

# REQUEST FOR PROPOSAL FOR AN OUTDOOR ADVERTISING COMPANY

## 1. Invitation

**NCBA BANK RWANDA PLC** invites qualified outdoor advertising agencies to submit proposals for providing outdoor advertising services to support our various business initiatives throughout the year 2025 and 2026.

The objective of this scope is to establish a partnership with a reputable outdoor advertising agency capable of developing and executing effective outdoor advertising campaigns that reach a wide audience and enhance our brand visibility. We are seeking a vendor who can provide a wide range of outdoor advertising services, including but not limited to:

## 1. Scope

- Sourcing, delivery of constructed billboards in the districts of Nyagatare, Musanze, Rubavu, Rusizi, Kayonza and Kigali.
- In Kigali billboards will be located in Gisozi, Nyabugogo and Remera areas.
- Replacement of printed artworks by printing material on the billboards at least 4 times a year.
- Artwork to be provided
- Replacement of printed materials on other currently installed billboards and signages at all our branches on as needed request.
- Replacement of old stickers in head office with updated NCBA brand

### 1.1. Selection of Outdoor advertising agency

1. **Company Profile:** ○ Brief overview of the company's experience and expertise in outdoor advertising.
  - Relevant authorizations certifications or qualifications.
  - Photos of existing and upcoming locations
  - Price estimation.

## 2. Evaluation Criteria

### a) Price (40%)

- Competing vendors will provide photos of billboard locations in the identified areas as well as printing and annual rental price of each

- Competing vendors will provide a cost estimation of replacing printed artworks on the billboards four times a year.
- Competing vendors will visit existing locations owned by the bank and provide a price estimation of replacing the printouts four times a year.
- Competing vendors will be evaluated based on the lowest total price.

#### **b) Location of the billboards (40)**

- Photos of the identified billboards will be evaluated and sites visited to determine whether the locations are ideal for the business needs of NCBA Bank.
- The best locations will be evaluated on – high visibility or traffic and proximity to NCBA's branches.

#### **c) Experience and accreditations (20)**

NCBAR will only work with companies which have the relevant experience and are accredited by the relevant government authorities to install billboards and fully understand the types of billboards that must be installed in the specified areas and already operate them. Companies must demonstrate these capabilities to be eligible for this tender.

### **2. Submission of Proposals**

The bidders shall submit hard copies of their proposals to NCBAR Head Office at Kigali height 8th floor on **February 26<sup>th</sup> 2025 at 11Am.**

The proposal must include;

- Technical Proposal
- Financial Proposal
- Domestic Registration Company certificate
- Tax clearance certificate.
- Two letters of recommendation or certificate of completion for similar work completed.
- Management accounts for two consecutive years (2023 & 2024)
- Other relevant authorizations to operate the business of outdoor advertising.

### **3. Responsibility of the bidder**

- Bidders will exercise the job with due care and diligence; respecting NCBA Policies and best practices.

