



REQUEST FOR PROPOSALS

No. HPI20230205RW

Consultancy to Provide Promotional Materials.

RFP Release Date:	21 st February 2023
Performance Period:	90 days
Question/ Inquiry Submission Deadline:	10 th March 2023
Proposal Submission Deadline:	17th March 2023
Selection Committee review	22 nd March 2023
Notification of award	27 th March 2023
Award agreement negotiation and signing	10 th April 2023
Electronic submission to the attention of:	Heifer International Rwanda
Electronic submission:	Procurement-rw@heifer.org
Contact information for inquiries about this RFP:	Procurement-rw@heifer.org



1. BACKGROUND

a. Context and background

Heifer International Rwanda (HIR) is a Nonprofit and International Non-governmental Organization with the mission to alleviate hunger and poverty, while caring for the environment through sustainable agricultural practices. In collaboration with the Government of Rwanda and other relevant partners, this project has now grown to cover the whole country to become the flagship program known as “one cow per poor family”.

Heifer International Rwanda projects focus on improving income and nutritional status, mobilizing farmers, and promoting local capacity through training of project participants, promoting market linkages for dairy value chain actors, improving the quality of livestock through artificial insemination services, empowering rural women, building resilience through sustainable agricultural practices, and connecting local communities to business development services.

Heifer International Rwanda partners with smallholder farmers to build sustainable livelihoods by empowering them to use their own energy, ingenuity, and dreams to fuel their success out of hunger and poverty. Heifer programs mobilize communities and foster the organization of associations, cooperatives and social networks while strengthen their capacity to address development challenges.

2. Objective of the Assignment

Heifer International is seeking an experienced print and branding production company to produce various branding and promotional material in a set time frame, with timely delivery being crucial and non-negotiable.

3. Scope of Work/Activities

No	Item	Notes/Specifications
1	A5 Notebooks with post-its	Executive A5 Notebook with Post it Pad and Pen
2	A4 folders with pocket	
3	Branded umbrellas	8 panels, standard size, PVC fabric
4	Pull up banner (Outdoor and wide base)	0.85mx2m size, wide premium heavy base
5	Teardrops and Feather Banners	Teardrop: Height: 13.5 feet Banner; Size: 44.95" x 11.72'; Package includes: Full color printed banner, stand, spike base and travel bag. Feather: Large (14 feet Banner, Size: 28" x 11.5') and X-large (18 feet Banner Banner Size: 24" x 15.29')
6	A4 double-sided factsheets	Please indicate paper type in the quotation



7	Branded coffee mugs	Share available options – pictures with pricing
8	Water bottles	Share available options – pictures with pricing
9	Branded Polo t-shirts	Branding must be embroidered - Rice knit fabric
10	Branded sleeveless cotton jackets	Preferred Blue color Hex Code: 2b4053 and Khaki – all cotton and logo embroidered - Premium TwillGreige material and cotton
11	Branded caps	Black or blue, branding must be embroidered
12	Branded Laptop sleeves	Branding must be embroidered
13	Branded long sleeve black coats	Branding must be embroidered
14	Branded round neck t-shirt	Black or navy blue, branding must be embroidered - Rice knit fabric
15	Raincoats	
16	Boots	
17	Car branding – logo stickers	Magnetic or otherwise
18	Staff ID cards and business cards	Standard
19	Branded Pens	Executive pens with logo and company tagline (options with pricing)
20	Business Card Holders	Share available options – pictures with pricing
21	A4 certificates	Please indicate paper type in the quotation

4. Technical/Functional Skills

- ❖ Experience in layout and print for corporate branding and promotional items.
- ❖ With a competent and experienced printing and design teams in-
- ❖ Submit full profile of professional editor, designers and printers being used editing and review of test outcomes.

Heifer International will require test prints of certain items prior to mass production for approval and will require the chosen candidate to alert Heifer International Rwanda on any defects in print outcomes.

5. Proposal submission requirements:

The technical and financial proposals should be submitted separately in PDF format, both clearly marked with the RFP Reference Number above.

Proposals (both technical and financial) must be submitted electronically to email: procurement-rw@heifer.org with clear subject line: **“(Consultancy to Produce various Branding and Promotional material)”** and submitted by **Friday, 17th March 2023 at 5:00pm** Kigali time.

6. Administrative Requirements

The bid documents **must** include the following administrative documents at a minimum.

- Company Registration Documents. Certificates/licenses issued by RDB.
- Valid Tax Clearance Certificate issued by RRA.
- Certificate of good standing/non-Bankruptcy certificate issued by RDB.
- RSSB Clearance Certificate.



Note: Failure to meet a single administrative requirement will result in disqualification of the Service provider from further technical evaluation.

7. Financial Proposal

Proposed budget priced in **Rwandan Francs (Rwf)** must be submitted separately electronically. The pricing information should not appear in any other section of the proposal other than the financial proposal. The registered company shall be entirely responsible for all taxes.

Submission must be in English and typed single-spaced on standard type white paper. All pages must be numbered, included the RFP reference number and name of the organization at the bottom of each page.

8. Evaluation of Proposals:

- a) Selection method: The procurement selection committee will evaluate the proposals using the **Least-Cost Based** methodology.

9. Late submissions and verification

Proposal received after the submission deadline will not be considered. Bidders are responsible to ensure their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the bidders.

10. Validity of Proposals

Proposals submitted shall remain open for acceptance for 90 days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

11. Limitations

This RFP does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP.



12. Intellectual Property

Section 1. Ownership Generally. Subject to Section 8.2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, Contractor shall sign all documents and take any and all actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. Regarding any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives any and all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the manner in which HPI may use the Work Product.