



REQUEST FOR PROPOSAL (RFP)

Consultancy Services for developing EAHP Brand

1. Summary and Background

Organizational branding is what represents an organization and tells others who they are and what they stand for. Visibility through branding will create trust among the public that the organization is a credible entity and is true to its word and cause. The emerging paradigm sees branding as having a broader and more strategic role in an organization's core performance, as well as having an internal role in expressing organization's purposes, methods, and values. At every step in an organization's strategy and at each juncture in its theory of change, a strong brand is increasingly seen as critical in helping to build operational capacity, galvanize support, and maintain focus on the social mission.

EAHP branding exercise intends to fuse all its identity elements to work together to create one unique and (hopefully) attention-grabbing professional profile. The new brand will be built to be a true representation of who EAHP is as an entity, and how she wishes to be perceived. The organization's internal identity and external image will be aligned with each other and with its values and mission. *This Branding is the DNA of EAHP.*

2. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EAT. September 26th, 2020. Any proposals received after this date and time will not be considered. All proposals must be signed by the consultant submitting the proposal.

All costs included in proposals must be all-inclusive to include any outsourced or contracted work. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be based on the EAHP Administration and Finance rules and regulations and will include scope, budget, schedule, and other necessary items pertaining to the task.

3. Task Purpose and Description

The purpose of this Task is as follows:

Develop a clear brand strategy that sets standards and shared understanding of EAHP products and services quality, reliability and purpose. Further the strategy should aim at giving EAHP a top notch among other cooperates which cutting costs and increasing efficiency in all marketing and communication interventions.

Specific Task Description:

- a. Development of a Brand style guide and strategy
- b. Develop EAHP branding elements including but not limited to Logo, Typography, Color Palette, Images, Graphics, Icons and Brand Message/Values.



c. Train/orient staff on the style guide

4. Request for Proposal and assignment Timeline

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5pm EAT. September 20th, 2020

Evaluation of proposals will be conducted from September 21th until September 23rd, 2020. If additional information or discussions are needed with any bidders during this window period, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than September 24th, 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by September 26th, 2020.

Project Timeline:

This is a 15 days Task and must be completed by October 15th, 2020.

5. Budget

The proposal should include both technical and financial aspects.

6. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in branding for non profit organizations
- Sample branding manual developed
- Examples of 2/3 branding assignments developed
- Timeframe for completion of the task

7. Proposal Evaluation Criteria

EAHP will evaluate all proposals based on the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Consultants Experience: Bidders will be evaluated on their experience as it pertains to the tasks of this assignment
- Previous work: Bidders will be evaluated on examples of their work pertaining to branding development as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the tasks of this assignment
- Technical expertise and experience: Bidders must provide descriptions and documentation of their technical expertise and experience



Each bidder must submit 2 copies of their proposal to the address below by September 20th. 2020, 5pm EAT:

EAHP Office

Kijenge GG, Plot 137/1,
Off Nelson Mandela Road,
P.O. Box 357,
eahp@eahponline.net
Arusha - Tanzania

