

Request for Proposals

Airport Advertising Opportunities

EXCLUSIVE AIRPORT ADVERTISING CONCESSIONS

Entebbe International Airport

10th October 2015

Procurement Reference Number is: EIA/00390/15-16

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GENERAL INFORMATION

Thank you for providing Prime Media Network Ltd with the opportunity of presenting to you our range of Marketing and Advertising services, Digital Information display and outdoor advertising services.

Our Mission: is to provide the most professional, value drive, tailor made Media and Advertising solutions in East Africa.

Our Vision: is to lead a responsive industry that is committed to serving the needs of advertisers, consumers and the general public.

Prime Media follows an integrated team approach to every project undertaken and supported by Media coverage, strategic alliances, Public / private partnership opportunities and positive positioning of a Client's brand.

1. PURPOSE

The purpose of this Request for Proposal for Entebbe International Airport Advertising Concession is to enhance revenue from commercial advertising and eliminate clutter while maintaining the design and integrity of Entebbe Airport Passenger Terminal Building.

2. BACKGROUND

On 6th May 2014 Prime Media Network was awarded a contract of Selling and Marketing Advertising space at Entebbe International AirPort. An Exclusive Marketing Agency Agreement was signed on 9th May 2014 and assumed responsibilities of managing advertising space at the Airport. All Airport advertising requirements are being handled by us effective 1st May 2014

3. OBJECTIVE OF THE AIRPORT ADVERTISING OPPORTUNITIES

The objective of the Request for Proposals (RFP) for Airport Advertising opportunities is to find an advertising concessionaire that will:

- ❖ Maximize revenue from the Advertising activity for both Airport Arrival and Departure Area on Non-competitive base;
- ❖ Create an appealing image of the Airport that will compliment and or enhance the beauty of the Airport and eliminate Airport clutter;
- ❖ Encourage corporate sponsorship and promotion of Uganda's Tourism and culture potential through advertising;
- ❖ Ensure that the best Advertising Standards and aesthetic guideline for the overall program are addressed;
- ❖ The proponents will strive to promote Uganda's Tourism in the advertising concepts

Interested proponent must be fully aware of the fact that CAA will from time to time place non-revenue generating Ads and displays within the Airport in order to support Community and Government programmes and events.

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The following displays and signage in the terminal building are exempt from this contract;

- ❖ All Doors, Windows and Grasses
- ❖ Sealing Strips
- ❖ Floor Tiles
- ❖ The Middle Wall Facial on Airside
- ❖ Scrolling Signage
- ❖ Wall Branding at Luggage Claim area.

In addition to the current level of advertising in the Area of the Passenger Terminal Building, Digital advertising is being developed and may represent new advertising opportunities. This may include upgrades to current advertising displays and any other advertising opportunities that can be identified by the Advertising Agency. Outdoor Advertising Opportunities such as Airside and land side signage also provide Advertising opportunities.

The successful proponent will be given a “first right of refusal” on any new advertising concepts. This refusal must be within a specified time allotment. This procedure will allow the Advertising Agency freedom to deal with another non-competitive party, should the successful proponent not be interested in doing so.

4. SCOPE OF SERVICES

“Prime Media Network” the Contracted Advertising Agency is seeking a cutting edge advertising companies (proponent) with a diverse portfolio to takeover specific areas at Entebbe Airport for Advertising opportunities that will enable maximize revenues, create a sense of place, eliminate clutter and complement the beauty of the Airport.

The Scope of Advertising Concession will be awarded to the proposer best demonstrating the experience and qualifications necessary to Develop, Maintain and Advertising program that is able to meet the following objectives;

- ❖ Describe how you will develop **Advertising/tourism campaign and** implementation of a strategic Advertising Content and concepts;
- ❖ Design and include Tourism content in your Advertising campaigns in accordance with Entebbe Airport expectations;
- ❖ Describe how you will regularly produce Artwork and replacement of worn-out/defects advertising materials in accordance with practices accepted by CAA standards;
- ❖ Provide a contemporary and innovative advertising program that utilizes state of the art technology and optimizes advertising effectiveness while minimizing visual clutter.
- ❖ Provide advertising that creatively reflects the character, culture and values of the Airport.

5. SERVICES, UTILITIES AND CLEANING

The successful proponent shall exclusively be responsible for the development, production of Artwork and supply of printed artwork. Pay for all costs for flighting and de-flighting of Artwork. Upon expiry of the concessionary, existing displays and equipment must be removed and the walls and floors returned to their original state.

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6. ADVERTISING CAMPAIGN PLAN

The proponent shall prepare and deliver a comprehensive Advertising campaign plan that outlines the approach to maximize the advertising opportunities to the Advertising Agency, as well as how the Advertiser will develop and change its Advertising campaign

7. PASSENGER STATISTICS

The following are the annual enplaned and deplaned passenger flow figures for the regular air carriers operating at the Entebbe International Airport. All data provided is for informational purposes only and the Airport is not responsible for any inaccuracies in respect to such data.

Airport Commercial Passenger Enplanements

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
551,853	643,330	781,428	936,184	929,052	1,023,437	1,085,609	1,238,536	1,343,963	1,332,499

The projected passenger flow figures are forecasts only and Prime Media will not be responsible in the event that these forecasts are not attained. These figures are given as an aid only for the submission of a realistic bid.

8. Operations Terms of Reference:

- ❖ The Proponent will have exclusive advertising rights for those areas that have been awarded.
- ❖ The proponents should have an excellent reputation in Uganda and the region
- ❖ The proponents will closely co-ordinate with the Airport Business development Manager to enforce advertising standards that will ensure good ambience in compliance with Airport security and safety standards.

9. DISCLAIMER

It is the responsibility of each interested proponent to investigate and be satisfied as to the facts and conditions prior to submitting a proposal. The Advertising Agency makes no representation or warranties and accepts no responsibility for the accuracy or completeness of any information supplied.

Interested proponents are responsible for obtaining their own independent financial, legal, accounting and technical advice on all proposal matters.

INSTRUCTIONS FOR SUBMISSIONS

1. SUBMISSION OF PROPOSALS

Interested parties are required to submit two (2) copies of their proposal. The proposal must be submitted in a sealed envelope marked "Entebbe Airport Advertising Opportunities" and be addressed to:

The Executive Director
Prime Media Network Ltd
Plot 3 Wampewo Close Kololo
P.O. Box 24506 Kampala

Proposals must be received by **3:00 pm, Monday, November 30, 2015**. Proposals received after the date and time specified for closing will not be considered. All proposals will not be returned to interested Advertisers unless a written request to withdraw, signed by the authorized signatory of the interested Advertiser is received prior to the closing date, to the address to which proposals are to be submitted.

Prime Media Network Ltd reserves the right to reject any and all proposals, or to accept any proposal which is deemed to be more advantageous to the Advertising opportunities.

2. INQUIRIES

All inquiries shall be directed in writing by e-mail: info@primedia.co.ug

3. BRIEFING AND SITE TOUR

Interested Advertisers are invited to a briefing and site tour of the Airport terminal building on **Thursday, November 12, 2015 at 10:00 am**. All parties will meet at Entebbe Airport.

The Request for Proposal does not obligate **Prime Media Network** to award the rights to any interested proponent, nor to pay any cost incurred in the preparation of proposals submitted in response to this request. Expenses associated with any travel will be solely the responsibility of the interested proponent.

4. Commencement: The period within which the Advertising concession shall have to commence is **1st January 2016**

5. TYPE AND DURATION OF CONTRACT

The contract duration shall be up to Two (2) years advertising concession to the successful proponent. The concession may be renewed for a period of One year, by mutual consent.

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REQUIREMENT

1. CONCESSION OPPORTUNITY:

Prime Media Network, the Exclusive Marketing Agency invites proposals from interested parties for the non-exclusive right and privilege to advertising at Entebbe International Airport (hereinafter referred to as "the Airport"). Airport Advertising opportunity consist of, but not limited to:

ADVERTISING SPACE AT ARRIVALS

AIRSIDE	Reserved Rates	Offer in %
Wall wrap on Balconies	USD: 8,160	
Wall wrap on Balconies	USD: 8,160	
TOTAL AIRSIDE SQM	USD: 16,320	
ARRIVALS		
Escalator	USD: 1,500	
Wall wrap	USD: 624.9	
Pillar Wraps	USD: 3,120	
Immigration Desk	USD: 407.4	
Form filling tables	USD: 600	
Queuing Ropes	USD: 2,000	
Total Arrival Rate	USD: 8,252.3	
LAGGAGE CLAIM AREA		
Conveyor Belt	USD: 1,797	
Conveyor Belt	USD: 1,797	
Conveyor Belt Surface	USD: 1,500	
Pillar inside Conveyor Belt	USD: 926.4	
Pillar around Conveyor Belt	USD: 1,674	
Pillar around Conveyor Belt	USD: 200	
Wall Wrap	USD: 330	
Wall Wrap	USD: 450	
LAGGAGE CLAIM AREA SQM	USD: 8,674.4	
All Digital Screens	USD: 8,000	

ADVERTISING SPACE AT DEPARTURE AREA

Wall Wrap	USD: 4,230	
Pillar	USD: 1,470	
Wall Wrap- Balcony	USD: 4,320	
Wall Wrap	USD: 1,170	
Wall Wrap-Top of Balcony	USD: 562.5	
Wall Wrap	USD: 462.3	
Immigration area	USD: 1,380	
DEPARTURE CHECH-IN SQM	13,594.8	

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PROPOSAL

Responses to this RFP shall be made in accordance with the following requirements.

All information which is confidential in nature should be marked as such. Prime Media Network reserves the right to make an award, in its sole and absolute discretion, without further discussions or to reject any or all Proposals.

The Proposal should clearly describe the intended Scope of advertising campaign and general terms of the expectations of their advertising campaigns deliverables.

Proponents are encouraged to expand and elaborate in a manner that reflects its understanding of the intended advertising requirements and demonstrates its expertise and ability to perform all elements of the proposed Scope of Services.

The Proposal should elaborate on how their advertising program will be coordinated with potential to Tourism as required by CAA.

The Interested proponents must identify that they are aware that this opportunity is based on a “non-exclusive” right allowing the Airport the right to erect displays or signs for tourism promotions or advertisements for “not-for-profit. Proponents must also acknowledge the “First Right of Refusal” concept on any new advertising ideas, as explained in the General Information.

The proposal must include a statement confirming that the proponents are aware of and intend to fully satisfy the requirements under the awarded a contract of Selling and Marketing Advertising space at Entebbe International AirPort. Any proposal submitted will be deemed to be valid for a period of up to 60 days following the closing date of the RFP.

1. Cover letter:

The cover letter shall not exceed two pages and shall include the following:

- ❖ The name, address, e-mail, and telephone number of the key contact person.
- ❖ Your Bid offer in percentage
- ❖ A brief statement indicating Respondent's clear understanding of and commitment to the provision of services specified in this RFP.
- ❖ A statement as to whether Respondent and/or Respondent's partners, subcontractor(s), joint venture associates or any other individual or entity of Respondent's team has any potential conflicts that may arise in the performance of the services requested in this RFP.
- ❖ A summary of the major points contained in the Proposal
- ❖ An Acknowledgement of receipt of amendments to the RFP (if any). The Cover Letter shall be signed by an officer or principal of the Respondents firm

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2. BUSINESS IDENTITY:

The proposal must include a company history and organization. A minimum of two business references must be included in the proposal.

3. FINANCIAL PLAN:

The proponent must possess financial resources necessary to undertake the requirements of the proposed opportunities. The proposal must include Letter(s) from banks and financial institutions regarding past relationships. Proponents shall provide demonstration of financial capacity and include copies of Annual Audited Financial Statements for the past Two fiscal years.

The proponents shall, during the whole of the term and during such other time as the proponent occupies the Advertising Space, take out and maintain a **5% Insurance covers**, in such form and with such companies as shall reasonably be approved. General liability insurance against claims for damage or loss arising out of the use or occupation of Advertising Space. A Performance Security shall be required and furnished by the proponent.

Payment Currencies: Payments shall be made in United State Dollars only

4. EXPERIENCE REQUIREMENTS:

The successful proponent shall have the experience and qualifications necessary to ensure a high quality Airport Advertising Services. A complete description of the proponent's experience and other operations must be included in the proposal.

GENERAL EVALUATION CRITERIA

Prime Media Network intends to award a contract to the most qualified, responsible firm that submits a complete and responsive Proposal, acting in its sole and absolute discretion.

In addition to meeting the Financial, Insurance, and Indemnification Requirements, each responsive Proposal received will be ranked on the basis of **100 points maximum weighted** as indicated below. In determining the number of points a Proposal will receive in each category, Prime Media Network Ltd will consider the material submitted, oral interviews and any other relevant or additional information requested about the Proposer and their Proposal.

For the purpose of the evaluation, the requirements will be grouped under the following headings and assigned ratings;

1. PROCUREMENT PROCESS:

This RFP represents a combined, two-step procurement. Firms interested in providing the Scope of Services for this Opportunity must respond by submitting Proposals by the Closing Date.

First Step: The Evaluation Team will evaluate all Proposals in accordance with the Evaluation Criteria described and shortlist up to three of the best proposals. The shortlist will be published on Prime Media accessible for download through the link below;

www.primedia.co.ug/airportadvertising.pdf

Second Step: The Evaluation Team will then evaluate the Composition Structure of each of the best Proposals. Interviews with the shortlisted Proposers will then be held to clarify information received. The Evaluation Team will then determine which Proposal represents the best value for the shortlisted

2. OVERALL QUALITY OF RFP (100 Points)

The overall quality of the RFP will be evaluated on the basis of the clarity of the presentation and how it addresses all the components.

Advertising campaign and tourism PLAN (30 points)

In evaluating the Advertising campaign and tourism Plan the following factors will be considered;

- ❖ The corporate campaign philosophy. Are they in line with the objectives of the Airport Advertising Program?
- ❖ What is the proponent's plan to encourage corporate sponsorship to promote Tourism or cultural displays?

BUSINESS IDENTITY (20 points)

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- ❖ Identification of Management staff and persons qualified with experience and expertise in the areas of management and development of Advertising campaign.

FINANCIAL PLAN (50 points)

In evaluating the Financial Commitment, Capability and Financial Offer, the requirement of the Request for Proposals, including the following factors will be considered;

- ❖ **Terms of Payment** in consideration of advertising concessions upon receipt of invoice
- ❖ Letters from banks and financial institutions regarding past relationships and willingness to fund this new business opportunity.
- ❖ Proposed advertising concession Offer against the **Reserved Rates**
- ❖ Vision of Advertising campaign and approach to delivery of the Scope of Services;

Required Forms: Proposers shall submit one (1) of each of the following forms, signed by the officer who will be accountable for all representations of Proposers. These forms are;

- ❖ Response Declaration Form
- ❖ Relationship Disclosure Form
- ❖ Non-Collusion Affidavit Form
- ❖ Power of Attorney authorizing the nominated person to sign the document

RIGHTS: Prime Media Network reserves the right to change the dates, schedule, deadlines, process and requirements described in this RFP, to cancel this RFP, to issue a second or modified RFP, to reject any or all Proposals, or not to proceed with the RFP for any reason whatsoever, without incurring any liability for costs or damages incurred by any Proposer or potential Proposer.

3. **EVALUATIONS TEAM; EVALUATIONS CRITERIA:** The evaluation of Proposals will be carried out by an Evaluation Team which will consist of representatives From **Prime Media** and **CAA**. The Evaluation Team will evaluate Proposals based on the Evaluation Criteria and scoring guidelines set forth of this RFP.
4. **PROTEST PROCEDURE:** There is a formal Protest Procedure for any and all protests to this RFP. Failure to comply with the protest procedures set will render a protest inadequate and noncompliant, and will result in rejection of the protest.

Any Notice/Protest request or consent required or permitted to be given or made pursuant to this RFP shall be in writing. Any notice shall be deemed to have been given when delivered to Prime Media's official office at the address specified in close 1. Of Instructions of Submissions or my Email to info@primedia.co.ug

Prime Media Shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising under or in connection with this RFP

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