



**LOCAL PARTNER DEVELOPMENT
REQUEST FOR QUOTATIONS
PUBLIC RELATIONS FIRM**

Issue Date: September 2, 2021
Response Deadline: September 7, 2021
Expected Award: September – December 2021
Refer Questions to: JamaicaLPDProcurement@fhi360.org

1. BACKGROUND

Local Partner Development is a six-year project funded by the United States Agency for International Development and implemented by FHI 360. The project seeks to support the Caribbean Basin Security Initiative framework by collaborating with key actors from government, civil society, academia and private sector to effectively advance youth crime and violence prevention. In this regard, Local Partner Development seeks to improve the capacities of its key partners to design and implement sustainable evidence-based secondary and tertiary youth crime prevention interventions. LPD has implemented a number of targeted initiatives to enhance partners’ knowledge, skills and the enabling environment for their work. These partners in turn have successfully worked with a number of youth, providing psycho-social and livelihood support.

2. KEY OBJECTIVE

Local Partner Development is seeking to contract a firm to provide public relations and events management services for a number of activities.

3. SCOPE OF SERVICES

Activity	Tasks	Timeline
Private Sector Forum and Grant Signing Ceremony	<ul style="list-style-type: none"> - Live Stream Setup (2 cameras, mobile internet, 8 microphones, integration of multiple platforms – FB, YouTube) - Livestream Host - 8 Single Sofa Seats - 1 Small Floral Arrangement - Digital Sponsored Campaigns - One-Week Social Media Management - PR Services (press release, media advisory, interview coordination, event/interview briefs, media coverage, graphics) 	Last Week in September
Annual Report Supplement	- Design of a four-page supplement outlining the achievements of LPD’s COVID-19 sub-project to be used as an annex to LPD’s annual report. Content for the supplement will be provided by LPD,	October 2021

	with the PR firm expected to provide graphic design and layout services.	
Public Relations Campaign	<ul style="list-style-type: none"> - Creative writer to conduct interviews of beneficiaries and write approximately eight (8) success stories - Six (6) Full Page Advertorials (3 Gleaner; 3 Observer) highlighting LPD's achievements and successes - Social media management for month to highlight LPD's achievements and successes online 	October – December 2021

4. INSTRUCTIONS FOR RESPONDING

Detailed quotations along with a profile of your firm, details of at least three similar projects undertaken (including contact information) should be emailed to jamaicalpdprocurement@fhi360.org no later than **September 7, 2021 at 5:00 p.m.**

5. EVALUATION CRITERIA

An award will be based upon best value (a combination of qualifications and rates), with submissions evaluated in accordance with the following criteria:

- Responsiveness of the details in the quotation to the scope of work -40%
- Firm's experience with similar projects – 30%
- Cost – 30%

6. FHI 360 DISCLAIMERS

- FHI 360 may cancel the solicitation and not award
- FHI 360 may reject any or all responses received
- Issuance of the solicitation does not constitute an award commitment by FHI 360
- FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions
- FHI 360 will not compensate any offeror for responding to solicitation
- FHI 360 reserves the right to issue award based on initial evaluation of offers without further discussion
- FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition
- FHI 360's supplier terms and conditions can be found here while our consultant terms and conditions can be found here