

REQUEST FOR PROPOSAL (RFP) FOR COMPANY PHOTOGRAPHER (CONSULTANT)

1. Invitation

NCBA BANK RWANDA PLC invites qualified independent contractors or consultants to submit proposals for providing professional photography services. This initiative aims to support NCBA's marketing objectives and enhance brand awareness and engagement through authentic, high-quality, and visually compelling imagery.

2. Profile of Contractor

NCBA seeks an independent individual consultant with a proven track record and strong digital presence on relevant platforms or social media within the field of photography. The ideal candidate must demonstrate:

- Expertise in professional photography, supported by a portfolio showcasing high-quality work.
- Strong technical proficiency in capturing, editing, and delivering visually compelling images that align with corporate branding.
- A registered business with an experience of two years and above supporting corporate organizations in similar works.

3. Scope of Work and Responsibilities

The selected consultant will be responsible for:

1. **Event Coverage:** Capturing, editing, and delivering a minimum of 50 high-quality images per event.
2. **Event Attendance:** Covering NCBA events and activities
3. **Use of Professional Equipment:** Ensuring the use of modern, industry-standard high-resolution cameras, lighting gear, and editing tools to produce professional-grade images.
4. **Brand Alignment:** Adhering to NCBA's photography brand guidelines to maintain consistency in style, tone, and messaging across all deliverables.
5. **Delivery Timelines:** Ensuring timely submission of edited images post-event.

4. Essential Equipment

The contractor must have the following equipment at all times to perform the required duties effectively:

- Professional-grade DSLR or mirrorless camera capable of high-resolution imaging.
- A range of professional lenses, including wide-angle and telephoto options.
- Reliable lighting equipment, such as portable flashes or continuous lights.
- High-performance editing tools and software (e.g., Adobe Photoshop, Lightroom).
- Backup equipment to ensure continuity in case of technical issues.

Note: Failure to bring the essential equipment to an event or to maintain equipment in working order may result in immediate termination of the contract.

5. Evaluation Criteria

a) Qualifying Requirements
Bidders who fail to provide the following mandatory documents will be immediately disqualified:

- Registration documents.
- Tax clearance certificate.
- National ID
- Two letters of recommendation or certificate of completion for similar work completed.
- Management accounts for two consecutive years (2023 & 2024)

b) Price (40%)

- Bidders must provide a price per month with an assumption that a contract to be signed will cover a period of two years.
- Financial proposals will be evaluated for cost-efficiency.

c) Profile of Proposed Photographer (60%)

- Bidders must provide their social media profiles or a portfolio of work samples (an album of 20 photos).
- Work samples will be evaluated based on quality, creativity, and alignment with corporate visual identity.

6. Submission of Proposals

Bidders shall submit one consolidated PDF document containing all the required information to **procurement@ncbagroup.rw** by **25th February 2025**.

The proposal must include the title: **PHOTOGRAPHY NCBA**

7. Contact

For inquiries regarding this RFP, please contact:

Email:

Procurement.Rwanda@ncbagroup.com

Telephone: +250 788 149 500

All inquiries must be directed to the above contacts.