ACCESS TO FINANCE RWANDA

Request for Proposals

For

CONSULTANCY FOR INSTITUTIONAL COMMUNICATION AND PROGRAM AWARENESS FRAMEWORK FOR ACCESS TO FINANCE RWANDA (AFR)

Subject of Procurement:	CONSULTANCY FOR INSTITUTIONAL COMMUNICATION AND PROGRAM AWARENESS.
Procurement Reference Number:	AFR/RFP-INSTITUTIONAL COMMUNICATION AND PROGRAMME AWARENESS/NOV/2026
Date of Issue:	NOVEMBER 17, 2026

1. Introduction

About Access to Finance Rwanda (AFR)

Access to Finance Rwanda (AFR) is a not-for-profit company limited by guarantee established in 2010 to promote financial inclusion and financial sector development. AFR works with public institutions, financial service providers, private-sector actors, development partners and other stakeholders to contribute to an inclusive and sustainable financial sector.

Communication is a core enabler of AFR's mandate. AFR requires communication support that does two distinct but complementary things: (i) strengthens AFR's institutional positioning, visibility, credibility and stakeholder engagement; and (ii) increases awareness, understanding and uptake of AFR-supported programs, interventions, knowledge products, opportunities and results among clearly defined audiences.

This framework is therefore intended to support AFR's institutional communication and program awareness requirements through a pre-qualified pool of specialist service providers. Providers will be commissioned on an as-needed basis through lot-specific call-downs. The framework is not a guarantee of work or minimum expenditure.

2. Purpose and Objectives of the Framework

The purpose of these Terms of Reference (ToR) is to establish a multi-provider framework of qualified firms capable of delivering high-quality, timely and fit-for-purpose institutional communication and program awareness services. The specific objectives are to:

- Provide AFR with reliable access to specialized communication expertise and production capacity.
- Strengthen the consistency, quality and effectiveness of AFR's institutional communication and program awareness activities.
- Support AFR's institutional visibility, stakeholder engagement, program awareness, campaigns, events, knowledge dissemination and impact communication.

3. Nature and Scope of the Framework

- **Framework duration**: Two or more years from the date of signature of the framework agreement, renewable subject to satisfactory performance and AFR's continuing needs.
- **Call-down basis**: Services will be commissioned only through written call-downs issued under the framework. No work shall start, and no cost shall be payable, without a signed call-down or purchase order.
- **No guaranteed volume:** Appointment to the framework does not guarantee any minimum volume or value of work. Any quantities shown in the financial templates are indicative and are provided only to allow like-for-like price comparison.

- **Location:** Most services will be delivered in Kigali. Some call-downs may require delivery, filming, installation, activation or events in other districts of Rwanda. Any travel and transport-related costs shall be priced and discussed at the call-down/purchase order stage.
- **Languages:** Deliverables will mainly be required in English and/or Kinyarwanda. French may occasionally be required and will be specified in the call-down.
- **Clients and programs:** Services may relate to AFR's institutional communication or to AFR-supported programs and partnerships. All task orders will be issued and paid for by AFR.

4. Lot Structure and Scope

Lot	Workstream	Primary Requirement	Typical Use
1	Events Management	End-to-end event planning, production, branding, logistics and on-site management.	Conferences, launch events, workshops, stakeholder engagements, exhibitions and institutional events.
2	Audio-Visual Production and Graphic Design	Professional visual storytelling, multimedia production, graphic design and brand application.	Institutional profiles, program explainers, documentaries, impact stories, event coverage, photography, publication layout, infographics, social media graphics, logo design/refinement and brand identities.
3	Printing Services	High-quality print production and finishing to approved specifications.	Reports, briefs, brochures, factsheets, stationery, banners, signage and event materials.
4	Promotional Materials and Marketing Campaigns	Planning, development, design, production and delivery of promotional materials and integrated marketing campaigns to support organizational programs, initiatives, events and strategic communication objectives.	Corporate merchandise, campaign materials, stakeholder items, activations and physical branding.
5	Strategic Communication Services	Strategic advisory, planning, messaging, content, campaigns, media, stakeholder engagement and communication measurement.	Institutional positioning, program awareness campaigns, executive communication, media engagement, internal communication and reputation support.

Interested firms must confirm their intention to submit a proposal by **Monday, November 23, 2026, at 17:00 HRS CAT**

Any requests for clarifications to the RFP may be submitted by **Friday**, **November 27, 2026, 17:00 HRS CAT.**

Bidders should submit their proposals no later than **Friday, December 4, 2026, 14:00 HRS CAT.**

This procurement is structured in 5 divisible lots. Bidders are free to bid for not more than two lots but must submit separate proposals (technical and financial) for each lot, indicating the lot number in the email subject area.

NB: This procurement is only open to locally registered firms.

Responding bidders are advised that this solicitation does not in any way obligate AFR to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, AFR may award a contract without conducting negotiations; all proposals should be submitted initially using your most favorable terms. AFR reserves the right to award any resultant framework agreement to other than the offeror submitting the lowest price proposal based on technical excellence, schedule superiority.

All communications regarding this RFP should be addressed via email: procurement02@afr.rw

Below is a summary of the planned procurement schedule:

Activity	**Date**
a) Date of issue of RFP	**Tuesday, November 17, 2026**
b) Confirmation of interest	**Monday, November 23, 2026, at 17:00 HRS CAT**
c) Request for clarifications	**Friday, November 27, 2026, 17:00 HRS CAT.**
d) Closing date for submission of proposals	**Friday, December 4, 2026, 14:00 HRS CAT**

Cordially,

Kampeta Sayinzoga
Chief Executive Officer

SECTION 1: INSTRUCTIONS TO PROSPECTIVE BIDDERS

Preparation of Proposals: You are requested to submit separate technical and financial proposals, as detailed below. The standard forms in this Request for Proposal may be retyped for completion, but the Consultant is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposals. An electronic copy (in PDF) of the Request for Proposals shall be considered as the original version.

Technical Proposals: Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet as per Section 4 of this RFP.
2. Technical Proposal not exceeding 15 pages (excluding annexes).
3. An approach and methodology for performing the services (where applicable).
4. The documents evidencing your eligibility, as listed below.

NB:

- Bidders may apply for more than one lot. A separate technical proposal and a separate financial proposal shall be submitted for each lot.
- Each lot will be evaluated independently. Evidence submitted for one lot will not automatically be credited under another lot.

Financial Proposals: Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet as per Section 5 of this RFP.
2. A list of unit prices (all items must be quoted).

Validity of Proposals: Proposals must remain valid for **90 calendar days** from the proposal submission date.

Submission of Proposals: The technical and financial proposals should be submitted separately, both clearly marked with the Procurement Reference Number above and the lot number and either "Technical Proposal" or "Financial Proposal" as appropriate.

Proposals (both technical and financial) must be submitted electronically to: procurement02@afr.rw with a clear subject line: **"**AFR/RFP-INSTITUTIONAL COMMUNICATION AND PROGRAMME AWARENESS/NOV/2026 LOT Number……**"** and submitted by **Friday, December 4, 2026, 14:00 HRS CAT.**

Note: Proposals must be submitted in PDF format and as attachments to the email. Any proposal submitted as a link or password-protected will not be considered.

Language of the tender and mode of communication

The medium of communication shall be in writing. The bid, as well as all correspondence and documents relating to the bid exchanged by the Bidder and AFR, shall be written in English.

Amendment to the tender document

At any time prior to the deadline for submission of bids, AFR may amend the tender document by issuing an addendum. Any addendum issued shall be part of the tender document and shall be communicated in writing via the AFR website.

To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, AFR may, at its discretion, extend the deadline for the submission of bids, in which case all rights and obligations of AFR and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

Late bids

AFR shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by AFR after the deadline for submission of bids shall be declared late and rejected.

SECTION 2: ELIGIBILITY CRITERIA

You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. Have the legal capacity to enter into a contract.
2. Not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.
3. Not have had your business activities suspended/debarred.
4. Have fulfilled your obligations to pay taxes.
5. Not have a conflict of interest in relation to this procurement requirement.

We require you to submit copies of the following documents as evidence of eligibility attached to your bid and sign the declaration in the Technical Proposal Submission Sheet:

Eligibility criteria:

1. Certificate of Incorporation/Certificate of Registration.
2. Evidence of statutory compliance: a valid tax clearance certificate.
3. Signed copy of the enclosed AFR Code of Ethical Conduct in Business for Bidders and Service Providers.
4. Confirmation that your technical bid is a maximum of 15 pages (excluding any annexes).

NOTE: Failure to submit the above required documents may lead to disqualification from technical and financial evaluation.

SECTION 3: EVALUATION OF PROPOSALS

Evaluation of Proposals: The evaluation of Proposals will use the **Quality Based selection** methodology as detailed below:

Preliminary examination to determine eligibility (as defined below) and administrative compliance with this Request for Proposals on a pass/fail basis.

Detailed Technical evaluation will contribute 100%
Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.
The consultant with the highest technical score will be invited to negotiations on financial and any technical aspects.

If negotiations with the highest bidder are not successful, AFR may then invite for negotiations the consultant that attained the second-best technical rating; if the negotiations with that consultant do not result in a procurement contract, AFR may invite the other technically successful consultants for negotiations based on their ranking until it arrives at a procurement contract or rejects all remaining proposals.

AFR reserves the right to select and award framework agreements to more than one firm.

Proposals failing at any stage will be eliminated and not considered in subsequent stages.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to Consultants.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

SECTION 4: TECHNICAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.]

Proposal Addressed to:	Access to Finance Rwanda
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract.

Our proposal shall be valid until _____ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date.

I/We enclose a separately sealed financial proposal.

Technical Proposal Authorized By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorized for and on behalf of:
Company: _____

Address: _____

SECTION 5: FINANCIAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]

Proposal Addressed to:	AFR
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: _____.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Financial Proposal Authorized By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorized for and on behalf of:
Company: _____

Address: _____

Breakdown of Prices(Applicable to Lot 5)- For other lots, refer to the rate card rates in the terms of reference.

[Complete this form with details of all your costs and submit it as part of your financial proposal. Where your costs are in more than one currency, submit a separate form for each currency. Authorize the rates quoted in the signature block below.]

Procurement Reference Number: _____

Currency of Costs: _____

PROFESSIONAL FEES					
Name and Position of Personnel	**Input Quantity**	**Unit of Input**	**Rate**	**Total Price**	**Total Price (inclusive of taxes)**
TOTAL:					

REIMBURSABLE EXPENSES (If applicable)				
Description of Cost	**Quantity**	**Unit of Measure**	**Unit Price**	**Total Price**
Standard economy flights				
Airport transfers				
Visa				
Accommodation				
Local transport and communication				
TOTAL:				

NB: AFR-eligible reimbursable expenses include standard economy flights, accommodation, airport transfers, local transport, communication and visas, and they should be reasonable and in line with AFR guidelines.

TOTAL COST PRICE IN CURRENCY: _____

Breakdown of Total Price Authorized By:

Signature _____ Name: _____

Position: _____ Date: _____
Authorized for and on behalf of: *(DD/MM/YY)*

Company: _____

TERMS OF REFERENCE
ESTABLISHMENT OF A FRAMEWORK OF SERVICE PROVIDERS FOR INSTITUTIONAL COMMUNICATION AND PROGRAM AWARENESS

Lot	Service Area
1	Events Management
2	Audio-Visual Production and Graphic Design
3	Printing Services
4	Promotional Materials and Marketing
5	Strategic Communication Services

Multi-Provider Framework Agreement

1. Background and Context

Access to Finance Rwanda (AFR) is a not-for-profit company limited by guarantee established in 2010 to promote financial inclusion and financial sector development. AFR works with public institutions, financial service providers, private-sector actors, development partners and other stakeholders to contribute to an inclusive and sustainable financial sector.

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- Provide AFR with reliable access to specialized communication expertise and production capacity.
- Strengthen the consistency, quality and effectiveness of AFR's institutional communication and program awareness activities.
- Support AFR's institutional visibility, stakeholder engagement, program awareness, campaigns, events, knowledge dissemination and impact communication.
- Ensure value for money through transparent framework competition, standard rate cards and task-specific call-off procedures.

3. Nature and Scope of the Framework

- **Framework duration:** Two years from the date of signature of the framework agreement, renewable subject to satisfactory performance and AFR's continuing needs.
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4. Lot Structure and Scope

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3	Printing Services	High-quality print production and finishing to approved specifications.	Reports, briefs, brochures, factsheets, stationery, banners, signage and event materials.
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4.1. LOT 1 – EVENTS MANAGEMENT AND DECORATION

Objective

To provide end-to-end planning, coordination, production, branding, decoration and on-site management for AFR events, ensuring a professional participant experience and consistent AFR visibility.

Indicative Services

- Event concept development, event plans, production schedules and detailed run-of-show.
- Venue sourcing/coordination, site inspection, layout, seating and set-up planning.
- Stage, décor, lighting, furniture and event-environment design aligned with the approved brief.
- Design of event branding artwork (backdrops, stage branding, signage, directional and digital screens) in line with AFR brand guidelines, or adaptation of AFR-supplied artwork.
- Event branding, backdrops, signage, registration/reception areas and exhibition spaces.
- Registration, ushering, protocol, VIP and speaker coordination.
- Technical/logistics coordination, including coordination with AFR-appointed suppliers.
- Exhibition booth, activation and networking-area set-up.
- On-site event management, issue escalation and contingency management.
- Rapid-turnaround event content/documentation coordination where included in the task order.
- Post-event debriefs, supplier reconciliation and event report.

Evaluation Criteria

Evaluation criterion	Minimum requirements	Marks
A. Firm's relevant experience	• At least three (3) years of experience in professional events management (5 marks). • At least three (3) comparable assignments completed within the last five (5) years: international conferences hosting 3,000 delegates and above, each supported by a completion certificate or reference letter (15 marks).	**20**
B. Qualifications and experience of the proposed team	**1. Event Manager – 6 Marks** • A bachelor's degree in Event Management, Hospitality Management, Marketing, Communications, Public Relations, Business Administration, or another relevant field (3 marks) • At least five (5) years of professional experience demonstrated in planning, coordinating, and managing conferences, corporate events, institutional events, or similar assignments (3 marks) **2. Creative and Branding Designer - 5 Marks** • A diploma or bachelor's degree in graphic design, Fine Arts, Interior Design, Architecture, Visual Communication, or a related field, or a recognized professional certification (2 marks) • At least three (3) years of relevant experience in event décor, stage design, event branding, exhibition design, or related creative assignments (3 marks) **3. Audiovisual (AV) Specialist – 5 Marks** • A diploma or bachelor's degree in Audiovisual Technology, Broadcast Technology, Electrical or Electronics Engineering, Information Technology or a related field, or relevant professional technical certifications (2 marks) • At least three (3) years of professional experience in audiovisual production, technical event management, sound engineering, lighting or staging (3 marks) **4. Logistics Specialist - 4 Marks** • A diploma or bachelor's degree in Logistics and Supply Chain Management, Hospitality Management, Tourism, Event Management, Business Administration, or a related field (2 marks) • At least three (3) years of relevant experience in event logistics, delegate management, hospitality, travel coordination, or conference operations (2 marks) **Note:** *Bidders must submit CVs and copies* ***of academic and/or professional certificates. Team roles, responsibilities, and availability must be clearly stated.***	**20**
C. Understanding of the assignment	The proposal should clearly demonstrate (3 marks each): • Understanding of AFR's institutional context, audiences and stakeholders. • Appreciation of the range of AFR event types and the professional standards they require. • Approach to consistent AFR and partner brand visibility. • Attention to participant experience, inclusion and accessibility. • Awareness of key event risks and how they will be managed.	**15**

Evaluation criterion	Minimum requirements	Marks
D. Proposed methodology, capacity and quality assurance	The bidder shall present a clear, practical and feasible approach covering: • Brief-to-delivery workflow, production planning, run-of-show and AFR approval points (6 marks). • Creative décor and event branding approach, including how AFR brand guidelines will be applied (6 marks). • Registration, protocol, VIP/speaker, logistics and on-site management, including contingency, safety and escalation (7 marks). • Delivery capacity (owned or accessible equipment and supplier network) and quality-control checklists (6 marks).	**25**
E. Portfolio of work	Portfolio submitted as specified under Portfolio Requirements above, assessed as follows: • Photographs and/or videos of at least three (3) completed high-level international events (10 marks). • Event branding artwork and décor concepts/3D mock-ups for at least three (3) events (10 marks).	**20**
TOTAL TECHNICAL SCORE		**100**

Items to be Quoted (Rate Card)

Bidders shall quote a unit price in Rwandan Francs (RWF), inclusive of all applicable taxes, for each item below in the financial template.

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
A. Audio-Visual Equipment				
1	Conference sound package 1 [0–50 delegates] (with 2 wireless microphones)	Package per day		
2	Conference sound package 2 [51–100 delegates] (with 2 wireless microphones)	Package per day		
3	Conference sound package 3 [101–300 delegates] (with 3 wireless microphones)	Package per day		
4	Conference sound package 4: amplifier speaker for 500–1,000 pax (with 3 microphones), digital mixer, 4 EV speakers, 4 handheld mics and a laptop for music	Package per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
5	Conference sound package 5 (above 1,000 pax): digital mixer, L-Acoustics K3 (24 tops) and 8 KS28 subs, with mics	Package per day		
6	Performance sound package 1: with backline equipment for an audience of 500 pax; digital mixer, 6 tops with 4 subs; backline: drums, keyboards, Cube amplifiers for bass and lead guitar	Package per day		
7	Performance sound package 2: with backline equipment for an audience of 500–1,000 pax; digital mixer, 8 tops with 6 subs; backline: drums, keyboards, Cube amplifiers for bass and lead guitar	Package per day		
8	Gooseneck microphone (18 inches)	Unit per day		
9	Wireless handheld microphone	Unit per day		
10	AV technician	Person per day		
B. Lighting Equipment				
11	Conference lighting package [0–50 delegates]	Package per day		
12	Conference lighting package [51–100 delegates]	Package per day		
13	Conference lighting package [101–300 delegates]	Package per day		
14	Conference lighting package [301–500 delegates]	Package per day		
15	Conference lighting package [501–1,000 delegates]	Package per day		
C. Video Equipment				
16	LED screen video wall (price per m^2)	Per m^2		
17	LED screen 3 x 2.5 m (1 set)	Set per day		
18	LED screen 5 x 3 m (1 set)	Set per day		
19	LED screen 10 x 3 m (1 set)	Set per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
20	LED screen patch data cable – Pure Link	Unit per day		
21	LED screen patch power cable – Pure Link	Unit per day		
22	LED processor – Novastar	Unit per day		
D. Hybrid Set-up / Livestreaming (Day Rate)				
23	Video conferencing package 1 [0–50 delegates]: 2 HD cameras, mixing console, production PC, livestreaming on selected channels, content management and presentation management	Package per day		
24	Video conferencing package 2 [51 delegates and above]: 4 HD cameras, mixing console, production PC, livestreaming on selected channels, content management and presentation management	Package per day		
25	Above 500 pax – price upon request	Package per day (quote on request)		
26	Production PC (HP Omen, Lenovo, MacBook Pro M3)	Unit per day		
27	Video Capture Card SDI or HDMI (UTAP AJA)	Unit per day		
28	Video Converter Blackmagic (UpDown Cross converter, Fiber Converter)	Unit per day		
29	TV screen 48" – Samsung	Unit per day		
30	TV screen 55" – Samsung	Unit per day		
31	TV screen 65" – Samsung	Unit per day		
32	Photography services (price per day)	Per day		
33	Video services (price per day)	Per day		
34	TV monitor 55" with a wide base	Unit per day		
E. Simultaneous Interpretation				

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
35	Individual conference microphone – wired – Bosch Dicentis & DCN-NG	Unit per day		
36	Individual conference microphone – wireless – Bosch Dicentis	Unit per day		
37	Interpreter booth (dual) – Bosch Audipack	Booth per day		
38	Interpreter desk – Bosch DCN-NG & Dicentis	Unit per day		
39	Receiver + Headset – Bosch	Set per day		
40	Receiver (only) – Bosch	Unit per day		
41	Headset (only) – Bosch & Sennheiser	Unit per day		
42	CCU (Central Control Unit) – Bosch	Unit per day		
43	EPS (Extension Power Supply) – Bosch	Unit per day		
44	Transmitter – Bosch	Unit per day		
45	Radiator – Bosch	Unit per day		
46	Technician (installation and operation)	Person per day		
47	HD Robotic Camera – Avonic and Bosch	Unit per day		
48	Scaler – Kramer MV6	Unit per day		
49	Dante Gateway – Bosch	Unit per day		
50	Switcher – Netgear	Unit per day		
F. Two-Language Packages (Equipment Only)				
51	Package 1 (0–50 guests)	Package per day		
52	Package 2 (51–100 guests)	Package per day		
53	Package 3 (101–200 guests)	Package per day		
54	Package 4 (201–300 guests)	Package per day		
55	Package 5 (301–500 guests)	Package per day		
56	Above 500 guests – price upon request	Package per day		
57	More than 2 languages – price upon request	Package per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
G. Interpreters				
58	French / English	Interpreter per day		
59	Kinyarwanda	Interpreter per day		
60	Portuguese	Interpreter per day		
61	Spanish / Arabic	Interpreter per day		
62	Chinese	Interpreter per day		
63	Russian	Interpreter per day		
H. Branding, Venue Decoration and Set-up				
64	Backdrop banner, fabric printing & structure hire (price per m^2)	Per m^2		
65	Backdrop banner, gloss flex printing & structure hire (price per m^2)	Per m^2		
66	Standard backdrop banner 12 x 3 m – cloth	Unit per event		
67	Standard backdrop banner 9 x 3 m – cloth	Unit per event		
68	Teardrop with printing (structure hire)	Unit per event		
69	Panelist chairs – sofas	Unit per day		
70	Branded speaker table	Unit per day		
71	Branded lectern	Unit per day		
72	Black draping (price per m^2)	Per m^2		
73	Stage decoration (price per m^2)	Per m^2		
74	Stage carpet (price per m^2)	Per m^2		
75	Flowerpot hire (price per day)	Unit per day		
76	Badge printing with plain lanyards	Per piece		
77	Branded registration counter	Unit per day		
78	Digital directional signage	Unit per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
79	Printed directional signage	Per piece		
80	Cocktail table with cover	Unit per day		
81	Coffee table	Unit per day		
82	Executive chairs	Unit per day		
83	Signing ceremony table	Unit per day		
84	Stage platform 2 x 1 m, 750kg certified capacity (price per platform)	Platform per day		
85	Carpet (price per m^2)	Per m^2		
86	Custom-made stage (price per m^2)	Per m^2		
87	Transparent/clear tent 25 x 50 m	Tent per day		
88	Metallic flooring & carpet 25 x 50 m	Lot (1,250 m^2) per day		
89	Wood flooring & carpet 25 x 50 m	Lot (1,250 m^2) per day		
90	White tent 25 x 50 m	Tent per day		
91	Outdoor portable AC (per piece)	Unit per day		
92	Round table with cover	Unit per day		
93	Bar stool	Unit per day		
94	Centerpieces	Per piece		
I. IT / Secretariat				
95	Office DeskJet printer (B/W), including 2 reams of paper (price per day) – HP/LaserJet	Unit per day		
96	Office DeskJet printer (color), including 2 reams of paper (price per day) – HP/LaserJet	Unit per day		
97	Medium-size printer (B/W) with scan/copy functionality, including 4 reams of paper (price per day) – HP/LaserJet	Unit per day		
98	Medium-size printer (color) with scan/copy functionality (with consumables), including 4 reams of paper (price per day) – HP/LaserJet	Unit per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
99	Multi-function heavy-duty printer (B/W), including consumables + operator (price per day) – Bizhub	Unit per day		
100	Multi-function heavy-duty printer (color), including consumables + operator (price per day)	Unit per day		
101	Ream of paper – A4	Ream (500 sheets)		
102	Box of paper (5 reams) – A4	Box (5 reams)		
103	16GB flash disk – SanDisk	Per piece		
104	32GB flash disk – SanDisk	Per piece		
105	1TB external hard drive – Toshiba	Per piece		
106	2TB external hard drive – Toshiba	Per piece		
J. Accreditation				
107	Registration portal > 500 pax	Per event		
108	Invitation and accreditation management > 500 pax	Per event		
109	Invitation and accreditation management above 500 pax	Per event		
K. Giveaways				
110	Standard branded notebook	Per piece		
111	VIP branded notebook	Per piece		
112	Standard branded pen	Per piece		
113	VIP branded pen	Per piece		
114	Branded round-neck T-shirt	Per piece		
115	Branded polo T-shirt	Per piece		
116	Branded tote bag	Per piece		
117	Standard branded water bottle	Per piece		
118	VIP branded water bottle	Per piece		
119	Lapel pins	Per piece		
L. Exhibition Equipment and Tent				

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
120	Exhibition shell scheme (daily rental includes 3 x 3 m structure, 2 chairs, 1 counter, 1 dustbin and power supply) – branding NOT included	Booth (3x3m) per event		
121	Custom-made exhibition booth (price per m^2)	Per m^2		
122	Virtual Reality (VR) or Augmented Reality (AR) (price per piece)	Unit per day		
123	Interactive screens & touchpoints	Unit per day		
M. Event Platform & Social Media Management				
124	Comprehensive multimedia content capturing highlights of each day, including edited photos and video highlights	Per event day		
125	Social media updates for a particular event	Per event		
126	Media management (press conference, live coverage, interviews, live tweets) – per project	Per event		
127	Event app	Per event		
128	Event website development (standard)	Per website (one-off)		
N. Photography and Videography (Daily Rate)				
129	Videography coverage [raw footage]	Per day		
130	Photography coverage	Per day		
131	Video editing	Editor per day		
132	Photo booth rental and branding (360° booth)	Unit per day		
133	Photo booth rental and branding (square glasses)	Unit per day		
O. Entertainment				
134	Traditional dance troupe – first category	Per performance		
135	Traditional dance troupe – second category	Per performance		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
136	Band live performance with backline equipment – first category	Per performance		
137	Band live performance with backline equipment – second category	Per performance		
138	DJ performance – first category	Per performance		
139	DJ performance – second category	Per performance		
P. Staffing Costs				
140	Ushers	Person per day		
141	Agency fee for a small event of 2 days	Per event		
142	Agency fee for a large event of more than 2 days	Per event		
Q. Event Management and Personnel				
143	Event concept, planning and management – small event (up to 50 participants)	Per event		
144	Event concept, planning and management – medium event (51–200 participants)	Per event		
145	Event concept, planning and management – large event (201–500 participants)	Per event		
146	Event concept, planning and management – very large event (over 500 participants)	Per event		
147	Event manager/coordinator	Person per day		

4.2. LOT 2 – AUDIO-VISUAL PRODUCTION AND GRAPHIC DESIGN

Objective

To produce professional, audience-appropriate visual, multimedia and graphic design content that communicates AFR's institutional role, programs, evidence, results and impact clearly, credibly and consistently with the AFR brand.

Indicative Services

- Institutional, program, field and event photography.
- Video production, documentaries, interviews, testimonials and impact stories.
- Corporate profiles, program explainers and awareness videos.
- Research, storyboarding, scripting, shot lists, creative direction and production management.
- Motion graphics, animation, data visualization and infographics.
- Editing, color correction, sound design/mixing and mastering.
- Subtitling, captioning, voice-over and translation (English, Kinyarwanda and French) where required.
- Short-form adaptations for web and social media.
- Livestreaming, multi-camera production and event recording.
- Graphic design and layout of reports, policy briefs, factsheets, brochures, newsletters and presentations.
- Social media graphics, digital banners, email templates and web visuals.
- Logo design for AFR programs, initiatives, campaigns and events, including concept development, design options and refinement based on AFR feedback.
- Refinement, redrawing and modernization of existing logos, and adaptation of logos for different uses (color, mono, reversed, horizontal/stacked, icon/favicon, small-size and partner co-branding lockups).
- Campaign/institutional brand identities, key visuals and design toolkits for program awareness campaigns.
- Brand application, brand asset development and branded templates in line with AFR brand guidelines.
- Secure transfer of raw footage, masters and source/editable files (video, photo and design files) where specified.

Evaluation Criteria

Evaluation criterion	Minimum requirements	Marks
A. Firm's relevant experience	• At least three (3) years of experience in professional video production, photography and/or graphic design (5 marks). • At least three (3) comparable assignments completed within the last five (5) years: institutional or corporate videos, documentaries, impact stories, explainers, event coverage, or graphic design and branding assignments (publications, campaigns, visual identities), each supported by a completion certificate or reference letter (15 marks).	**20**

Evaluation criterion	Minimum requirements	Marks
B. Qualifications and experience of the proposed team	**1. Lead Producer/Director (10 marks):** • Bachelor's degree in film or media production, Journalism, Mass Communication, Multimedia or a related field (5 marks). • At least five (5) years of professional experience in video production, having produced or directed at least three (3) institutional, documentary, or development-sector productions (5 marks). **2. Video Editor/Post-Production Specialist (5 marks):** • Diploma or bachelor's degree in film, multimedia, or a related field, or a recognized certification in editing, color grading or motion graphics. (2.5 Marks) • At least three (3) years of experience in video editing and post-production. (2.5 Marks) **3. Graphic Designer (5 marks):** • Diploma or bachelor's degree in graphic design, Visual Communication, Fine Arts or a related field. (2.5 Marks) • At least three (3) years of experience in publication layout, digital design, logo/visual identity design, and brand application. (2.5 Marks) **4. Photographer (5 marks):** • Diploma or bachelor's degree in photography, Visual Arts, Multimedia, Journalism or a related field, or a recognized certification in professional photography. (2.5 Marks) • At least three (3) years of experience in professional photography, including event, documentary or institutional photography, with a portfolio of at least three (3) assignments for corporate, government or development-sector clients. (2.5 Marks) **Note: Signed CVs and copies of academic and professional certificates must be submitted for each role. Clearly state team roles, responsibilities, and availability.**	**25**

Evaluation criterion	Minimum requirements	Marks
C. Understanding of the assignment	The proposal should clearly demonstrate (1 mark each): • Understanding of AFR's mandate and the stories it needs to tell. • Distinction between institutional and program awareness content. • Understanding of target audiences and platforms (broadcast, web, social media, print, events). • Ability to simplify technical financial-sector topics while preserving accuracy. • Awareness of brand consistency, ethical storytelling, consent and representation.	**5**
D. Proposed methodology, capacity and quality assurance	The bidder shall present a clear, practical and feasible approach covering (5 marks each): • Concept development, research, scripting, storyboarding and design-brief interpretation. • Production capability: camera, audio, lighting, drone and livestream equipment (owned or accessible), with back-up arrangements. • Post-production and design workflow: editing, color, sound, motion graphics, subtitling/translation, publication layout, infographics, logo design/refinement process (research, concepts, refinement rounds, final file pack and usage guide) and brand application across formats. • Turnaround and review stages, consent management, secure file management and handover of masters, design and source files.	**20**
E. Portfolio of work	Portfolio submitted as specified under Portfolio Requirements above, assessed as follows: • Video samples: storytelling, image, sound and editing quality, and relevance to institutional/program content (10 marks). • Photography samples: technical quality, composition and relevance (5 marks). • Graphic design and branding samples: design quality, clarity of information design and consistent brand application (10 marks). • Logo and visual identity samples: originality, simplicity, versatility across sizes and media, and quality of refinement work (5 marks).	**30**
TOTAL TECHNICAL SCORE		**100**

Items to be Quoted (Rate Card)

Bidders shall quote a unit price in Rwandan Francs (RWF), inclusive of all applicable taxes, for each item below in the financial template.

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
A. Photography				
1	Event photography – half day	Per event		
2	Event photography – full day	Per event		
3	Same-day selection of edited images for social media	Per event		
4	Corporate portraits	Per person		
5	Field/documentary photography – Kigali	Per day		
6	Field/documentary photography – outside Kigali	Per day		
B. Video production (filming and editing)				
7	Event coverage – half day	Per session		
8	Event coverage – full day	Per session		
9	Event highlight video (1–3 minutes)	Per video		
10	Short social media video/reel (up to 60 seconds)	Per video		
11	Institutional/corporate profile video (3–5 minutes)	Per video		
12	Program explainer/awareness video (2–3 minutes, live action)	Per video		
13	Documentary/impact story (5–10 minutes)	Per video		
14	Livestreaming	Per day		
15	Drone filming (incl. permits)	Per day		
16	Sound recordist	Per person per day		
17	Teleprompter with operator	Per day		
C. Animation and motion graphics				

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
18	2D animated explainer (60–90 seconds)	Per video		
19	2D animated explainer – each additional 30 seconds	Per 30 seconds		
20	Motion graphics/animated infographic	Per finished minute		
21	Animated logo	Per item		
D. Scripting and post-production				
22	Scriptwriting and storyboard – short video (up to 3 minutes)	Per script		
23	Research, scriptwriting and storyboard – long video (over 3 minutes)	Per script		
24	Professional voice-over (English, Kinyarwanda or French)	Per session		
E. Logo design and brand identity				
25	New logo design (2–3 concepts, 2 refinement rounds, full file pack and usage guide)	Per logo		
26	Logo refinement/redraw/modernization of existing logo	Per logo		
27	Logo adaptation set (mono, reversed, stacked/horizontal, icon, co-branding lockups)	Per set		
28	Campaign visual identity and design toolkit (key visual, colors, typography, templates)	Per campaign		
29	Institutional brand guidelines/brand manual	Per manual		
F. Travel				

4.3. LOT 3 – PRINTING SERVICES

Objective

To provide reliable, accurate, high-quality and timely printing and finishing for AFR institutional, program, knowledge, event and visibility materials.

Indicative Services

- Annual/program reports, research reports and policy briefs.
- Brochures, factsheets, newsletters, case studies and publications.
- Training manuals, guides and workshop materials.
- Letterheads, business cards, folders and branded stationery.
- Event programs, invitations, badges and certificates.
- Pull-up banners, backdrops, posters, signage and exhibition panels.
- Large format/outdoor printing and physical branding.
- Binding, lamination, mounting, cutting, folding and finishing.
- Pre-press checking and adaptation of AFR-approved artwork into print-ready files (minor layout adjustments; original design is commissioned under Lot 2).
- Pre-production proofing, color/specification checks and delivery/installation where required.

Typical Deliverables

- Physical/digital proof before production where requested
- Printed materials matching approved artwork and specifications
- Quality-control confirmation
- Packaging, delivery and installation where applicable
- Replacement of defective/non-conforming items at the provider's cost where attributable to the provider

Evaluation Criteria

Evaluation criterion	Minimum requirements	Marks
A. Firm's relevant experience	• At least three (3) years of experience in commercial printing (10 marks). • At least three (3) comparable assignments completed within the last five (5) years: reports or publications, branded stationery and large format/event materials, each supported by a completion certificate or reference letter (15 marks).	**25**

Evaluation criterion	Minimum requirements	Marks

B. Qualifications and experience of the proposed team	**1. Production Manager (10 marks):**
	• Diploma or bachelor's degree in Printing Technology, Graphic Arts, Engineering, Business Administration or a related field (5 marks).
	• At least five (5) years of experience in print production management (5 marks).
	2. Pre-press/Quality Control Specialist (5 marks):
	• Diploma or certificate in Graphic Design, Pre-press or Printing Technology or other related fields (2.5 Marks)
	• At least three (3) years of experience in pre-press, artwork preparation, colour management, or print quality control. (2.5 Marks)
	• **3. Account Manager (10 marks)**
	  • Diploma or bachelor's degree in business administration, Marketing, Communications or a related field (5 marks).
	  • At least three (3) years of experience in client account management or client service in a printing, advertising, or communications firm (5 marks).
	Note: Signed CVs and copies of academic and professional certificates must be submitted. Team roles, responsibilities and availability must be clearly stated.
		25

C. Understanding of the assignment	The proposal should clearly demonstrate (2 mark each): • Understanding of AFR's range of printed materials and their uses. • Importance of brand, color and specification accuracy. • Appreciation of deadline-critical work (e.g., event materials). • Awareness of quality and finishing standards for institutional publications. • Awareness of environmentally responsible printing options.	**10**

Evaluation criterion	Minimum requirements	Marks
D. Proposed methodology, capacity and quality assurance	The bidder shall present a clear, practical and feasible approach covering (5 marks each): • Production capacity: list of machinery and facilities (owned or under formal arrangement), formats and finishes, and back-up capacity. • Pre-press artwork checking, proofing, color management, and final inspection. • Specification control, scheduling, urgent and high-volume job handling, and delivery/installation tracking. • Non-conformance handling, replacement of defective items and named account management.	**20**
E. Portfolio of work	Portfolio submitted as specified under Portfolio Requirements above, assessed as follows: • Physical samples: print and color quality, registration and accuracy (7 marks). • Finishing quality and range (binding, lamination, cutting, folding, etc.) (6 marks). • Photographs of large format/installed items: quality and complexity (7 marks).	**20**
TOTAL TECHNICAL SCORE		**100**

Items to be Quoted (Rate Card)
Bidders shall quote a unit price in Rwandan Francs (RWF), inclusive of all applicable taxes, for each item below in the financial template.

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
1	AFR brochure – A4 trifold, full color, single-sided, on 150/200 gsm matte paper, laminated	Per unit		
2	AFR brochure – A4 trifold, full color, single-sided, on 150/200 gsm matte paper, not laminated	Per unit		
3	A4 poster – full color, single-sided, on 80/150/200 gsm matte/glossy/uncoated paper	Per unit		
4	A5 poster – full color, single-sided, on 80/150/200 gsm matte/glossy/uncoated paper	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
5	AFR flyer – A5, full color, single-sided, on 150/200 gsm matte paper, not laminated	Per unit		
6	Flyer – A6, full color, single-sided, on 150/200 gsm matte paper, laminated	Per unit		
7	Flyer – A6, full color, double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
8	Car sticker – 40 cm x 50 cm, waterproof, full color, one-sided, including application on vehicles	Per unit		
9	Brochure – A4 trifold, double-sided, on 150/200 gsm matte paper, laminated cover only	Per unit		
10	Brochure – A4 trifold, full color, double-sided, on 150/200 gsm paper, not laminated	Per unit		
11	Booklet – A4, full color, double-sided, on 150/200 gsm matte paper, laminated	Per unit		
12	Booklet – A4, full color, double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
13	Booklet – A5, full color, double-sided, on 150/200 gsm matte paper, laminated	Per unit		
14	Booklet – A5, full color, double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
15	Business cards – double-sided, full color, on 300 gsm matte paper, laminated, with rounded corners	Per unit		
16	White envelope with logo – A5	Per unit		
17	White envelope with logo – A4	Per unit		
18	White envelope with logo – A3	Per unit		
19	Ordinary envelope – white, small	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
20	Teardrop banner – 3.5 m	Per unit		
21	Teardrop banner – 4.5 m	Per unit		
22	Focus note – A4, single/double-sided, on 150/200 gsm matte paper, laminated	Per unit		
23	Focus note – A4, single/double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
24	Focus note – A5, single/double-sided, on 150/200 gsm matte paper, laminated	Per unit		
25	Focus note – A5, single/double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
26	Focus note – A6 folded, single/double-sided, on 150/200 gsm matte paper, laminated	Per unit		
27	Focus note – A6 folded, single/double-sided, on 150/200 gsm matte paper, not laminated	Per unit		
28	Annual report summary – A4, on 150/200 gsm matte paper, cover page laminated only	Per unit		
29	Annual report summary – A4, 20 pages, on 150/200 gsm matte or glossy paper, laminated	Per unit		
30	Pull-up banner – 2 m x 85 cm (wide base), on PVC material	Per unit		
31	Pull-up banner – 2 m x 85 cm (narrow base), on PVC material	Per unit		
32	Banner – on PVC material	Per m^2		
33	Branded agenda with cover – logo and text printed on 150/200 gsm matte/glossy paper, laminated, 200 pages	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
34	Branded agenda with cover – logo and text printed on 150/200 gsm matte/glossy paper, not laminated, 200 pages	Per unit		
35	Branded flash disk – 64 GB/128 GB/250 GB, with logo in color	Per unit		
36	Letterhead – printed in color, A3/A4	Per unit		
37	Branded notebook with hard cover – A5, with logo and text, 80/100/150 pages, laminated	Per unit		
38	Spiral-bound branded notebook with hard cover – with logo and text, 80/100/150 pages, laminated	Per unit		
39	Branded corporate paper folder – A4 standard (folder with pocket)	Per unit		
40	Branded metallic pen with logo	Per unit		
41	Register book – A3, carbonated (printing on cover), 2 copies x 50 sheets	Per unit		
42	Register book – A4, carbonated (printing on cover), 2 copies x 50 sheets	Per unit		
43	Training manual – A4, single/double-sided, black and white	Per unit		
44	Training manual – A4, single/double-sided, color	Per unit		
45	Printing and supply of books with wire/spiral binding	Per unit		
46	Printing and supply of books with staple binding	Per unit		
47	Printing and supply of books with perfect binding	Per unit		
48	Backdrop banner (frames, installation and banner) – 6 m x 3 m	Per unit per day		
49	Backdrop banner (frames, installation and banner) – 3 m x 2.5 m	Per unit per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
50	Backdrop banner (frames, installation and banner) – 8 m x 3 m	Per unit per day		
51	Backdrop banner (frames, installation and banner) – 10 m x 3 m	Per unit per day		
52	Backdrop banner (frames, installation and banner) – 14 m x 3 m	Per unit per day		
53	Jacket with embroidered logos	Per unit		
54	Supply of branded metallic pens	Per unit		
55	Key holder – plastic, branded	Per unit		
56	Key holder – metallic, branded	Per unit		
57	Supply of branded umbrella	Per unit		
58	Printing of vehicle logbook – A4	Per unit		
59	Billboard – fabrication, printing and installation (within Kigali)	Per m^2		
60	Billboard – fabrication, printing and installation (outside Kigali)	Per m^2		
61	Signpost with light – printing and installation (within Kigali)	Per m^2		
62	Signpost with light – printing and installation (outside Kigali)	Per m^2		
63	Signpost without light – printing and installation (within Kigali)	Per m^2		
64	Signpost without light – printing and installation (outside Kigali)	Per m^2		
65	3D signage with light, one side – supply and branding (within Kigali)	Per m^2		
66	3D signage with light, one side – supply and branding (outside Kigali)	Per m^2		
67	ABS board – supply and installation	Per m^2		
68	ABS board with frame – supply and installation	Per m^2		
69	Certificate – A4, full color, on 250/300 gsm matte paper, laminated	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
70	Seasonal greeting card – A5, full color, on 250/300 gsm matte paper, laminated	Per unit		
71	Seasonal greeting card – A6, full color, on 250/300 gsm matte paper, not laminated	Per unit		
72	Employee service card (ID) – printed on PVC material, full color, double-sided	Per unit		
73	Brief – A4, full color, double-sided, on 150/200 gsm matte paper, laminated	Per unit		
74	Brief – A4, full color, single-sided, on 150/200 gsm matte paper, laminated	Per unit		
75	Self-inking stamp – round self-inking stamp, wooden rubber stamp, pre-inked stamp, plastic rubber stamp or pocket stamp	Per unit		
76	Poster – A1 format, in color	Per unit		
77	Poster – A2 format, in color	Per unit		
78	Poster – A3 format, in color	Per unit		
79	Poster – A4 format, in color	Per unit		
80	Poster – A5 format, in color	Per unit		
81	T-shirt – men's round neck, pure cotton, branded with logos and text on the back	Per unit		
82	T-shirt – men's V-neck, pure cotton, with logos	Per unit		
83	T-shirt – women's V-neck, pure cotton, with logos and text on the back	Per unit		
84	T-shirt – women's V-neck, pure cotton, with logos	Per unit		
85	Polo/collar T-shirt – men's, branded with logos and text on the back	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
86	Polo/collar T-shirt – men's, branded with front logo	Per unit		
87	Polo/collar T-shirt – women's V-shape, branded with logos	Per unit		
88	Polo/collar T-shirt – women's, branded with front logo	Per unit		
89	Polo/collar T-shirt – branded on front, back and sleeves, with logos and text on the back	Per unit		
90	Polo/collar T-shirt – branded with front logo	Per unit		
91	Cap with logo	Per unit		
92	Branded corporate paper folder – A4 standard (folder with pocket)	Per unit		
93	Foam board (5–8 mm) – supply and installation	Per m^2		
94	Poster with aluminum frame – supply and installation	Per m^2		
95	Metal signpost, painted on one side – supply and branding	Per m^2		
96	Metal signpost, painted on both sides – supply and branding	Per m^2		
97	Metal door signage – supply and branding	Per m^2		
98	One-way vision stickers – printing and branding (within Kigali)	Per m^2		
99	One-way vision stickers – printing and branding (within Kigali)	Per m^2		
100	Frosted stickers, plotted – printing and branding (within Kigali)	Per m^2		
101	Frosted stickers, plain – printing and branding (within Kigali)	Per m^2		
102	Frosted stickers, plotted – printing and branding (outside Kigali)	Per m^2		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
103	Frosted stickers, plain – printing and branding (outside Kigali)	Per m^2		
104	Supply of branded executive notebooks with 80 g/m^2 lined white paper	Per unit		
105	Supply of branded water bottles	Per unit		
106	Supply of branded coffee mugs	Per unit		
107	Asset tagging with engraving	Per unit		
108	Trophy with engraved message	Per unit		
109	Crystal award	Per unit		
110	Aluminum frame	Per m^2		
111	Supply of branded tote bags	Per unit		
112	Supply of branded backpacks	Per unit		
113	Supply of branded raincoats	Per unit		
114	Supply of branded field vests	Per unit		
115	Printing of magnetic vehicle stickers – A3	Per unit		
116	Supply of branded lanyards – 90/100 cm length, 2 cm width	Per unit		
117	Supply of conference badges – 8.9 cm x 5 cm or 10 cm x 15 cm	Per unit		
118	Supply of branded office laptop bags (engraved logo)	Per unit		
119	Supply of branded PU leather folders – 22 cm x 25 cm, 2 cm overall thickness	Per unit		
120	Supply of branded rectangular mouse pads – 23 cm x 20 cm, 3 mm thick	Per unit		
121	Branded lapel pins – deluxe clutch/rubber clutch/safety pin	Per unit		

4.4. LOT 4 – PROMOTIONAL MATERIALS AND MARKETING

Objective

To source, customize, produce and deliver durable, brand-compliant promotional materials and provide related activation support for AFR's institutional visibility, program awareness, campaigns and stakeholder engagement.

Indicative Services

- Branded notebooks, pens, bags, umbrellas, bottles and other merchandise.
- Branded apparel, including shirts, jackets, caps and lanyards.
- Corporate gifts and stakeholder items.
- Exhibition, activation and campaign materials.
- Vehicle, office, event and campaign branding.
- Artwork adaptation and brand application to products, with digital mock-ups for approval.
- Product sourcing, mock-ups/samples, customization and quality assurance.
- Marketing activation and promotional support.
- Packaging, distribution and inventory support where required.

Typical Deliverables

- Product options/specification sheet
- Artwork/mock-up and physical sample where requested
- Approved production sample
- Finished branded items to approved quantity/specification
- Delivery note/inventory record
- Activation report where activation support is commissioned

Evaluation Criteria

Evaluation criterion	Minimum requirements	Marks
A. Firm's relevant experience	• At least three (3) years of experience in the supply of branded promotional materials (5 marks). • At least three (3) comparable assignments completed within the last five (5) years: branded merchandise, apparel, corporate gifts or campaign/activation materials, each supported by a completion certificate or reference letter (15 marks).	**20**

B. Qualifications and experience of the proposed team	**1. Project Manager (5 marks):** • Bachelor's degree in marketing, Business Administration, Communications, Procurement/Supply Chain or a related field (2.5 marks). • At least five (5) years of experience in managing promotional or branded-merchandise supply (2.5 marks). **2. Graphic Designer/Branding Specialist (5 marks):** • Diploma or bachelor's degree in graphic design or a related field (2.5 marks). • At least three (3) years of experience in applying brands to merchandise and campaign materials (2.5 marks). **3. Campaign Manager (5 marks):** • Bachelor's degree in marketing, Communications, Public Relations or a related field (2.5 marks). • At least three (3) years of experience in planning, coordinating and reporting on marketing or awareness campaigns, including at least two (2) campaigns that used branded merchandise or promotional materials (2.5 marks). **4. Production and Quality Control Officer (5 marks):** • Diploma or bachelor's degree in Printing Technology, Graphic Arts, Production Management, Textile Technology or a related field, or a recognized certification in print production or quality control (2.5 marks). • At least three (3) years of experience in overseeing the production of printed and branded materials, including sample approval, color matching, quality inspection and on-time delivery (2.5 marks). **5. Copywriter/Content Specialist (5 marks):** • Diploma or bachelor's degree in communications, Journalism, Marketing, Languages or a related field (2.5 marks). • At least two (2) years of experience in writing marketing and campaign content, with proven ability to write in Kinyarwanda and English; French is an advantage (2.5 marks).	**25**

Evaluation criterion	Minimum requirements	Marks
	Note: Signed CVs and copies of academic and professional certificates must be submitted for all proposed team members. Team roles, responsibilities and availability must be clearly stated.	
C. Understanding of the assignment	The proposal should clearly demonstrate (2 mark each): • Understanding of AFR's visibility, campaign and stakeholder-engagement needs. • Importance of brand compliance and fitness for purpose. • Appreciation of quality, durability and value for money. • Awareness of lead-time and supply-chain risks. • Awareness of sustainable and locally sourced options.	**10**
D. Proposed methodology, capacity and quality assurance	The bidder shall present a clear, practical and feasible approach covering (5 marks each): • Product range and sourcing network, including ability to source non-standard items. • Artwork adaptation, customization and branding quality, with mock-up and pre-production sample approval. • Lead times, logistics, delivery and stock-risk mitigation, including back-up suppliers. • Quality inspection, durability testing, replacement process and value-for-money options.	**20**
E. Portfolio of Previous Work	The bidder shall submit a portfolio demonstrating relevant experience in designing and producing promotional and marketing materials. The portfolio shall: a) Include a minimum of five (5) and a maximum of ten (10) samples of work completed within the last three (3) years; For each sample, state the client's name and year of delivery; Provide contact details of at least three (3) clients for reference purposes. AFR reserves the right to contact them to verify the information submitted; **Be submitted in PDF format with clear, high-resolution photographs or digital copies, not exceeding [20] pages. Physical samples may be requested from shortlisted bidders.**	**25**
TOTAL TECHNICAL SCORE		**100**

Items to be Quoted (Rate Card)
Bidders shall quote a unit price in Rwandan Francs (RWF), inclusive of all applicable taxes, for each item below in the financial template.

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
1	Plastic ballpoint pen: Retractable, blue ink, 1-color logo	Per unit		
2	Metal pen: Metal ballpoint, laser-engraved logo	Per unit		
3	Executive pen in gift box	Per unit		
4	Notebook A5 – hard cover (PU leather)	Per unit		
5	Notebook A5 – soft cover / recycled paper	Per unit		
6	**Diary/planner A5 (dated)**: PU leather cover, debossed or printed logo	Per unit		
7	**Notebook and pen gift set**: A5 notebook and matching pen in branded box	Per set		
8	**USB flash drive**: 32GB or 64GB, logo printed or engraved	Per unit		
9	**Power bank**: 10,000 mAh, logo printed or engraved	Per unit		
10	**Wireless charger**: Qi-compatible charging pad, logo printed or engraved	Per unit		
11	**Lanyard with clip and badge holder**	Per unit		
12	**Metal lapel pin/badge**: Enamel-filled logo, butterfly clutch	Per unit		
13	**Button badge**: Round, 38–58 mm, full-color print, safety-pin back	Per unit		
14	**Keyholder**: Metal or PU leather, logo engraved or printed	Per unit		
15	**Mouse pad**: Rubber base, 23 x 20 cm, 3 mm thick, full-color print	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
16	**Document folder – PU leather**: A4, with notepad and pen loop, logo debossed	Per unit		
17	**Cotton/canvas tote bag**: Approx. 38 x 42 cm, 1-color print	Per unit		
18	**Non-woven tote bag**: Approx. 38 x 42 cm, 1-color print	Per unit		
19	**Conference bag**: Polyester, with zip and pockets, logo printed	Per unit		
20	**Laptop bag/backpack**: Fits 15.6" laptop, padded compartment, logo printed or embroidered	Per unit		
21	**Branded paper bag**: Small, medium or large, full-color print, rope handles	Per unit		
22	**Ceramic mug**: 330 ml, full-color print	Per unit		
23	**Stainless steel water bottle/flask**: 500–750 ml, logo engraved or printed	Per unit		
24	**Insulated tumbler**: Stainless steel, double-wall vacuum, 500 ml, leak-resistant lid, logo laser-engraved	Per unit		
25	**Reusable plastic / glass water bottle**: BPA-free plastic (Tritan) or borosilicate glass with silicone sleeve, 500–750 ml, leak-proof lid, logo printed	Per unit		
26	**Cotton round-neck T-shirt**: 100% cotton, 160–180gsm, logo printed front and text on back	Per unit		
27	**Polo shirt**: Cotton or cotton-poly pique, men's and women's cuts, logo embroidered or printed	Per unit		
28	**Shirt (long / short sleeve)**: Cotton blend, logo embroidered or printed	Per unit		
29	**Jacket / windbreaker**: Water-resistant, logo embroidered or printed	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
30	**Fleece / hoodie**: Logo embroidered or printed	Per unit		
31	**Cap**: Cotton, adjustable strap, embroidered logo	Per unit		
32	**Bucket hat**: Cotton, logo printed or embroidered	Per unit		
33	**Reflective vest**: High-visibility, with reflective strips, logo printed on back	Per unit		
34	**Raincoat**: Waterproof, with hood, logo printed	Per unit		
35	**Standard umbrella (23")**: Auto-open, logo printed on two panels	Per unit		
36	**Golf umbrella (30")**: Auto-open, logo printed on two panels	Per unit		
37	**Large market / patio umbrella**: Approx. 3 m diameter, with stand, logo printed on panels	Per unit		
38	**Executive gift set in branded box**: For example, notebook, pen, tumbler and USB drive, in a branded rigid box	Per set		
39	**Branded gift box/packaging**: Rigid box with insert, sized to the items	Per unit		
40	**Crystal / glass award**: Approx. 20 cm, laser-engraved logo and message, in gift box	Per unit		
41	**Wooden or acrylic plaque**: A4 size, engraved or printed	Per unit		
42	**Trophy**: Metal or resin, engraved plate with message	Per unit		
43	**Medal**: Metal, engraved logo, printed ribbon	Per unit		
44	**Business cards**: Double-sided, full color, 300–350gsm matte, laminated, 85 x 55 mm	Per box of 100		
45	**Compliment slips**: DL (99 x 210 mm), full color, 100gsm	Per pack of 100		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
46	**Branded envelopes – DL**: White, self-seal, logo printed in full color	Per pack of 100		
47	**Branded envelopes – A5**: White, self-seal, logo printed in full color	Per pack of 100		
48	**Branded envelopes – A4**: White, self-seal, logo printed in full color	Per pack of 100		
49	**Branded envelopes – A3**: White or brown, self-seal, logo printed in full color	Per pack of 50		
50	**Corporate presentation folder**: A4, 350gsm, full color, laminated, with pocket and business card slot	Per unit		
51	**Branded notepad**: A5, 50 sheets, full-color cover and logo on each page	Per unit		
52	**Certificate**: A4, full color, 250–300gsm matte, laminated	Per unit		
53	**Rubber / self-inking stamp**: Self-inking, round or rectangular, logo and text	Per unit		
54	**Roll-up / pull-up banner – standard**: 85 x 200 cm, full-color print on PVC or fabric, aluminum stand, carry bag	Per unit		
55	**Roll-up / pull-up banner – wide base**: 120 x 200 cm, full-color print, premium aluminum stand, carry bag	Per unit		
56	**Roll-up banner reprint**: Replacement print only, 85 x 200 cm, for an existing stand	Per unit		
57	**Teardrop / feather banner – 3.5 m**: Full-color fabric print, pole, base and carry bag	Per unit		
58	**Teardrop / feather banner – 4.5 m**: Full-color fabric print, pole, base and carry bag	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
59	**Stage backdrop – 3 m x 2.5 m**: Full-color print on fabric or PVC, aluminum frame, including delivery, installation and dismantling	Per unit per event		
60	**Stage backdrop – 6 m x 3 m**: Full-color print on fabric or PVC, aluminum frame, including delivery, installation and dismantling	Per unit per event		
61	**Activation backdrop/media wall**: 3 m x 2.5 m step-and-repeat, non-reflective fabric, logos in repeat pattern, free-standing frame, including installation and dismantling	Per unit per event		
62	**Promotional counter / kiosk**: Pop-up type, approx. 160 x 90 x 40 cm, lockable shelf, full-color wraparound graphic, carry case	Per unit		
63	**Branded gazebo / tent (3 m x 3 m)**: Aluminum frame, waterproof canopy printed in full color, with printed side walls	Per unit		
64	**Branded flag**: Full-color print on polyester, 90 x 150 cm, with pole and base	Per unit		
65	**Lectern / podium branding**: Full-color panel print for front of lectern, including fixing	Per unit		
66	**Foam board print**: Full-color print on 5 mm foam board	Per m^2		
67	**Branded photo frame prop**: Full-color print on foam or PVC board, approx. 100 x 70 cm, with handles	Per unit		
68	**3D acrylic / metal logo signage**: Laser-cut 10 mm acrylic in brand colors, or brushed / mirror stainless steel, stand-off mounting, including installation	Per unit		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
69	**Illuminated signage**: Light box or LED-lit 3D letters, including electrical connection and installation	Per m²		
70	**Non-illuminated outdoor signpost**: Metal or ABS board, weather-resistant print, with posts and installation	Per m²		
71	**Door / office signage**: Acrylic or metal plate with room name or number, including fixing	Per unit		
72	**Directional / wayfinding sign**: Acrylic or ABS, full color, wall or stand-mounted	Per unit		
73	**Office / wall branding (vinyl)**: Full-color print on wall vinyl or murals, including installation	Per m²		
74	**Frosted window film with logo**: Frosted vinyl with cut-out logo or pattern, including installation	Per m²		
75	**Frosted window film – plain**: Plain frosted vinyl, including installation	Per m²		
76	**One-way vision window film**: Full-color print on perforated vinyl, including installation	Per m²		
77	**Framed poster / wall art**: Full-color print with aluminum frame, including installation	Per m²		
78	**Billboard – within Kigali**: Full-color print on flex, including installation	Per m²		
79	**Billboard – outside Kigali**: Full-color print on flex, including installation	Per m²		
80	**Branded activation / roadshow vehicle**: Pick-up or truck fully branded, with driver and fuel	Per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
81	**Activation sound system with MC**: Portable PA with speakers and 2 wireless microphones, with Kinyarwanda-speaking MC	Per day		
82	**Mobile stage**: Truck-mounted or portable stage, approx. 6 x 4 m, with branded backdrop and skirting	Per day		
83	**Brand ambassador / promoter**: Trained promoter to engage the public, distribute materials and register participants, in branded uniform	Per person per day		
84	**Community drama / theater group**: Short educational play on campaign messages, in Kinyarwanda	Per performance		
85	**Traditional dance or music group**: Cultural performance to attract and engage audiences	Per performance		

4.5. LOT 5 – STRATEGIC COMMUNICATION SERVICES

Objective

To provide senior-level strategic communication advisory and implementation support that strengthens AFR's institutional positioning and thought leadership and increases awareness and understanding of AFR programs among priority audiences.

Indicative Services

- Institutional and program communication strategies, plans and campaign roadmaps.
- Communication audits, assessments, stakeholder mapping and audience segmentation.
- Institutional positioning, narrative development, message architecture and key messages.
- Program awareness strategies translating technical interventions into clear audience-specific messages and calls to action.
- Executive speeches, talking points, briefing notes, Q&A and presentation content.
- Campaign concepts, creative direction, creative briefs, implementation plans and campaign management support.

- Media relations, press releases, media advisories, briefings, interview preparation and media engagement.
- Media monitoring, issues management and reputation/risk communication support.
- Website, newsletter, social media, articles, features and editorial content.
- Success stories, case studies and impact storytelling grounded in evidence.
- Internal communication, employee engagement and change communication.
- Perception research, surveys and communication-effectiveness assessments.
- Communication monitoring, evaluation, learning and reporting, including output and outcome indicators.

Evaluation Criteria

Evaluation criterion	Minimum requirements	Marks
A. Firm's relevant experience	• At least three (5) years of experience in strategic communication, public relations or campaign management (5 marks). • At least three (3) comparable assignments completed within the last five (5) years: communication strategies, awareness campaigns, media relations for institutions with evidence of implementation and results, each supported by a completion certificate or reference letter (15 marks). • **Compulsory:** Proof of having conducted at least one communication campaign in Kinyarwanda, supported by a completion certificate or reference letter (10 marks).	**30**

B. Qualifications and experience of the proposed team	**1. Lead Communication Strategist / Team Leader (8 marks)** • Master's degree (2 marks) in Communications, Journalism, Public Relations, Marketing, Development Studies, Development Communication, International Relations, Business Administration (MBA), Public Policy, or a related social science. **Experience (6 marks)** • **General experience (2 marks):** At least 7 years of professional experience in strategic communications, public relations, or development communication. • **Team leadership (2 marks):** Has led at least three multidisciplinary communication assignments in the last seven years, such as communication strategies, national or institutional awareness campaigns, or institutional communication programs. • **Local context (2 marks):** Has worked with Rwandan public institutions, regulators, financial institutions, or development partners, and understands Rwanda's media and stakeholder landscape. **2. Communication Specialist (4 marks)** **Education (2 marks)** • Bachelor's degree in communications, Journalism, Public Relations, Marketing, Mass Communication, Development Studies, or a related field. **Experience (2 marks)** • **General experience (1 mark):** At least 5 years in communications, public relations, or media relations. • **Specific experience (1 mark):** Has delivered at least three assignments in media relations, stakeholder engagement, events, or awareness campaigns.	**20**

Evaluation criterion	Minimum requirements	Marks
	3. Digital / Social Media Specialist (4 marks) **Education (1 mark)** • Bachelor's degree in communications, Digital Marketing, Marketing, Multimedia, ICT, Computer Science, or a related field. **Experience (3 marks)** • **General experience:** At least 3 years managing institutional or brand digital channels. • **Demonstrated results:** Portfolio showing at least two digital campaigns, with measurable results such as reach, engagement, traffic, or conversions. • **Relevant content experience:** Has produced digital content in Kinyarwanda and English, or for the financial or development sector. **4. Content Writer / Editor (4 marks)** **Education (1 mark)** • Bachelor's degree in Journalism, Communications, English, Literature, Languages, Linguistics, or a related field. **Experience (3 marks)** • **General experience:** At least 5 years of professional writing or editing experience. • **Writing samples:** At least three published samples of the expert's own work, such as reports, articles, policy briefs, or campaign content. • **Language and subject matter:** Strong writing skills in both Kinyarwanda and English (French is an advantage)	

Evaluation criterion	Minimum requirements	Marks
C. Understanding of the assignment	The proposal should clearly demonstrate: • Understanding of AFR and the financial inclusion context in Rwanda (6 marks). • Clear distinction between institutional communication and program awareness (10 marks). • Identification of priority audiences and communication challenges (4 marks).	**20**
D. Proposed methodology	The bidder shall present a clear, practical and feasible methodology tailored to AFR's context, covering the following areas (6 marks each): • **Diagnostic and research approach:** how the bidder will assess the current communication landscape, segment target audiences and map key stakeholders by influence and interest. • **Strategy and planning approach:** how key messages, channel mix, creative direction, campaign plans and media engagement will be developed and aligned with AFR's objectives and audiences. • **Influencing and thought leadership:** how the bidder will position AFR as a trusted voice in inclusive finance. • **Implementation and quality assurance:** how activities will be rolled out, content quality and brand consistency assured, and stakeholders engaged throughout delivery. • **Monitoring, evaluation and learning:** proposed output and outcome indicators, measurement tools, reporting frequency, and how findings will be used to adapt the approach.	**30**
TOTAL TECHNICAL SCORE		**100**

Personnel Rate Card

Bidders shall quote day rates for each role below. These rates are the basis for all time-based work.

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
1	Lead communication strategist/team leader	Per person per day		
2	Communication specialist	Per person per day		

No.	Item Description	Unit of Measure	Unit Price VAT Incl. (RWF)	Total Amount VAT Incl. (RWF)
3	Digital/social media specialist	Per person per day		
4	Content writer/editor	Per person per day		

5. Reporting and Language

The firm(s) will report directly to AFR's Head of Strategic Communications and Market Engagement.

6. Duration of the Assignment

The engagement is expected to take approximately **2 or more years** from the signature of the framework agreement(s).

7. Length of the Bid Document

The bid document should not exceed 15 pages, excluding annexes.

CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND SERVICE PROVIDERS

1. **Ethical Principles**

   Bidders and providers shall at all times:

   (a) maintain integrity and independence in their professional judgment and conduct;

   (b) comply with both the letter and the spirit of:

      i. the laws of Rwanda; and

      ii. any contract awarded.

   (c) avoid associations with businesses and organizations which are in conflict with this code.

2. **Standards**

   Bidders and providers shall:

   (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;

   (b) comply with the professional standards of their industry or of any professional body of which they are members.

3. **Conflict of Interest**

Bidders and providers shall not accept contracts which would constitute a conflict of interest with any prior or current contract with AFR. Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

4. Confidentiality and Accuracy of Information

(1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.

(2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality, directly or indirectly, to staff of AFR that might be viewed by others as having an influence on a government procurement decision.

6. Inducements

(1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.

(2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

7. Fraudulent Practices

Bidders and providers shall not:

(a) collude with other businesses and organizations with the intention of depriving AFR of the benefits of free and open competition;

(b) enter into business arrangements that might prevent the effective operation of fair competition;

(c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;

(d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of AFR; or utter false documents;

(e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of AFR;

(f) withhold information from the Procuring Disposing Entity during contract execution to the detriment of AFR.

I ..... agree to comply with the above code of ethical conduct in business.

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AUTHORIZED SIGNATORY **NAME OF CONSULTANT**