

SOCIETY FOR FAMILY HEALTH (SFH), NIGERIA

EXPRESSION OF INTEREST (EOI) /INVITATION FOR ENGAGEMENT OF AN EVENT COMPANY FOR THE IMPLEMENTATION OF FLEX CONDOM ACTIVATIONS FOR UPMARKET USERS

Society for Family Health (SFH) was incorporated in 1985 and is one of the foremost Non-Governmental Organisations (NGOs), that provides support to the Nigerian government in key areas of public health: HIV&AIDS prevention, family planning, maternal & child health (malaria, water & sanitation, and diarrhoea control).

Society for Family Health introduced another condom brand, **Flex** by Gold Circle in 2015. **Flex** is a premium brand that aims to appeal to upmarket users with an expanded range of variants. **Flex** condom requires a promotional strategy for a brand activation that would create a compelling product experience to announce the brand's extension and its wide portfolio of flavoured variants.

Objectives of service:

- To generate awareness for the repackaged Flex brand and its exciting flavoured variants
- To increase brand relevance and generate trial use
- To push demand for the Flex brand
- To induce sales through this product experience
- To strengthen the existing relationship between target audience and the brand; encouraging brand loyalty
- To encourage high purchase frequency and grow revenue
- To create awareness for the brand's Sexicon App
- Create a ready market for the brand's other possible products

Specific Activities:

SFH intends to engage the services of an event company that specializes in developing innovative ways to bring about exciting experiential brand interaction with end users in order to create an experience that will strengthen the brand's key messages and improve its brand recognition.

SFH intends to retain the services of an event company for a period of six months with the option of an agreed extension period, based upon successful evaluation performance.

(A) Eligibility Criteria

To be eligible for consideration, interested organisations must provide the following details:

- (a) Profile of the organisation, (including organisation's Certificate of Incorporation, CAC 2 & CAC 7 documents), management organogram, ownership (including board membership), and Company's contacts (physical address, telephone, and email).

- (b) Profile of Management team and members of the Board.
- (c) Evidence of audited financial statements for the most recent 3 years- 2014, 2015, 2016);
- (d) Evidence of previous advertising / event services carried out (e.g. Contracts, MoUs, Purchase Orders etc.)
- (e) Evidence of the availability of qualified personnel for carrying out the service (include Curriculum Vitae of key personnel).
- (f) Evidence of VAT Registration or Tax Exemption Certificate;

(B) Evaluation and Selection of the Event Agency:

- (a) A technical panel will be constituted to review the EOI and shortlist organisations to proceed to the next stage of Request for Proposals based on the criteria listed above.
- (b) At this stage, a 'yes' or 'no' qualifier will be used to rate all the points above, and only organisations with a 'yes' response against all the points above will be considered.
- (c) All costs incurred by bidders as a result of this process and any subsequent requests for information shall be borne by the bidding organisations.
- (d) Only organizations that satisfy the Pre-qualification requirements will be contacted with the Requests for Proposal (RFP) and Request for Quotes (RFQ) documents.
- (e) This advertisement shall not be construed as a commitment on the part of SFH to appoint any organisation nor shall it entitle any organisation to claim any indemnity from SFH.
- (f) Interested bidders may obtain further information via the e-mail address: mmed_serv@sfnigeria.org such information should be requested no later than 25th MAY, 2017.

Submission of Application/Closing Date

The completed Pre-qualification submissions must be provided in duplicate hard copies in a sealed envelope, and clearly marked "EVE-COM/FLEX/SFH-17" on the top right corner of the envelope.

This sealed envelope containing two hard copies of the submission should be addressed to the following:

**The Head, Procurement Division,
Society for Family Health (SFH)
8 Port-Harcourt Crescent
Off Gimbiya Street,
Area 11, Garki, Abuja**

Note: The closing date for receiving the application is **1st June, 2017**. Any application received after the stipulated closing date will **not be accepted**.