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| **FINACIAL OFFER** |

**NAME OF TENDERER:**

**TENDERING CALL:** “Strategic Communication Services for the Implementation of the PACEPII Project in Support of Parliamentary Oversight” – Service Contract

**REFERENCE to:** “Support for the Assembly and the Project for Citizen Education (PACEP) 7F-09576 Phase 2, 2024-2028” Project

Dear Sir/Madam:

We hereby declare that:

1. We have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities for the invitation to tender: ***“Strategic Communication Services for the Implementation of the PACEPII Project in Support of Parliamentary Oversight” – Service Contract*** under the project *Support for the Assembly and the Project for Citizen Education (PACEP) 7F-09576 Phase 2, 2024-2028”*;
2. We are pleased to propose our services and confirm our interest in this assignment by submitting all documents required as per the Terms of Reference;
3. In compliance with the Terms of Reference, we confirm our availability for the entire duration of the assignment;
4. For your evaluation, the breakdown of the all-inclusive amount of our financial is attached hereto as Annex 1;
5. We recognize that the payment of the abovementioned amounts shall be based the on delivery of the outputs specified in the TOR, within a time frame that will be negotiated during the contracting (if successful), and that they shall be subject to Global Partners Governance's review, acceptance and payment certification procedures;
6. This offer shall remain valid for a total period of \_\_\_\_\_\_\_\_\_\_\_ days [*minimum of 90 days*] after the submission deadline;
7. We confirm that we have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with Global Partners Governance [*disclose the name of the relative, and the relationship if, any such relationship exists];*
8. We fully understand and recognize that Global Partners Governance is not bound to accept this proposal, and we also understand and accept that we shall bear all costs associated with its preparation and submission and that Global Partners Governance will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Name and Signature of Representative: Date Signed:

**Annexes** *[pls. check all that apply]***:**

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Annex 1 – Financial Proposal (as per the template below)

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Annex 2 – All other documents listed in the Terms of Reference

**FINANCIAL PROPOSAL**

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| **BUDGET & TIMELINE** | | **Duration: 3 YEARS** | | | | | | | | | | | |  |
|  | | **YEAR 1** | | | | **YEAR 2** | | | | **YEAR 3** | | | |  |
| **MAIN ACTIVITIES** | **DESCRIPTIONS & DETAILS** | **T 1** | **T 2** | **T 3** | **T 4** | **T 1** | **T 2** | **T 3** | **T 4** | **T 1** | **T 2** | **T 3** | **T 4** | **Output Cost (CHF)** |
| **Strategic  Communication** | Develop 1 comprehensive communication strategy aligned with project objectives |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop 3 detailed annual action plans with specific timelines, deliverables, and KPIs |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Provide quarterly progress reports with data-driven insights and recommendations |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Social Media  Management** | Manage and maintain social media accounts on key platforms |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Design and implement targeted social media campaigns every six months. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop monthly content calendars with at least two posts per week |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Monitor and engage with followers and key stakeholders, and respond to inquiries |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Content  Creation** | Social media graphics |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Presentation templates |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Short videos for social media |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interview videos with stakeholders |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Animated explainer videos |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Templates for print materials |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Event Coverage** | **Pre-event:** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop event-specific communication plans |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Create promotional material |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Design social media campaign |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **During event:** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Professional photography coverage |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Video recording of key moments |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Live social media coverage |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Media relations management |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Post-event:** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Create highlight videos (within 48 hours) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Develop photo galleries |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Prepare social media recap content |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Communication  Coordination** | Maintain project communication calendar and coordinate with project implementation partners |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Maintenance of digital asset library |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Boosting and Visibility** | Boosted posting for selected articles / activities through different options offered by social media platforms |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sponsor on Albanian digital pages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Google adds |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PR Articles |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Add other activities as necessary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL BUDGET (excluding VAT)** | | | | | | | | | | | | | |  |

Notes:

1. Financial proposals must be submitted in CHF.
2. Financial proposals must be submitted in net values **excluding** the VAT.