



**Ministry of Economic Development and Trade
Republic of Maldives**

Terms of Reference.

Consultancy Service for branding and event management of Development Bank of Maldives

Introduction

The Ministry of Economic Development and Trade is seeking a branding and event management consultancy service for Development Bank of Maldives.

Background

Development Bank Maldives was incorporated with the objective of fostering economic development

The aim of the Development Bank is to:

- (i) Provide funding for infrastructure projects.
- (ii) Invest in sustainable economic and social development, addressing challenges related to financing Public Sector Investment Programs (PSIP) through syndicated financing
- (iii) Encourage retention of foreign exchange within the country's banking system.

The Purpose

The purpose of this RFQ is to invite interested parties to submit a proposal for corporate branding, event branding and event management.

Scope of Services

1. Design and delivery of corporate brand kit with brand guideline in paper and in digital form as follows:
 - Band logo
 - Brand color palette
 - Brand typography.
 - Brand message and slogan.
 - Brand story
 - Templates for formal corporate documents including email signature (footer).
 - Branding for website

2. Design and delivery of branding items for launching event in paper and in digital form.
 - Backdrops
 - Invitation cards
 - Event promotional and marketing materials such as flyer and posters
 - Event promotional video.
 - Social media templates and posts.

3. Development Bank of Maldives launching event management:
 - Launch video
 - Event organizing and coordination
 - Lighting and Sound arrangement
 - Event hosting
 - Event photography videography.
 - Catering for 100 pax
 - Site preparation

4. The selected party will get the first opportunity to provide competitive rates for future engagements of the Ministry involving creative works and event management.

The requirements

The following output requirements must be met to a satisfactory quality.

- The materials provided must be reusable.
- The event launch video and video unveiling logo should be based on new shoots and old shots and length should be around 5 minutes.
 - Total of 15 social media post compatible to LinkedIn, Facebook, X, and Instagram.
- Number of guests would be approximately 100

Expected Deliverables and Timeframe

All works and services in the scope must be delivered within 30 calendar days from the date of letter of acceptance.

	<i>Deliverable</i>	<i>Estimated Duration</i>
1	<i>Design and delivery of corporate brand kit in paper and in digital form</i>	<i>5 Days</i>
2	<i>Design and delivery of branding items for launching event in paper and in digital form</i>	<i>10 Days</i>
3	<i>Development Bank of Maldives launching event management</i>	<i>10 Days</i>

Eligibility Criteria

The firm should possess the requisite experience and demonstrate similar experience in corporate branding, creative design, photography, video production, production of marketing materials and implementation of marketing events, event planning and execution and resources with capabilities of delivering the scope detailed.

Consultancy firms must be registered at the Ministry of Economic Development and Trade to deliver services or services related to the scope of work services stated in this TOR.

Parties that did not attend the information session will not be eligible to submit proposal.

The following criterion must be included in proposal's documentation.

- Corporate Profile along with tax registration certificate.
- Detailed profile of the firm.

- Profile of key individuals with IDs
- Reference Letters providing evidence for similar projects undertaken.
- Concept and details of service proposed.
- A quotation with proposed price inclusive of any tax.

The proposals are expected from suitably qualified firms and outputs must satisfy the requirement.

Scoring

The evaluation of the proposals will be based on the following.

Proposed Concept	50%
Skills and similar experience.	30%
Proposed fee	20%

Selection and Evaluation Criteria

The consultancy firm will be selected based on the qualifications and capabilities to execute the scope of service.

	Criteria	Marks Allocation
1.1	Corporate brand concept <ul style="list-style-type: none"> • Distinctiveness and timelessness of logo concept • Logo simplicity and symbolism relevance • Relevance of brand elements. • Cohesive brand identity of proposed concept • Relevance for the purpose and to the industry. • Logo launch video concept and its relevance to the brand 	25 marks
1.2	Event Brand Concept and Event Marketing Materials <ul style="list-style-type: none"> • Alignment of event branding with the proposed brand concept. • Event promotional video concept and its relevance to brand and purpose 	25 marks
2.1	Similar experience of firm	15 Marks

	<p>The brand equity of previous corporate brands developed by the firms and attractiveness of previous events projects based on the:</p> <ul style="list-style-type: none"> • Portfolio showcasing previous work of design and event management assignments • Reference letters pertaining to similar completed/ongoing assignments undertaken by the firm (Firm must submit minimum 3 reference letters and reference letters must relate to showcased projects in portfolio) 	
2.2	<p>Skills and Experience of Team</p> <p>The brand equity of previous corporate brands developed by the individuals and attractiveness of previous works based on</p> <ul style="list-style-type: none"> • CV's, reference letters and portfolios of individual team members of the firm who will work on this assignment, showcasing personal work experience in similar lines of work. • Team shall be comprised of: <ul style="list-style-type: none"> • Event Manager • Graphic Designer/Video animator • Photographer and Videographer <p>(Individuals must submit minimum 3 reference letters with similar line of work in their respective profession reference letters must relate to showcased projects in portfolio).</p>	15 Marks
3	<p>Price</p> <ul style="list-style-type: none"> • Evaluation of the Financial Proposal will be based on the proposed fee (in MVR, inclusive of GST). • The lowest proposed fee will achieve the highest score. Other scores will be prorated accordingly. 	20 Marks

Confidentiality and Disclosure of Information

The consultant must protect all the confidential information belong to the Ministry of Economic Development and Trade and Development Bank of Maldives.

The consultant shall not disclose such information at any time during the time of consultancy or after the closure of the contract without the written consent of the Development Bank of Maldives unless required by the laws of Republic of Maldives.

In case of failure to adhere to confidentiality policy, The Ministry of Economic Development has the right to terminate any contract entered with the awarded party.

Ownership of Materials

The materials and documents produced by the consultant including concept designs, logo, graphics, templates, photography, videography, promotional and marketing content shall belong to and remain as property of the Development Bank of Maldives and all materials shall be supplied in the prescribed editable formats.

The consultant must hand over all such properties both in paper and in digital or electronic form where necessary in the timeline stated in the deliverables. The consultant should not replicate or use such properties for any other purposes. The consultant may retain a copy of such property with written consent of the Development Bank of Maldives.

Disputes Resolution

Any disputes arising out of this Contact which cannot be amicably settled between the parties shall be referred to the courts in the Republic of Maldives.

Submission Deadline

Submission is open for parties that meet the eligibility and for the parties attended information session.

The proposal must be submitted on **20th August 2024 at 09:00 am** to:

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Male' Maldives.
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