



**REQUEST FOR PROPOSALS**  
DESIGN, ARTWORK AND PRINTING OF BRANDED  
MATERIALS FOR MMWCA

## Contents

PART 1:	INSTRUCTIONS AND CONDITIONS TO BIDDERS .....	3
1.1.	INTRODUCTION .....	3
1.2.	SUMMARY .....	3
1.3.	PROCUREMENT PROCESS.....	3
1.4.	CONDITIONS.....	3
1.5.	QUERIES AND QUESTIONS DURING THE RFP PERIOD .....	4
1.6.	AMENDMENTS TO RFP DOCUMENTS.....	4
1.7.	PROPOSAL LODGEMENT METHODS AND REQUIREMENTS.....	4
1.8.	LATE AND INCOMPLETE PROPOSALS .....	4
1.9.	WITHDRAWALS AND CHANGES TO THE PROPOSAL.....	4
1.10.	VALIDITY OF PROPOSALS.....	4
1.11.	EVALUATION OF PROPOSALS.....	4
1.12.	CONFIDENTIALITY.....	4
1.13.	SUBMISSION REQUIREMENTS.....	5
PART 2:	REQUIREMENTS .....	6
1.	OBJECTIVES .....	6
2.	SCOPE OF THE WORK.....	6
2.1.	DURATION.....	6
2.2.	PAYMENT TERMS .....	6
2.3.	ROLE OF MMWCA.....	6
2.4.	ROLE OF THE BIDDER .....	6
2.5.	APPLICATION REQUIREMENTS.....	7
PART 3:	EVALUATION OF PROPOSALS.....	8

# **PART 1: INSTRUCTIONS AND CONDITIONS TO BIDDERS**

## **1.1. INTRODUCTION**

The Maasai Mara Wildlife Conservancies Association (MMWCA) is a membership organization of all the Mara conservancies, open to any existing or upcoming wildlife conservancy whose land is part of or integral to the greater Maasai Mara ecosystem. The MMWCA is one of the 12 regional associations forming the Kenya Wildlife Conservancies Association (KWCA) as envisaged in the Wildlife Conservation and Management Act 2013.

MMWCA's Mission is: 'conserving the greater Maasai Mara ecosystem for the prosperity of all: biodiversity and wildlife, the regional Maasai population, recreation and tourism for the nation of Kenya'.

The MMWCA has three key objectives:

1. Provide a space for open discussions, a hub for knowledge sharing and coordination across conservancies, a voice for advocacy, lobbying county and national government and driving policy in the interest of conservancies and conservation related issues.
2. Support the creation and development of conservancies and their neighboring areas across the greater Mara ecosystem, as a sustainable form of land-use and to provide mechanisms for equitable and value-based benefit sharing to sustain land under conservation.
3. Lead or/and implement development and conservation programs across member conservancies to facilitate coordination, collaboration and synergetic action.

## **1.2. SUMMARY**

MMWCA invites you to submit a technical proposal for the design, artwork and printing of branded items. The detailed description of the requirement can be found in Part 2 of this Request for Proposal (RFP).

## **1.3. PROCUREMENT PROCESS**

The following key dates apply to this procurement process:

- RFP issue date: 20<sup>th</sup> May 2024
- RFP closing date and time: 3<sup>rd</sup> June 2024, 17:00 EAT
- Estimated contract award date: 10<sup>th</sup> June 2024

## **1.4. CONDITIONS**

MMWCA is not bound in any way to enter into any contractual or other arrangement with any proposer as a result of issuing this RFP. MMWCA is under no obligation to accept the lowest financials proposal or any proposal. MMWCA reserves the right to terminate the procurement process at any time prior to contract award. By participating in this RFP, proposers accept the conditions set out in this RFP.

## **1.5. QUERIES AND QUESTIONS DURING THE RFP PERIOD**

Proposers are to direct any questions regarding the RFP to the Lemayian Kereto, MMWCA Contact through [moses@maraconservancies.org](mailto:moses@maraconservancies.org). No other MMWCA personnel are to be contacted in relation to this RFP. Proposers must submit questions no later than 24<sup>th</sup> May 2024, 17:00 EAT.

As far as possible, MMWCA will share the responses to any questions, suitably anonymized, with all invited proposers. If you consider the content of your question confidential, you must state this at the time the question is posed.

## **1.6. AMENDMENTS TO RFP DOCUMENTS**

MMWCA may amend the RFP document by issuing notices to that effect to all invited proposers and may extend the RFP closing date and time if deemed necessary.

## **1.7. PROPOSAL LODGEMENT METHODS AND REQUIREMENTS**

Proposers must submit their proposal to MMWCA no later than 3<sup>rd</sup> June 2024, 17:00 EAT by email to: [procurement@maraconservancies.org](mailto:procurement@maraconservancies.org). The subject heading of the email should be 'Proposal for Design of MMWCA Branded Materials by [organizational name] and/or Proposal for Printing of MMWCA Branded Materials by [organizational name].' Electronic copies are to be submitted in PDF formats. Proposals must be in English.

## **1.8. LATE AND INCOMPLETE PROPOSALS**

Any proposal received by MMWCA later than the stipulated RFP closing date and time, and any proposal that is incomplete, will not be considered. There will be no allowance made by MMWCA for any delays in transmission of the proposal from proposer to MMWCA.

## **1.9. WITHDRAWALS AND CHANGES TO THE PROPOSAL**

Proposals may be withdrawn or changed at any time prior to the RFP closing date and time by written notice to the MMWCA contact. No changes or withdrawals will be accepted after the RFP closing date and time.

## **1.10. VALIDITY OF PROPOSALS**

Proposals submitted in response to this RFP are to remain valid for a period of 90 calendar days from the RFP closing date.

## **1.11. EVALUATION OF PROPOSALS**

The evaluation of proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in Part 3 of this RFP.

## **1.12. CONFIDENTIALITY**

Any data, documentation or other business information furnished by or disclosed to the contractor shall be deemed the property of MMWCA and must be returned to MMWCA upon request.

### **1.13. SUBMISSION REQUIREMENTS**

All interested person(s)/firm should submit technical and financial proposals by the deadline.

Deadline: 17:00 EAT, 3<sup>rd</sup> June 2024

Proposals should be emailed to: [procurement@maraconservancies.org](mailto:procurement@maraconservancies.org) and copy to [contact@maraconservancies.org](mailto:contact@maraconservancies.org)

## **PART 2: REQUIREMENTS**

### **1. OBJECTIVES**

MMWCA is seeking for a professional supplier of branded materials for its activities. This supplier needs to have a registered company or business name or other organized business entity as per Kenyan law, having operated in the industry for the last 5 years and with a proven track record of supplying quality branding merchandise. It is expected that the supplier should have had at least 6 corporate clients with at least three from conservation/environment backgrounds.

### **2. SCOPE OF THE WORK**

MMWCA is seeking to a supplier who will:

- I. Conceptualise and design the following:
  - Calendars (when need arises)
  - Magazine (once per year)
  - Branded materials such as shirts, t-shirts, umbrellas, caps, bags, brochures, business cards, note books, banners, car branding, factsheets, etc
  - Directional signage
  - Full Colour A4 Certificates
  
- II. Print the following:
  - Calendars (when need arises)
  - Magazine (once per year)
  - Branded materials such as shirts, t-shirts, umbrellas, caps, bags, brochures, business cards, note books, banners, car branding, factsheets, etc
  - Directional signage
  - Full Colour A4 Certificates
  
- III. Conceptualise and design quarterly e-newsletters

#### **2.1. DURATION**

The successful bidder shall be engaged by MMWCA for a period of 12 months.

#### **2.2. PAYMENT TERMS**

A contract of agreement/LPO will be issued between MMWCA and the supplier prior to commencing any job.

#### **2.3. ROLE OF MMWCA**

- MMWCA will establish formats for each branding material required e.g., the sizes of shirts, the colours, the quantities, the type of material, etc
- MMWCA will give a brief description of the type of branding material needed for supplier to provide the exact item required.
- MMWCA will provide a branding guide for use of MMWCA and donor logos

- MMWCA will give a final authorization/ approval of the artwork for print via the Communications department. This will be a formal e-mail sent to supplier for final works to be printed.
- MMWCA has the right to reject any work delivered without a final approval.

#### **2.4. ROLE OF THE BIDDER**

- The bidders must produce the artworks in a format suitable for editing using mainstream publishing formats e.g., Microsoft Word, PDF, JPEG, Adobe Illustrator, Photoshop, Creative Suite, inDesign etc. The guide must be produced in a high

quality format that provides for use and distribution via the MMWCA communication sites and for filing within MMWCA archives as a CD or DVD viewable product.

- High quality service that respects timelines and guidelines given by MMWCA.
- Creative work that depicts international professionalism and quality.
- Proper engagement with the Communications Department on the design and artwork needed prior to printing for approval.

## **2.5. APPLICATION REQUIREMENTS**

Based on these Terms of Reference, the consultant is expected to submit:

1. Technical proposal detailing:

- Certificate of Registration /Incorporation
- CR 12 certificate
- Valid Tax Compliance certificate
- Valid Single Business Permit from County Government
- Dully filled, signed and stamped supplier information form
- Dully filled, signed and stamped conflict of interest form
- Company Profile with Organogram/Organization Chart and location of company
- 5 written references on a company letterhead from previous or current customers (with telephone and email contacts)
- Documentary evidence of physical location
- Work samples (both digital and physical)

2. Financial Proposal as captured in Appendix A.



## PART 3: EVALUATION OF PROPOSALS

Evaluation of submitted proposals will use a merit-point scoring system and be selected based on technical expertise. The evaluation will be carried out exclusively based on the weights specified in the table below:

The primary and sub-criteria for the technical evaluation are:

Criteria	Points
<p><b>Mandatory Documents:</b></p> <ul style="list-style-type: none"> <li>i. Certificate of Registration /Incorporation (2 Points)</li> <li>ii. CR 12 certificate (2 Points)</li> <li>iii. Valid Tax Compliance certificate (2 Points)</li> <li>iv. Valid Single Business Permit from County Government (2 Points)</li> <li>v. Dully filled, signed and stamped supplier information form (1 Point)</li> <li>vi. Dully filled, signed and stamped conflict of interest form (1 Point)</li> </ul> <p><b><i>Firms under the `Special Groups` Category (Youth, Women and PWDs) can submit a valid copy of AGPO certificate in place of these.</i></b></p>	10 Points
<p><b>Company Profile:</b></p> <ul style="list-style-type: none"> <li>i. Company Profile with Organogram/Organization Chart and location of company– 5 points</li> <li>ii. 5 written references on a company letterhead from previous or current customers (with telephone and email contacts) – 10 points</li> <li>iii. Documentary evidence of physical location – 5 points</li> </ul>	20 Points
<p><b>Work Samples</b></p> <ul style="list-style-type: none"> <li>i. Five digital examples of the company’s graphic design work (20 Points) <ul style="list-style-type: none"> <li>▪ One t-shirt</li> <li>▪ One shirt</li> <li>▪ One magazine</li> <li>▪ One notebook</li> <li>▪ One branded jute bag</li> <li>▪ One branded back pack</li> <li>▪ One branded fleece sweater</li> <li>▪ One branded khaki half jacket</li> <li>▪ One baseball cap</li> <li>▪ One branded safari hat</li> </ul> </li> <li>ii. Five physical samples of the company’s printing work (20 Points) <ul style="list-style-type: none"> <li>▪ One t-shirt</li> <li>▪ One cooperate shirt</li> <li>▪ One magazine</li> <li>▪ One notebook</li> <li>▪ One branded jute bag</li> <li>▪ One branded back pack</li> <li>▪ One branded fleece sweater</li> <li>▪ One branded khaki half jacket</li> <li>▪ One baseball cap</li> <li>▪ One branded safari hat</li> <li>▪</li> </ul> </li> </ul>	40 Points

<p><b>Financial Proposal</b>  As per items listed in Appendix A  <i>The lowest cost proposal will be awarded 30 points. Other cost proposals will be awarded proportionate points as per formula:</i>  <i>Financial Weight = (Lowest Cost/Proposal's Cost) X 15</i></p>	<p>30 Points</p>
<p><b>Total</b></p>	<p><b>100 points</b></p>

The contract will be awarded to the proposal with the highest score.

## APPENDIX A

### MMWCA Branding Directions, Materials and Colours.

MMWCA logo occupies the left breast on branded apparel and IEC materials.

It is important to note that for this RFP, MMWCA expects delivery of digital samples with co-branded with sampled brands i.e USAID, GoK Coat of Arms.

MMWCA uses the following colours for its documents: White, Maasai Red, Beige.

MMWCA uses the following colours for its apparel: Jungle green, White, Beige, Black.

MMWCA is keen on use of high-quality materials suitable for outdoor use ref <https://www.columbia.com/>

	ITEM DESCRIPTION	QUALITY SPECIFICATION	QUANTITY	COST (INCLUSIVE OF VAT) OF DESIGN	ESTIMATED UNIT COST (INCLUSIVE OF VAT) OF PRINTING
1.	Notebooks	A5 size, 100 leaves printed in 2 colours; front and back on 80gsm bond paper, hard case cover in full cover both front and back, wire-o-wire bound; Ruled pages branded with MMWCA logo and any additional branding as directed; pages watermarked with MMWCA logo	1		
2.	Hanging Banner	a) 3m x 1m on high gauge PVC material, welded all round and with eyelets, full colour on one side  b) 5m x 2m, printed on high gauge PVC material, welded all round and with eyelets, full colour on one side	1  1		

3.	Tear Drop Banner	450 x 110 cm printed on water resistant flag material, full colour on one side, Stitched and supplied with metal spike stand and canvas water proof fabric bag with side pocket for stands	1		
4.	Roll Up Banner	Printed on Satin, one side, full colour, 200x85 cm, Broad Base aluminium stand supplied with canvas water proof fabric bag with side pocket for stands			
5.	Annual Magazine	A4 size, 32 pages + cover, full colour, Cover on Artboard 200gsm + UV Varnished on one side, Inside pages on Art paper 130gsm gloss,	1		

		Saddle stitch binding			
6.	Car Stickers	A5 Size, screen printed self-adhesive stickers, printed in reverse on clear vinyl, 10cm x 10cm, two colours	1		
7.	Long sleeved t-shirts	Heavy weight cotton V-neck t-shirts branded with 2 logos Preferred colours: beige, white, jungle green Size: S, M, L, XL	1		
8.	Windbreaker Jackets	Branded puffy sleeveless jacket windbreakers and MMWCA logo embroidered on front; One chest zipper with two side pockets. Preferred colours: black, jungle green Size: S, M, L, XL	1		
9.	T shirts	Branded round neck heavy weight cotton t shirts with two logos screen printed Preferred colours: beige, white, jungle green Size: S, M, L, XL	1		
10.	Shirts	Twill with Maasai highlights and MMWCA logo embroidered on front pocket area Preferred colour: beige Sizes: as per custom fit specifications provided by MMWCA	1		
11.	Sign Posts	Aluminum, 2 M by 1 M, full colour, water resistant  -Concrete shaded 2M X 1.6	1		
12.	Wall Maps	Map posted on forex board of 2.4 M height by 3.3 M length, full colour	1		
13.	Folders	Full colour one side only, size should be <u>slightly bigger</u> than A4, printed on 300GSM art board, de cut and glued to shape	1		

14.	Report	Design and printing of a 32 page report, A4 size, full colour all through, inside printed on 200 GSM art board, cover printed on 350 GSM artboard, cover laminated	1		
		on the outside, spiral bound			
15.	Maps	A0 printed on satin, full colour	1		
16.	Maasai Shukas	Heavy Cotton material with MMWCA logo embroidered and any other branding as described; double finishing; checked design as agreed upon by MMWCA	1		
17.	Branded Bags	a) Branded eco bags – 600D, Beige and black, logo branding via screen printing  b) Branded eco bags made of jute, beige with logo branding via screen printing	1		
18.	Business Cards	Double sided on 300 GSM matt art board, with lamination on both sides, full colour	1		
19.	Fact sheets	A4 Double sided paper, 150gms Art paper, Full color, Non-laminated.	1		
20.	Lessos	Standard design on the borders, picture printed in the middle in 4 colours, 2 logos printed on either side Preferred colour: white	1		
21.	Umbrellas	Canopy arch; 120 cm and with 8 strong ribs at the center; Metal Shaft, artwork to be screen-printed on 4 ribs Preferred colours: black, jungle green	1		
22.	Key holders	Metallic; Screw/nut clasp to secure into place the pin firmly; Artwork engraved on both sides	1		

23.	Mugs	Conical ceramic mugs with MMWCA logo Preferred colours: white	1		
24.	Hoodie	Heavy cotton hoodies embroidered with MMWCA logo on left breast	1		

---

		Preferred colours: Jungle green, black, beige Size: S, M, L, XL			
25.	Safari Hats	Safari hats with one logo embroidered on the front Preferred colours: beige, jungle green	1		
26.	Baseball Caps	Caps with one logo embroidered on the front Preferred colours: beige, jungle green	1		
27.	Plaque	Brass plaque, 24" by 18" with writings as specified by MMWCA	1		
28.	Certificates	A4, printed in full colour Single sided Paper on Ivory Board	1		
29.	Wall Calendar	A2 size, 8 leaves, full colour one side only on 170 gsm matt art paper, wire-o-wire binding at the top	1		
30.	Name Tags	Metal name tags (silver or gold); 8cm (width) x 3cm (height) with a pin at the back	1		
31.	Water Bottles	Plastic, MMWCA branded with rubber holding lockable and a strap; Size-500ml spill free bottle, Clear colour; Double walled	1		