

MARKETING & PUBLIC RELATIONS RETAINER

TERMS OF REFERENCE

1. Introduction

Maldives Integrated Tourism Development Corporation (MITDC, hereinafter referred to as the “Client”) is seeking proposals from qualified Marketing & Public Relations (M&PR) agencies to provide retainer services on ongoing basis.

This document outlines the Terms of Reference (TOR) for the procurement process.

2. Background

Maldives Integrated Tourism Development Corporation (MITDC) is a 100% Maldivian Government State Owned Enterprise and has been mandated with the development of integrated tourism in local inhabited islands of the Maldives.

The Client is committed to indulge in quality marketing & sound public relations, enhancing brand awareness, improving public perception and producing market expansion.

3. Scope of services

Marketing

- Market research and analysis
- Brand positioning and messaging development
- Development and execution of marketing campaigns (e.g., digital marketing, content marketing, event marketing)
- Creation of marketing materials (e.g., brochures, website content, social media content)
- Website management and optimization
- Media buying (if applicable)
- Marketing performance measurement and reporting

Public Relations

- Media relations and outreach
- Crisis communication planning and management
- Public speaking and media training
- Community engagement and outreach
- Development and distribution of press releases and other media materials
- Monitoring media coverage and public perception
- Public relations reporting

4. Deliverables:

The M&PR agency will be expected to deliver the following:

- A comprehensive M&PR strategy document outlining the proposed approach, key messages, target audiences, and tactics.
- Regular progress reports on campaign performance and achievement of objectives.
- All marketing and public relations materials are developed for the Client.
- Monthly reports summarizing media coverage and public sentiment analysis.

5. Qualifications

The selected M&PR agency must demonstrate the following qualifications:

- Proven experience in developing and executing successful marketing and public relations campaigns for clients in similar industries.
- A strong understanding of the Client's target audience and the relevant market landscape.
- A creative and experienced team with expertise in all aspects of marketing and public relations.
- Excellent communication and relationship management skills.
- A proven track record of delivering measurable results.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Proposed M&PR strategy and approach (10 points)
- Creativity and originality of ideas (10 points)
- Experience and qualifications of the team (40 points)
- Fee structure and value for money (40 points)

7. Term of Contract

The initial contract term will be for 2 years with the possibility of extension based on performance.

8. Proof of Experience and other required documents

1. Proven experience in the field of work or related to demonstrate the capability to carry out as per the scope, expectations, and deliverables.
2. Each party may submit only 1 (one) proposal.
3. The proposal should be submitted in two separate envelopes.

Envelope 1

- Business Registration Certificate
- GST Registration Copy
- MIRA Tax Clearance (date note more than 30 days)
- Brief Portfolio or profile of The Firm showcasing previous works.
- Proof of experience in the form of reference letters (of relevant work)
- CVs of team / individuals.

Envelope 2

- Submission Letter (Clause: 12 - Last page in this document)
- The proposal (which should all elements stated in clause: 7 – Evaluation Criteria)

9. Submission

All proposals should be submitted on 27th June 2024 at 10:00 hours.

Proposals must be hard copies in envelope properly sealed...,

labelled:

“Proponent’s Name”

“Proponent’s Address”

“MARKETING & PR RETAINER FOR MITDC - PROPOSAL”

“Envelope 1” and “Envelope 2” respectively

and each envelope addressed to:

Maldives Integrated Tourism Development Corporation,
7th Floor, M. Iris,
Fareedhee Goalhi,
Male’, Rep. of Maldives

10. Queries

For any queries and clarifications, you may call 3019911 or send in writing to the below mail on or before 1500hrs on 26th June 2024.

Email: info@mitdc.com.mv

Subject: [Query] Marketing & PR retainer for MITDC

11. Format of Submission (to be completed by each Proponent and included in the proposal submission)

To:
The Maldives Integrated Tourism Development Corporation Ltd. 07th Floor, M. Iris
Orchid Magu, Male', Maldives

Project: Marketing & PR retainer for MITDC

Having examined the documents and all relevant Amendments / Addendums for the execution of the Project, we the undersigned, offer to execute and complete the works wherein in conformity with the Bid Documents for the prices quoted as follows:

#	Project	Proposed pricing (MVR)
1	Marketing & PR retainer for MITDC	

We understand and agree that if our Bid is accepted that we shall be available to commence works within seven days of receipt of the Letter of Award and to execute the works in accordance with the Service Agreement until completion of the Project or until termination of the contract by the Employer.

We agree to abide by this Bid and to remain available for execution of the Service Agreement for a Bid Validity of 30 days from the date of Bid Submission and that the price submitted shall remain binding until completion of this validity period regardless of whether the Employer has issued an acceptance to another party.

We accept that once the Letter of Award is issued to us, this Bid, together with the Letter of Acceptance and Notification of Award shall constitute a binding contract between us and the Employer until a formal Service Agreement is signed.

We understand that MITDC is not bound to accept the lowest or any Bid you may receive and that we will not hold MITDC liable for any costs incurred by us in association with the preparation, submission, and your final decision regarding this Bid.

Date this day of2024

Signed by

In the capacity of..... having the authority to sign and submit bids

for and on behalf of

Name and Address of Signatory ...