following:</p> <ol style="list-style-type: none"> 1) Description of three similar event/assignment (3 Marks) 2) Samples of creative work and designs (2 Marks) Creative samples from two assignments. 3) Recommendation letters from each of the firms described above (3 marks) 4) where applicable provide industry accolades or awards won, association membership and certification. (2 marks) <p><i>Provide client references for featured projects (include Name Email, Phone Number for contact person). The Fund may contact the listed firms/companies to verify information provided.</i></p>		
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	ii. Project Deliverables The bidder will have to demonstrate that it has the capacity to design and develop a Corporate/Brand Identity in order to deliver on the project deliverables		
	a) Brand Conceptualization and Communication Demonstrate rationale behind the brand and communication solution provided; capability in delivering Brand strategy and blueprint development, brand concepts through compelling brand identity.(14 Marks)		14
	b) Brand Application – Collateral Provide rationale and design concepts (PDF) for the		25

	proposed brand collateral consistent with proposed brand concept. Where applicable provide link with high resolution concept.		
	Exhibition Stand Design (Annex i)	10	
	TPF Leaflet and communication assets (Annex ii)	15	
b.	Provide documentary evidence of Scope of projects undertaken in the past. (Bidders must express value terms against each client detailed in section 1 (a) above). 1) Average value of - Kshs 100 million and above - Score (5 Marks) 2) Average of Kshs 50 Million and above (4 Marks) 3) Average value of Kshs 20- 50 million and above– Score (3 Marks) 4) Below Kshs 20 million (1 Mark)		5
2.	Capacity The tenderer will have to demonstrate that it has the capacity to develop and implement TPF Brand Identity.		16

a.	<p>Technical Equipment and Work Tools Capacity Proof and description of tools/ resources that will be used to advance the Fund communications agenda through the proposed framework (The firm should indicate if the tools/resources are owned by the bidder or will be outsourced). These include latest computer technologies for creative work, information banks. The list and pictures should be provided.</p>	4	
b.	<p>Financial Capability Please attach certified audited accounts for the last 3 financial years. Relevant evidence should be reflected in audited Accounts submitted for the said period. (2017,2018,2019)</p> <ol style="list-style-type: none"> 1) Three years (5 Marks) 2) Two years (3 Marks) 3) 1 year and below(1mark 	5	
c	<p>Human Resource Capacity</p> <p>1. Team Director: This will be the team leader who should be a competent and qualified individual</p> <ol style="list-style-type: none"> 1. Possessing knowledge and of at least 10 years’ experience in general management in the advertising industry including creative work. He/she should possess a minimum academic/technical qualification of Masters degree in a relevant creative arts discipline, including marketing communications, literature, or any other relevant qualifications. (2 marks) 2. Creative Team lead: must be a member of Marketing Society of Kenya (MSK) and/or Public Relations Society of Kenya (PRSK). (1 marks) Proof of current membership must be provided. 	6	

	<p>3. Must possess at least five (5) years professional experience in advertising and/or marketing communications. (1 mark)</p> <p>4. Must provide details of at least two similar assignments of equal or larger magnitude prior to this submission and which they have personally been involved in/or overseen. (2 Marks)</p> <p>Submission should include (Name of the client, location and description of assignment and value of the contract and contact).</p> <p>CVs, testimonials, certificates and other relevant documentation should be submitted. TPF shall be at liberty to confirm the veracity of the submitted evidence.</p>		
d	<p>Other Staff Professional Qualifications: Attach CVs detailing their qualifications and functions they perform</p> <p>i. Brand conceptualization and communication – must possess at least three years’ experience in brand management and communication. A basic minimum qualification of a university degree in a relevant discipline is mandatory. (1marks)</p> <p><i>Submissions should indicate Name of the client, location and description of assignment and value of the contract. The staff should provide CVs, testimonials, certificates and other relevant documentation should be submitted</i></p>	1	
e	<p>Overall composition and structure of the team, task allocation and its adequacy and relevance in meeting the TORs. Individual roles and responsibilities should be stated. Members of the team must be direct employees of the firm(s).</p> <p>The company should provide its profile and organogram. (5 Marks)</p>		5

	Methodology and Approach		25
	Appropriateness of the proposed work plan as presented in the proposed framework and methodology to be used once awarded the tender. The bidder should demonstrate the ability to develop, strategize, plan and execute elaborate integrative creative TPF brand identity. The framework should include proposed strategies for the Fund's agenda. (25 marks)	25	
	Total		

Pass mark for technical is 70/100 Bidders who will score 70 points and above in the technical evaluation shall be invited for the second stage of evaluation, which will be a pitch presentation (virtual/online presentation or face to face meeting).

Pitch presentation

The following criteria shall be used to evaluate the pitch presentation. Bidding firms are advised to align their presentations with the Pitch Communication brief presented in this document. It should be noted that TPF does not compensate bidders for pitch presentations. All costs for the pitch shall be borne by the respective bidders

PITCH PRESENTATION (VIRTUAL) EVALUATION CRITERIA

CRITERIA	Sub- totals	Max score / Awarded Score
Bidders approach to the scope of services defined in Scope (20marks). Project deliverables.		
Understanding of the brief	10	

Suitability and applicability of proposed work plan, and Methodology.	10	
Level of understanding, creativity and innovation as reflected in the presented concepts for; <ul style="list-style-type: none"> i. Brand conceptualization and communication (20 mks) ii. Exhibition stand design (10mks) iii. TPF Leaflet And Other Items (4mks) iv. Promotional giveaways and internal templates (Business cards, complimentary slips, letter heads and email signature) and Reports (6mks) 	40	
Evidence of use of research tools and studies in brand development, Evaluation (Qualitative and quantitative), development of creative concepts for both local & international markets.	10	
Alternative proposals and justification for solutions recommended, added value.	5	
Operating model: The suggested coordination model between the bidders and TPF to deliver the scope of services across different markets. Engage with the team that will handle the TPF Account during the contract period	20	
Overall presentation and Organizational fit: The values expressed by the bidder when making the presentation and in their interaction with TPF representatives are aligned.	5	
GRAND TOTAL		100

NOTE: Only tenderers who score 80% and above will proceed to Financial Evaluation
This tender document is provided free of charge electronically only.

TPF will carry out due diligence to determine to its satisfaction whether the tenderer that will be selected as having submitted the lowest evaluated responsive tender is qualified to perform the contract satisfactorily.

This will be based on the technical proposal submitted in accordance with the forms provided and as per criteria under Terms of reference. The technical part will carry 100 marks and pass mark will be 70/100.

The award criteria shall be Quality Cost Based Selection (QCBS) quoted, technically compliant bidder

2.7.2 Any quotation which will be examined and found not to comply with all the requirements for submission of the quotations will be declared non-responsive. All the quotations found to have complied with all the requirements for submission of quotation shall be declared responsive by the evaluation committee

2.7.3 Each responsive quotation will be given a technical score (ST). any technical proposal which fails to achieve the total minimum score indicated in the appendix to the information to tenderers shall be rejected at this stage and will not proceed to the next stage of evaluation. The respective financial quotation will be returned to the individual consultant unopened.

2.7.4 The technical evaluation may be simplified where the assignment is not complex in which case merit points will not be used.

2.8.2 Opening and Evaluation of Financial Proposal

2.8.1 After completion of the evaluation of Technical proposals the procuring entity shall notify the candidates whose proposal did not meet the minimum technical score or were declared non responsive to the design RFP and terms of reference. The notification will indicate that their financial quotations shall not be opened and will be returned to them unopened after the completion of the selection process and contract award. At the same time, the procuring entity shall simultaneously notify the candidates who have secured the minimum technical

score that they have passed the technical qualifications and inform them the date and time set by the procuring entity for opening their financial quotations. They will also be invited to attend the opening ceremony if they wish to do so.

2.8.3 The financial quotations shall be opened by the procuring entity in the presence of the candidates who choose to attend the opening. The name of the candidate, the technical score or the technical evaluation result and the proposed fees shall be read out aloud and recorded. The evaluation committee shall prepare minutes of the opening of the financial quotation.

2.8.4 The formulae for determining the financial score (SF) unless an alternative formula is indicated in the appendix to the information to tenderers shall be as follows:

$$Sf = 100 \times fm/f$$

where

Sf is the financial score

Fm is the lowest fees quoted and

F is the fees of the quotation under consideration.

The lowest fees quoted will be allocated the maximum score of 100

2.8.5 The candidates quotations will be ranked according to their combined technical score (st) and financial score (sf) using the weights indicated in the appendix to the candidates. Unless otherwise stated in the appendix to the instructions to candidates the formule for the combined scores shall be as follows;

$$S = ST \times T\% + SF \times P\%$$

Where

S, is the total combined scores of technical and financial scores

St is the technical score

Sf is the financial score

T is the weight given to the technical proposal and

P is the weight given to the financial quotation

Note P + T will be equal to 100%

The candidate achieving the highest combined technical and financial score will be invited for negotiations.

2.9 Negotiations

2.9.1 Negotiations will be held at the same address indicated in the appendix to the information to candidates. The purpose of the negotiations is for the procuring entity and the candidate to reach agreements on all points regarding the assignment and sign a contract.

2.9.2 The negotiations will include a discussion on the technical proposals, the proposed methodology and work plan, staff and any suggestions made by the candidate to improve the Terms of reference. The agreed work plan and Terms of reference will be incorporated in the description of the service or assignment and form part of the contract.

2.9.3 The negotiations will be concluded with a review of the draft contract. If negotiations fail, the procuring entity will invite the candidate whose proposal achieved the second highest score to negotiate a contract.

2.10 Award of Contract

2.10.1 The contract will not be awarded before commencement of negotiations. After negotiations are completed the procuring entity will promptly notify the other candidates that they were unsuccessful and return the financial quotations of the candidates who did not pass technical evaluation.

2.10.2 The selected candidate is expected to commence the assignment on the date indicated in the appendix to the instructions to tenderers or any other date agreed with the procuring entity at the time of the contract award. Both parties will sign the contract.

2.11 Confidentiality

2.11.1 Information relating to evaluation of quotations and recommendations of contract award shall not be disclosed to the candidates who submitted the quotation or to other persons not officially concerned with the process, until the winning candidate has been notified that he/she has been awarded the contract.

2.12 Patent Rights

2.12.1 The tenderer shall indemnify the Authority against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof in the Authority's country

2.13 Payment

2.13.1 The method and conditions of payment to be made to the tenderer under this Contract shall be specified in Special Conditions of Contract

2.13.2 Payments shall be made promptly by the Authority as specified in the contract

Appendices to the General conditions of the contract

General conditions of contract reference	Special conditions of contract
2.5.1	Any arithmetic errors will lead to automatic disqualification
2.5.2	Candidates shall prepare and submit the proposal in original and a copy for each document
2.12.1	The tenderer shall indemnify the Fund against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof in the Authority's country
2.13	Payments shall be made within 30 days after receipt of consultants invoice

SECTION III - TERMS OF REFERENCE (TOR)

Notes on the preparation of Terms of Reference

The terms of reference are the initial statement to the consultants, of the services to be performed and should therefore be clear and precise and should contain the following sections;

- (a) Background information
- (b) Objectives of the assignment
- (c) Scope of work or services of the assignment
- (d) Training requirements (where applicable)
- (e) Reporting systems and time schedules
- (f) Personnel, facilities and other requirements to be provided by the procuring entity and Terms of payment

TERMS OF REFERENCE (TOR)

OVERVIEW

Tourism Promotion Fund (TPF) is looking for a firm that will work closely with TPF in the Design and Development of its corporate Brand Identity.

The Tourism Promotion Fund (TPF) requires the following services;

1. Development of a Corporate/Brand Identity for TPF (Brand Name, Logo, Logo Usage, Colors, Typography, Brand Guidelines)
2. Brand application (Conceptualizing, design, development and Production)

The general experience and capabilities of the firm will be evaluated as follows;

- i. Creativity & Communication Strategy credentials –share case studies which are a suitable indication of the bidder’s creativity and brand communication strategy approach.
- ii. Team experience – provide the CVs of staff who will work on the TPF account, their experience and roles.
- iii. Capacity –provide evidence of tools, audited financial account and amount of previous assignments carried out.

- iv. Brand conceptualization and communication experience – include any recent case studies detailing brand conceptualizations, and communication strategies carried, either for similar Fund organizations or private sector clients, that are relevant for consideration.

CONTRACT TERM

Project Based Contract as per TORs and set deliverables (one-off project). The consultant is expected to complete the assignment in sixty calendar days from the date of signing the contract.

KEY CONTACT PERSON

Chief Executive Officer,
Tourism Promotion Fund

THE CLIENT – TOURISM PROMOTION FUND (TPF)

The Tourism Promotion Fund was established through the Public Finance Management Act, 2012, (Tourism Promotion Fund) Regulations, 2019 legal Notice No. 24, dated 12th April, 2019. The mandate of the Fund is to provide funds to support development, promotion and branding of tourism sector in Kenya.

TPF provides funds to finance projects/ programmes to tourism Implementing entities (Ministries /Departments /Agencies) in the government.

The functions and purpose of the Fund are:

- i. Financing development, promotion and branding programmes and initiatives in relation to tourism products including tourism niche products and tourism events;
- ii. Financing marketing, promotion and branding of Kenya in specific local, regional and international market segments;
- iii. Financing tourism data capture, analysis and dissemination of the same and any other related research which may include deployment of technology based applications;

- iv. Financing development of tourism facilities and establishments in areas where the private sector is unable or unwilling to develop, but with a high potential for tourism promotion and branding;
- v. Co-financing of tourism development and promotion projects with the county governments on the basis of an agreed ratio of matching grants;
- vi. Funding programmes and initiatives for tourism safety and security geared towards development, promotion and branding of tourism sector;
- vii. Financing development of innovations and inventions which promote tourism development, promotion and branding;
- viii. Funding of plugging projects which contribute to development, promotion and branding of tourism sector;
- ix. Financing programs and initiatives geared towards tourism intelligence and information gathering for purposes of developing, promoting and branding tourism in Kenya; and
- x. Standards development and capacity building in the tourism sector

In order to achieve its mandate, TPF seeks to engage a consultant to develop a corporate brand/identity to complement the TFP mandate and gain prominence through cultivating trust to varied audiences and reflect its objectives, ensure visibility, enhance public awareness and generate interest.

2.0 Scope of Work and Methodology

The principal aim of the consultancy is to develop corporate identity of TPF by defining TPF brand/identity as guided by the order; designing and developing the Fund's logo and corporate colors to reflect its objectives/mandate and to develop a sustainable brand internalization strategy and road map.

OBJECTIVES OF THE PROJECT

The main objective of the project objectives includes:

- a) To develop a brand identity for the Fund
- b) To develop an exhaustive brand manual dictating use of the identity and positioning across all channels
- c) To establish a unique positioning to which all values of the Fund will be drawn to/from
- d) To develop a unique, identify for Fund Promotional materials.

- e) To develop an internalization program that will see to synergize the Funds value and service offering across all beneficiaries.
- f) To define and map out an annual brand plan with tactical points of engagement with audiences (internal and external) – this should include creative use of digital media.
- g) To develop an exhaustive PR plan that will be all audience integrative with an aim of leveraging stakeholders and desired general positioning
- h) To draw an evaluation plan that will form the basis of review (monitoring) and measure – assessing the impact of initiatives ran across all media/channels

PROJECT DELIVERABLES

The successful bidder will conceptualize and develop a Tourism Promotion Fund brand. Informative, attractive, innovative and user-friendly promotional materials will be produced in both hard and soft copies. Whilst some of the content will be originated by TPF the bidder may be required to source additional photography, filming and provide copy writing / editing services where relevant.

The bidder is encouraged to approach the TORs in an innovative way with out-of-the box thinking so as to position the Fund above its competitive set. Once appointed the bidder will be given a sound briefing on the sector, the potential target beneficiaries and the type of messaging and language that is required. TPF is open to innovative creative ideas and solutions to address its communication needs. Project deliverables are outlined as follows:

A. BRAND CONCEPTUALIZATION AND COMMUNICATION

The scope of services included under brand conceptualization and communication are as follows:

- 1) Design of the Tourism Promotion Fund Brand
- 2) Designing and Provision of comprehensive Brand Manual (including but not limited to guidelines in the brand identity, look and feel (font, layout guides, visual interpretation/expression, personality, tone etc.)
- 3) Design of stationery (TPF LEAFLET AND OTHER ITEMS)
- 4) Develop new graphic solutions for the Tourism promotion Fund logo/product / publication / initiative, establishing a visual continuity across these lines, creating templates where applicable in a Brand manual.

- 5) Create, support and lead the design process for printing and electronic distribution.
- 6) Deliver creative and innovative ideas for print, web, and interactive presentations (using PowerPoint, Flash or other programs to incorporate animation, video or audio, where appropriate).
- 7) Recommend creative graphic solutions: new media; contribute design ideas for Facebook, blog etc
- 8) Assist in establishing and maintaining photographic / video archive.
- 9) Set up new graphic and organizational identity guidelines for full range of The Tourism Promotion Fund products, strengthening the Fund's organizational identity as a result, disseminate among all stakeholders, and implement across creative platforms.

Brand Colours: Consideration should be given to linking the Brand colours to any two or more of Kenya's national colours / tourism colours for purposes of national ownership and uniformity within Kenya's tourism brand. As well, bidders should take into account the global make up of Funding agencies, reflecting a funding DNA .

Brand Logo: The Brand logo will be an artistic impression of the Tourism Promotion Fund and the Tourism Funding sector; the designer will need to deliver up to at least 3 sample logos, in consultation with the Fund staff who will, thereafter forward the proposed logo options to TPF's Board for final approval.

NB: The participants agree to indemnify TPF from any losses and threatened losses arising from, in connection with or based on allegations of any third-party claim of infringement or misappropriation of any intellectual property rights

Brand Manual: The bidder will provide a Brand Manual to effectively guide the suggested use of the Funding brand and the TPF logo, and its application across different materials in the future (this will be provided in both hard & soft copy).

B. EXHIBITION STAND DESIGN

Design of an exhibition stand for Tourism Promotion Fund that will showcase the Fund to the Tourism Implementing Agencies. The stand must ensure alignment with the TPF Brand, colours and logo usage as well as the overall Kenya tourism brand DNA. Stand option and size specifications are provided as *Annex I – Exhibition Stand Design Specifications*.

C. TPF LEAFLET AND OTHER ITEMS

A promotional leaflet (estimated 4-pages) for distribution into Kenya's Tourism stakeholder community will be required in both hard and soft copy, designed to reflect TPF's brand DNA, and with copy guidelines provided by TPF. Other communication assets and templates required include;

- 1) business cards,
- 2) letterheads,
- 3) envelopes,
- 4) email signature designs,
- 5) pull-up banners
- 6) PowerPoint presentation templates
- 7) A folder for distribution of the letters, circulars, project reports and other leaflets will be required,
- 8) Branded promotional material for handouts of soft/hard copies of the collateral, designed to reflect TPF's brand DNA. These materials provide a vehicle for communicating and reinforcing The Tourism Promotion Fund messages across all of the Fund activities and focus areas. They include: Stationery, Publications, Branded Merchandise, Collaterals and Digital Media.
- 9) Project reports (project diaries etc): Skillful design interpretation of inputs and reports from funded projects, including incorporation of submissions from citizen journalists in form of photographs, narrative, video etc

1. BRAND APPLICATION BRIEFS

The Annexes below indicate a broad level overview of what might be required for each of the brand application / collaterals specified. In final production there may be a change in the size or numbers produced depending on final creative designs. For the purposes of the TOR – indicative requirements are outlined below. For purposes of the evaluation, where applicable a high resolution pdf will be required for each brand application / collaterals specified.

Annex I – Exhibition Stand Design

The exhibition stand design should reflect Kenya's Tourism industry professionalism and TPF's brand DNA. The design objectives are;

- 1) To achieve strong brand visibility & clear distinction of the TPF stand in exhibition halls in the market place in order to attract prospective business.
- 2) To generate awareness and interest in the funding activities of the Fund to its implementing agencies.
- 3) To create an atmosphere that communicates the key beneficiaries of the fund and projects funded and impact of the projects to the tourism industry.

The exhibition stand design options required are;

1. Island Stand design (48M²)

Instructions for the financial quote

1. An all-inclusive quote including all applicable taxes for costs for the stand exhibition stand designing and any other costs that will be incurred

Annex II – TPF Leaflet and communication assets and templates

1. An all-inclusive quote including all applicable taxes for costs for design and printing initial communication assets and templates listed below, Stock Photography and any other costs that will be incurred for this production.

Item Required	Quantity
TPF 4-page A4 information leaflet	100
TPF Ambassador 4-page A4 leaflet	100
Business Cards	100 (x 10 options)
Letterhead	100
Envelops (9*4 white envelopes, A4 and A5 Options)	100 for each option

Pull-Up Banners	4
Folder A4 with inside pocket for distribution of the reports, circulars and other leaflets	100 for each option
Promotional material for handouts in soft copies of the collateral, designed to reflect TPF's brand DNA	To be ordered on request.

Email Signature, PowerPoint Templates will be delivered electronically

Timeline

This particular contract is a one-off project.

SECTION IV - TECHNICAL PROPOSAL (TP)

Notes on the Preparation of Technical Proposal

The technical proposal shall be prepared and submitted by the candidates.

It shall contain the following: -

- (a) Submission letter
- (b) Comments and suggestions of the consultant on the terms of reference, personnel, facility and other requirements to be provided by the procuring entity.
- (c) Description of the methodology and work plan for performing the assignment
- (d) Financial and technical capability
- (e) The proposed key staff for the assignment
- (f) Designing and development services activities times schedule.

SECTION V- FINANCIAL QUOTATION (RFP)

Notes on the Preparation Financial Proposal

The financial quotation shall be prepared and submitted by the candidates. It shall contain the following.

- (a) Submission letter indicating total fees
- (b) Summary of costs
- (c) Breakdown of fees per activity
- (d) Breakdown of reimbursable costs/expenses per activity
- (e) Miscellaneous expenses

(to be prepared by the candidate as appropriate)

SECTION VI - STANDARD FORMS

STANDARD CONTRACT FORM

Design and Development
(Lump-sum payment)

The contract form shall be completed by the procuring entity after the award of the contract and negotiation of the contract. It will be signed by both parties pursuant to the information to Candidates clause 2.10.2

FIRM'S REFERENCES

Relevant Services Carried Out in the Last Three Years That Best Illustrate Qualifications

Using the format below, provide information on each assignment for which your firm either individually, as a corporate entity or in association, was legally contracted.

Assignment Name:		Country
Location within the country		Professional staff provided by your firm/entity(profile
Name of the client		Client contact person for the assignment
Address:		No of Staff-Months; Duration of Assignment:
Start Date (Month/Year	Completion date: Date/Month	Approx. Value of Service(Kshs)
Name of associated consultant: if any		No of months of professional staff provided by associated consultant
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of project		
Description of Actual Services Provided by Your Staff:		

Firm's Name: _____

Name and title of signatory; _____

COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE AND ON DATA, SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT.

On the Terms of Reference:

- 1.
- 2.
- 3.
- 4.
- 5.

On the data, services and facilities to be provided by the Client:

- 1.
- 2.
- 3.
- 4.
- 5.

**DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR
PERFORMING THE ASSIGNMENT**

TEAM COMPOSITION AND TASK ASSIGNMENTS 1. Technical/Managerial Staff

Name	Position	Task

2.Support Staff

Name	Position	Task

FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Years with Firm: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

[Give an outline of staff member’s experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations].

Education:

[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degree[s] obtained.]

Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments.]

23 Certification:

I, the undersigned, certify that these data correctly describe me, my qualifications, and my experience. _____

Date: _____

[Signature of staff member]

Date; _____

[Signature of authorised representative of the firm] Full name of staff member:

Full name of authorized representative:

7. TIME SCHEDULE FOR PROFESSIONAL PERSONNEL

Months (in the Form of a Bar Chart)

Name	Position	Report due/Activities	1	2	3	4	5	6	7	8	Number of months/days

Months (in the Form of a Bar Chart)

Reports Due: _____

Activities Duration: _____

Signature: _____

(Authorized representative)

Full Name: _____

Title: _____

Address: _____

8. ACTIVITY (WORK) SCHEDULE

(a). Field Investigation and Study Items

[1st, 2nd, etc. are months from the start of assignment)

	1	2	3	4	5	6	7	8	
Activity (Work)									

(b). Completion and Submission of Reports

Reports	Date
1. Inception Report	

2. Interim Progress Report (a) First Status Report (b) Second Status Report	
3. Draft Report	
Final Report	

SECTION IV: - FINANCIAL PROPOSAL

Notes on preparation of Financial Proposal

4.1 The Financial proposal prepared by the consultant should list the costs associated with the assignment.

4.2 The financial proposal shall be in Kenya Shillings and shall take into account the tax liability and cost of insurances specified in the request for proposal.

4.3 The financial proposal should be prepared using the Standard forms provided in this part

SECTION IV - FINANCIAL PROPOSAL STANDARD FORMS 1. FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

To: _____

_____ [Name and address of Client] Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for _____ in accordance with your Request for Proposal dated

(_____) [Date] and our Proposal. Our attached Financial

Proposal is for the sum of (_____)

[Amount in words and figures] inclusive of the taxes.

We remain,

Yours sincerely,

_____ [Authorized Signature]

:

_____ [Name and Title of Signatory]:

_____ [Name of Firm]

_____ [Address]

2. SUMMARY OF COSTS

Costs	Currency	Amount
Subtotal		
Taxes		
Total Amount of Financial Proposal		

Please provide prices for each lot separately

3. BREAKDOWN OF PRICE PER ACTIVITY

Activity NO.: _____	Description: _____
Price Component	Amount(s)
Remuneration	
Reimbursable	
Miscellaneous Expenses	
Subtotal	_____

4. BREAKDOWN OF REMUNERATION PER ACTIVITY

Activity No. _____ Name: _____				
Names	Position	Input (Staff days/hours as appropriate)	Remuneration rate	Amount
Regular staff				
(i)				
(ii)				
Consultants				
Grand Total				

6. MISCELLANEOUS EXPENSES

Activity No. _____ Activity Name:

No.	Description	Unit	Quantity	Unit Price	Total amount
1.	Communication costs				
2.	(telephone, telegram, telex) Drafting, reproduction of reports				
3.	Equipment: computers etc. Software				
	Grand Total				

SECTION VI - STANDARD CONTRACT FORM

CONSULANCY/DESIGN

(lump-sum payments)

This Agreement, [hereinafter called “the Contract”) is entered into this _____
[insert starting date of assignment], by and between.

Client’s name] of [or whose registered office is situated at] _____ [insert
_____[insert Client’s address]
(hereinafter called “the Client”) of the one part AND

_____[insert Consultant’s name] of [or whose registered office is situated at] ____ [insert
Consultants address] (hereinafter called “the Consultant”) of the other part.

WHEREAS the Client wishes to have the Consultant perform the services
[hereinafter referred to as “the Services”, and

WHEREAS the Consultant is willing to perform the said Services,

NOW THEREFORE THE PARTIES hereby agree as follows: -

1. **Services**
 - (i) The Consultant shall perform the Services specified in Appendix A, “Terms of Reference and Scope of Service, “which is made an integral part Of this Contract.
 - (ii) The Consultant shall provide the personnel listed Appendix B, “Consultant’s Personnel,” to perform the Services.
 - (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Appendix C, “Consultant’s Reporting Obligations.”
2. **Term** The Consultant shall perform the Services during the

period commencing on __[insert starting date] and through to _____ [insert completion date], or any other period(s) as may be subsequently agreed by the parties in writing.

3. Payment

A. Ceiling

For Services rendered pursuant to Appendix A, the Client shall pay the Consultant an amount not to Exceed _____ [insert amount]. This amount has been established based on the understanding that it includes all the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

B. Schedule of Payments

The schedule of payments is specified below *(Modify in order to reflect the output required as described in Appendix C.)*

Kshs. _____ upon signing the contract.

Kshs. _____ upon the Client's receipt of the Draft report, acceptable to the Client; and

Kshs. _____ upon the Client's receipt of the Final report, acceptable to the Client.

Kshs. _____ Total

C. Payment Conditions

Payment shall be made in Kenya Shillings unless otherwise specified not later than thirty (30) days following submission by the Consultant of invoices in duplicate to the Coordinator designated in Clause 4 here below. If the Client has delayed payments beyond thirty (30) days after the due date hereof, simple interest shall be paid to the

Consultant for each day of delay at a rate three Percentage points above the prevailing Central Bank of Kenya's average rate for base lending.

4. **Project Administration** A. Coordinator
The Client designates _____

[insert name] as Client's Coordinator; the Coordinator will be responsible for the Coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables, by the Client and for receiving and approving invoices for payment.

- B. Reports
The reports listed in Appendix C, "Consultant's Reporting Obligations," shall be submitted in the Course of the assignment and will constitute the basis for the payments to be made under paragraph 3.

5. **Performance Standards** The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.

6. **Confidentiality** The Consultant shall not, during the term of this Contract and within two years after its expiration Disclose any proprietary or confidential Information relating to the Services, this Contract Or the Client's business or operations without the Prior written consent of the Client.

7. **Ownership of** Any studies, reports or other material, graphic,

Material software or otherwise prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.

8. **Consultant Not be Engaged in certain Activities** The Consultant agrees that during the term of this Contract and after its termination the Consultant and any entity affiliated with the Consultant shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.
9. **Insurance** The Consultant will be responsible for taking out any appropriate insurance coverage.
10. **Assignment** The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.
11. **Law Governing Contract and Language** The Contract shall be governed by the laws of Kenya and the language of the Contract shall be English language
12. **Dispute Resolution** Any dispute arising out of the Contract which cannot be amicably settled between the parties shall be referred by either party to the arbitration and final decision of a person to be agreed between the parties. Failing agreement to concur in the appointment of an Arbitrator, the Arbitrator shall be appointed by the chairman of the

MANDATORY CONFIDENTIAL BUSINESS QUESTIONNAIRE
(Must be filled by all applicants or Tenderers who choose to participate in this tender)

Applicant(s).....

You are requested to give the particulars in Part 1 and either Part 2 (a), 2 (b) or 2 (c), whichever applies to your type of business. You are advised that giving wrong or false information on this Form will lead to automatic disqualification/termination of your business proposal at your cost.

Part 1 – General

Business Name:.....Certificate of
Incorporation / Registration No.
Location of business premises:
CountryPhysical address
Town.....Building.....
Floor.....Plot No.
.....Street / RoadPostal
Address Postal / Country
code.....Telephone No's.....
Fax No's.E-mail address
.....Website.....
Contact Person (Full Names) Direct / Mobile
No's..... Title Power
of Attorney (Yes / No) If Yes, attach written document.
Nature of Business (Indicate whether manufacturer, distributor, etc)
.....

(Applicable to Local suppliers only)

Local Authority Trading License No. Expiry Date
..... Value Added Tax
No.....
Value of the largest single assignment you have undertaken to date (US
D/KShs)

Was this successfully undertaken? Yes / No.(If Yes, attach reference)

Name (s) of your banker (s)

.....
..... Branches.....Tel. No's.
.....

Part 2 (a) – Sole Proprietor (if applicable)

Full names

.....

Nationality..... Country of Origin.....

Company Profile

Part 2 (b) – Partnerships (if applicable) Give details of partners as follows:

Full Names Nationality Citizenship Details Shares

- 1.....
- 2.....
- 3.....

Part 2 (c) – Registered Company (if applicable)

Private or public

Company Profile(Attach brochures or annual reports in case of public companies) State the nominal and issued capital of the Company

Nominal KShs

Issued KShs

List of top ten (10) shareholders and distribution of shareholding in the company. Give details of all directors as follows:-

Full Names Nationality Citizenship Details Shares

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Chartered Institute of Arbitrators, Kenya branch,
On the request of the applying party.

For the Client

For the Consultant

Full name _____

Full name _____

Title _____

Title _____

Signature _____

Signature _____

Date _____

Date _____

REQUEST FOR REVIEW FORM

FORM RB 1 REPUBLIC OF KENYA PUBLIC PROCUREMENT ADMINISTRATIVE REVIEW BOARD

APPLICATION NO..... OF.....20.....

BETWEEN

..... APPLICANT

AND

.....RESPONDENT (*Procuring Entity*)

Request for review of the decision of the..... (*Name of the Procuring Entity*)
ofdated the...day of20.....in the matter of Tender
No.....of20...

REQUEST FOR REVIEW

I/We....., the above named Applicant(s), of address: Physical
address..... Fax No.....Tel. No.....Email, hereby request
the Public Procurement Administrative Review Board to review the whole/part of the
above mentioned decision on the following grounds, namely: -

- 1.
- 2. etc.

By this memorandum, the Applicant requests the Board for an order/orders that: -

- 1.
- 2. etc

SIGNED(Applicant)

Dated on.....day of/...20...

FOR OFFICIAL USE ONLY

Lodged with the Secretary Public Procurement Administrative Review Board on
..... day of20.....

SIGNED
Board Secretary