

Society for Family Health (SFH), Nigeria

Expression of Interest (EOI) Invitation for Outdoor Advertising Services

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

Due to increased number of projects-and the attendant rise in mass media campaigns SFH runs annually, SFH now retains the services of an outdoor advertising agency that supplies and manages out of home sites on their behalf. To get the best services, SFH does periodic review of the process by requesting for EOIs from interested outdoor agencies.

SFH intends to engage the services of one (1) outdoor advertising agency. This retainerhip will be for two years with an option of one (1) year renewal based upon successful evaluation performance.

Objective of Service: To rent outdoor advertising sites for the increased number projects, mass media campaigns, that SFH runs annually.

Specific Activities:

- Propose a creatively strategic outdoor advertising plan for each outdoor campaign with outstanding opportunities for exposure.
- Post outdoor posters and provide maintenance of sites relevant to SFH Campaign.
- Submit detailed reports which should include pictures and locations of billboard. The report should also contain information on the progress of all campaigns being exposed, challenges during the exposure of the campaigns, anecdotes and comments (if any) as well as any useful or interesting information concerning the

(A) Eligibility Criteria

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

- (a) Profile of the organization, (including organization'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- 2011, 2012, 2013).
- (d) Evidence of previous outdoor advertising services carried out (e.g. Advertising contracts).
- (e) Evidence of the availability of qualified personnel for carrying out the service (include Curriculum Vitae of personnel).
- (f) Evidence of VAT registration or tax exemption certificate.

(B) Evaluation and Selection of the outdoor advertising agency:

- (a) A technical panel will be constituted to review the EOI and shortlist applicants 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 organizations 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 organisations 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 **not later than 27th August 2015.**

Submission of Application/Closing Date

The completed Pre-qualification submissions must be provided in duplicate hard copies in a sealed envelope, and clearly marked "MED-CAM/OUT/SFH-15" 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 **2nd September, 2015.** Any application received after the stipulated closing date will not be accepted.