



TERMS OF REFERENCE FOR AGENCY SERVICES

2.0 AIMS AND OBJECTIVES

Uganda Bankers' Association seeks the services of an Agency to manage its public Relations, marketing & communication and increase its brand visibility.

2.1 Scope of Services to be offered

The selected Agency is expected to do the following:-

2.1.1 Public Relations

Develop a communication strategy with measurable PR and digital targets on a monthly basis and support anticipated press and stakeholder events and possible ways to raise awareness.

2.1.2 Media Relations and Management

1. Map out most influential media houses in Uganda and establish relations on behalf of UBA
2. Support media planning and buying
3. Deliver daily, weekly, monthly and quarterly media coverage, analysis reports covering print, electronic (television and radio) and social media to UBA
4. Prepare press releases and kits for approval by UBA and distribute these to relevant media houses as agreed with UBA
5. Follow up with relevant media houses to ensure favorable press coverage
6. Coordinate with UBA to address media queries arising directly or indirectly from press releases

2.1.3 Preparation of marketing communication and materials

Design merchandise and support the production of branded materials, print and radio adverts on request per project and prepare supplements, adverts, Op-Eds on topical issues.

3.0 FORMAT OF REQUEST FOR PROPOSAL RESPONSE

3.1.1 The overall summary information regarding this RFP is given in section 2.0 aims and objectives and 2.1 scope of services

3.1.2 Proposals from bidders should be submitted in two distinct parts, namely technical proposal and financial proposal and these should be in two separate sealed envelopes, both of which should then be placed in a common sealed envelope marked;

AGENCY SERVICES – PUBLIC RELATIONS AND COMMUNICATIONS

NB: Please note that tenders received by facsimile or electronic mail will be rejected.

3.2 Tender Evaluation

3.2.0 The Technical proposals should contain the following:

3.2.1 Profile of the firm - brief background of the firm, highlighting experience, capabilities, processes and resources.

3.2.2 Profile of each personnel to be involved in the work, with emphasis on experience in the areas to be covered by the project.

3.2.3 Information requirements – the bidder should indicate what information they envisage to require in order carrying out the tasks.

3.2.4 Understanding of the aims and Objectives.

3.2.5 Addresses of various referees where your company has provided similar services

**3.3.0 The Financial proposals should contain the following:
(In a separate sealed envelope clearly marked 'Financial proposal').**

The UBA prefers a retainer based fees structure. You are therefore expected to quote your most competitive monthly retainer fees for managing the scope of services based on the scope outlined in section 2 above.

The UBA shall reimburse all third party costs incurred, provided that these are agreed upon, before commitment is made. Where possible, the UBA may issue LPOs directly to these third party suppliers.

3.4.0 Technical proposals will be evaluated based on aims and Objectives as shown above.

3.5.0 Financial proposals will be evaluated on the basis of cost, lead-time and payment terms if not specified in this document. A breakdown of the cost shall be required.

3.6.0 The financial proposal shall clearly indicate the total cost of providing the services which should be inclusive of VAT.

3.7.0 Bidders are requested to hold their proposals valid for ninety (90) working days from the closing date for the submission. The UBA will make its best efforts to arrive at a decision within this period.

3.8.0 All costs pertaining to the preparation of a proposal and negotiations of the contract (to provide this service) shall be borne by the firms submitting proposals.

3.9.0 Assuming that the contract can be satisfactorily concluded the bidders shall be expected to commence the assignment immediately the final agreement is reached.

3.10.0 The UBA reserves the right to accept or to reject any bid, and to annul the bidding process and reject all bids at any time prior to

the award of the contract, without thereby incurring any liability to any Bidder or any obligation to inform the Bidder of the grounds for its action.

3.11.0 Clarification of Bidding Document

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the project shall be addressed at least **five (5) days** before the deadline for submission of bids, in writing to the UBA Administration Manager.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Enquiries for clarifications should be sent by e-mail to **secretariat@ugandabankers.org**

3.12.0 Amendment of Bidding Document

At any time prior to the deadline for submission of bids, UBA, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the bidding documents by amendment.

All prospective Bidders that have received the bidding documents will be notified of the amendment in writing, and it will be binding on them. It is therefore important that bidders give the correct details in the format given on page 2 at the time of receiving the bid document.

To allow prospective Bidders reasonable time to take any amendments into account in preparing their bids, the UBA may at its sole discretion extend the deadline for the submission of bids based on the nature of the amendments.

3.13.0 Cost Structure and non-escalation

The bidder shall, in their offer (Financial Proposal), detail the proposed costs. No price escalation under this contract shall be allowed.

3.14.0 Taxes and Incidental Costs

The prices and rates in the financial offer will be deemed to be inclusive of all taxes and any other incidental costs.

3.15.0 Responsiveness of Proposals

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by UBA and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

3.16.0 Currency for Pricing tender

All bids in response to this RFP should be expressed in Uganda Shillings. Expressions in other currencies shall not be permitted.

3.17.0 Evaluation and Comparison of Bids

Technical proposals will be evaluated prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals will be non-qualifying in whatever respect may be returned unopened.