

*Tender Fee: Rs. 5,000/-
(Non-Refundable)*

Request for Proposal (RFP) for
“Hiring of Marketing/Communication Firm”

Tender # ES/03/23-24

FINANCIAL PROPOSAL

Date of Issue: February XX, 2024

Last Date of Submission: February YY, 2024 (3:00 PM)

Opening of Technical Proposal: February YY, 2024 (3:30 PM)

Opening of Financial Proposal: March ZZ, 2024 (3:30 PM)

Company Name: _____

NTN: _____, SRB Registration Number: _____

Pay Order / Demand Draft # _____, Dated: _____

Amount of Rs. _____, Drawn on Bank _____

Notice Request for Proposal (NIT)

Request for Proposal

The Institute of Business Administration, Karachi (IBA) invites sealed bids from active taxpayer firms/companies/agencies registered with relevant tax authorities for the following RFP.

RFP Title (Ref. No.)	Procedure	Bid Security
Hiring of Marketing/Communication Firm (ES/03/23-24)	Single Stage Two Envelopes	2%
Document Fee & Important Dates		
▶ <i>Tender Fee:</i>	Rs. 5,000/-	
▶ <i>Issuance start date:</i>	March 5, 2024, from 9:00 AM	
▶ <i>Issuance end date & time:</i>	March 28, 2024, till 12:00 Noon	
▶ <i>Submission date & time:</i>	March 5, 2024, till March 28, 2024, from 9 AM to 12:00 Noon	
▶ <i>Pre-bid briefing:</i>	March 25, 2024, 11:00 AM	
▶ <i>Opening date & time:</i>	March 28, 2024, at 12:30 PM	

RFP Document may be collected after submission of paid fee challan from the Office of the **Head of Procurement, Fauji Foundation Building, IBA Main Campus, University Enclave, Karachi** on any working day (Monday to Friday). Alternatively, the RFP document can be downloaded from the website. The Tender fee challan is to be generated from the IBA website <https://www.iba.edu.pk/tenders/> which may be deposited in any branch of Meezan Bank Ltd. Sealed bids should be dropped in Tender Box placed at the Security Office, Gate # 4, IBA Main Campus University Enclave Karachi and will be opened on the same date & venue in the presence of the bidders' representatives who may wish to attend. In case of a holiday, the tender shall be opened/received on the next working day at the same place and time. Bid Security in the form of Pay Order or Demand Draft has to be submitted in favor of "IBA Karachi" along with the Financial Proposal.

Kindly mention "Tender Number" at the top left corner of the envelope.

N.B. IBA Karachi reserves the right to reject any bid or cancel the bidding process subject to the relevant provision of SPP Rules 2010.

REGISTRAR

IBA, Main Campus, University Enclave, Karachi 75270
111-422-422 Fax (92-21) 99261508
Contact Person Sr. Executive Procurement on 38104700 ext.: 2152
Email tenders@iba.edu.pk Website <https://www.iba.edu.pk/tenders/>

1. Bill of Quantity

Prepare and submit your best pricing offer and cost sheet. Pricing should include, but not limited to, the following scope:

S. #	Description	Unit	Per month cost	Cost per Annum (PKR)
1	<ul style="list-style-type: none"> • Media Planning, Negotiation, Buying • Public Relations • Social Media management • Digital Marketing • Content Creation & Creative Development <i>(For detailed scope refer to Article 4 of the Technical Proposal)</i>	On a retainership basis		
Total				
SST				
Grand Total Amount				

 Stamp & Signature

2. Additional Requirements

Please quote the rates in the following table for the services that may be assigned in addition to the core scope of services and on which the agency will be engaged on a case-to-case basis.

Services	Regular Events (1-3 hrs.)	Per event Cost (PKR) incl all taxes	Special Events (3-5 hrs.)	Per event Cost (PKR) incl all taxes
Photography				
Deliverables	Digital / Soft Copy with selected fully edited, colour corrected, cropped, and straightened photos		Digital primarily Printed & Pasted (only selected)	
Equipment	DSLR Cameras (Branded Canon/Nikon/Sony with required lenses)		DSLR (Branded Canon/Nikon/Sony mirrorless with required lenses)	
Photographer	Category B Photographer With at least two cameras		Category A photographer With at least four cameras	
Videography				
Deliverables	Raw Footage Edited Footage 1-2 Testimonials fully edited		2-3 Mins event Video Highlights 6-7 testimonials fully edited	
Equipment	All equipment must be 4k quality including, cameras, and cables		All equipment must be 4k quality including, cameras, and cables	
Live Coverage				
Deliverables	OB Event Video, Event highlights fully edited		OB Event Video, Event highlights fully edited	
Equipment	All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup		All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup	
DVCs			Per-minute rate (incl all taxes)	
Deliverables	<ul style="list-style-type: none"> o 4K Video Equipment: Camera, Lighting, Sound, Power, etc. Director, DOP, Technicians, Crew & Production: Postproduction: Sound, Music, VO, Animation & Editing o Location cost: IBA (FoC) o Talent Cost As per requirement 			

Stamp & Signature

3. Integrity Pact

Declaration of Charges, Fees, Commission, Taxes, Levies etc. payable by the firms/companies/agencies works;

M/s. _____, the firms/companies/agencies hereby declare that:

1. Its intention is not to obtain the procurement work of any Contract, right, interest, privilege, or other obligation or benefit from the IBA or any administrative or financial offices thereof or any other department under the control of the IBA through any corrupt practice(s).
2. Without limiting the generality of the forgoing the manufacturer/supplier/distributor represents and warrants that it has fully declared the charges, fees, commission, taxes, levies etc, paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within the IBA directly or indirectly through any means any commission, gratification, bribe, gifts, kickback whether described as consultation fee or otherwise, with the object of obtaining or including the procurement or service contract or order or other obligations whatsoever from the IBA, except that which has been expressly declared pursuant hereto.
3. The manufacturer/supplier/distributor accepts full responsibility and strict liability for making any false declaration/statement, not making full disclosure, misrepresenting facts or taking any action likely to degrade the purpose of declaration, representation, and warranty. It agrees that any contract/order obtained aforesaid shall without prejudice to any other right & remedies available to the IBA under any law, contract, or other instruments, be stand void at the discretion of the IBA.
4. Notwithstanding any right and remedies exercised by the IBA in this regard, manufacturer/supplier/distributor agrees to indemnify the IBA for any loss or damage incurred by it on account of its corrupt business practice & further pay compensation to the IBA in any amount equivalent to the loss of any commission, gratification, bribe, gifts, kickback given by the company/firm/supplier/agency/service provider as aforesaid for the purpose of obtaining or inducing procurement/work/service or other obligation or benefit in whatsoever from the IBA.

Note:

This integrity pact is a mandatory requirement other than auxiliary services/works.

Stamp & Signature

It is hereby certified that the terms and conditions have been read, agreed upon and signed.

M/s _____

Contact Person _____

Address _____

Tel # _____ Fax _____

Mobile _____ Email _____

Stamp & Signature