



June 26, 2026

## REQUEST FOR PROPOSALS

### For Public Relations, Communications, Branding, Visibility and Live Media Services for the 11th Annual Agroforestry Symposium (AAS)

#### 1. About Vi Agroforestry

Vi Agroforestry is a Swedish development organization working in partnership with communities across Tanzania, Kenya, and Uganda to address poverty, climate change, and environmental degradation through agroforestry and sustainable land management. For over four decades, the organization has supported smallholder farmers to improve livelihoods while restoring ecosystems and strengthening resilience.

Guided by the vision *“Where trees grow, people grow.”* Vi Agroforestry promotes sustainable agricultural systems that improve food security, enhance climate resilience, restore ecosystems, and create economic opportunities for rural communities.

#### 2. Introduction

Vi Agroforestry invites Requests for Proposals (RFP) from qualified and experienced Public Relations, Communications, Branding, Visibility and Live Media Production Agencies to provide integrated communication, media engagement, branding, visibility management, live coverage, and documentation services for the 11th Annual Agroforestry Symposium (AAS). The Symposium will be held from 19th–21st October 2026 at the Agroforestry Training Centre (ATC), Bweri-Musoma, Tanzania, under the theme: ***“Agroforestry for Youth & Green Investment”***.

The Symposium is expected to convene approximately 8,000 onsite participants and a wider virtual audience comprising government leaders, policymakers, financial institutions, investors, private sector actors, development partners, researchers, civil society organizations, youth leaders, farmers, and media representatives.

### **3. Symposium Overview**

The 11th Annual Agroforestry Symposium marks a strategic shift from dialogue to implementation, focusing on scaling agroforestry solutions, mobilizing investment, strengthening inclusive value chains, and integrating agroforestry into national climate, biodiversity, restoration, and food security priorities.

#### **Key Event Statistics:**

- Approximately 8,000 onsite participants
- 3-day national symposium (19–21 October 2026)
- Tree Planting Campaign targeting approximately 15,000 trees across Mara Region
- Youth Townhall on Agroforestry and Green Investment
- Multi-platform national and regional media coverage (TV, radio, print, digital)

#### **Key Components:**

- High-level policy dialogues and plenaries
- Technical sessions and innovation showcase
- Youth Townhall on Green Investment
- Investment and partnership roundtables
- Exhibition and Innovation Marketplace
- Field demonstrations and learning visits
- Tree planting and restoration campaigns
- Media engagement and public awareness initiatives

#### **Expected Outcomes:**

- Increased visibility of agroforestry investment opportunities
- Strengthened multi-sector partnerships
- Expanded national and regional media coverage
- Enhanced youth participation in green enterprises
- Documented policy and investment commitments
- Increased public engagement in restoration initiatives

### **4. Scope of Services**

#### **A. Strategic Communications and Media Relations**

The agency shall develop and implement an integrated communications and media strategy covering pre-event, during-event, and post-event phases.

#### **Minimum Requirements and KPIs:**

- Minimum 2 press releases and media advisories
- Minimum 3 press conferences (pre, during, post)
- Minimum 10 accredited journalists engaged
- Minimum 10 national media pickups

- Minimum 5,000,000 verified media impressions, measured through media monitoring tools and digital platform analytics across TV, radio, print, and online channels. Verification will be based on deduplicated reach data and a consolidated media monitoring report.
- Media response turnaround time: maximum 12 hours
- Media monitoring and daily reporting during event

## **B. Branding, Visibility and Event Experience**

The agency shall design and implement full Symposium branding and visibility infrastructure.

Mandatory Deliverables:

- 10 large-format branded banners (strategic placements)
- 10 tier drop banners (venue-wide deployment)
- 2 branded entrance gate structures
- 1 main stage backdrop
- 1 secondary stage backdrop
- 1 photo booth installation

Technical Specifications:

- Outdoor banners: minimum 510gsm UV-resistant PVC mesh vinyl
- Indoor banners: fabric tension or equivalent premium material
- Print resolution: minimum 300 DPI
- Installation: minimum 48 hours before event
- Dismantling: within 72 hours after event
- Full compliance with structural safety standards

Brand Compliance:

- Strict adherence to Vi Agroforestry visual identity and compliance with all applicable donor visibility and acknowledgement requirements.
- Mandatory approval of all mock-ups prior to production
- No deviations from approved design system

## **C. Creative Design and Content Development**

- Development of multi-format communication materials (print, digital, social)
- Editorial production of feature stories, blogs, briefs, and speaker profiles
- Multi-format optimization (16:9, 1:1, 9:16)
- Minimum 3-hour content turnaround during event
- Structured digital archiving within 7 days post-event

## **D. Digital Communications and Live Coverage**

Service Level Agreements (SLA):

- Live streaming uptime: minimum 98% reliability
- Maximum stream latency: 20 seconds
- Technical failure response time: 15 minutes
- Mandatory dual internet redundancy system

Digital KPIs:

- Minimum 1,000,000 digital impressions
- Minimum 50,000 social media engagements
- Minimum 200 live updates/posts during event

## **E. Photography, Videography and Documentary Production**

Technical Requirements:

- Minimum 2 professional camera crews daily
- 4K video recording for all master footage
- Where drone services are proposed, bidders shall provide evidence of relevant permits, operator certification, and compliance with Tanzanian aviation regulations.
- Minimum 70 edited images delivered daily during event
- Minimum 20 short video clips edited and delivered daily during the event.
- Full archive delivery within 10 working days

Deliverables:

- documentary film (10–15 minutes)
- 10-minute documentary expressing youth voices on agroforestry experiences, financial institutions' green investment products, and available financing opportunities.
- Daily highlight videos (3–5 minutes each day)
- Fully categorized digital photo archive

## **F. Documentation and Reporting**

- Real-time documentation of sessions and outcomes
- Media monitoring analytics report
- Social media performance analysis
- Stakeholder engagement mapping
- Final communications and visibility impact report

## **5. Risk Management and Operational Requirements**

The agency must provide:

- Redundant live streaming infrastructure (dual ISP + backup encoder)
- Backup photography and videography teams
- Crisis communication protocol aligned with Vi Agroforestry messaging
- On-site technical supervisor throughout event period
- Equipment redundancy ratio minimum 1:1.3
- Contingency plan for weather-related disruptions

## **6. Intellectual Property and Data Rights**

- All content produced under this assignment becomes exclusive property of Vi Agroforestry
- Vi Agroforestry retains perpetual global usage rights
- Agency has no commercial reuse rights without written consent
- All raw and edited files must be submitted in full resolution
- Structured digital archive with metadata tagging is mandatory
- Minimum 1-year post-handover data retention, secure storage, and full compliance with applicable data protection, confidentiality, and GDPR-aligned requirements during the retention period.

## **7. Mandatory Experience Requirements**

- Minimum 5 years in PR and strategic communications
- Proven experience managing large-scale national or international events, or events of comparable complexity and stakeholder diversity
- Demonstrated capability in live broadcasting and streaming
- Strong documentary production portfolio
- Experience with government or international development organizations
- Operational presence and capacity in Tanzania (mandatory)

## **8. Evaluation Criteria**

Proposals will be evaluated using a combined technical and financial scoring system:

Technical Evaluation (80%)

- Relevant Experience – 25%
- Technical Approach & Methodology – 25%
- Team Capacity and Expertise – 20%
- Past Performance and Portfolio Quality – 15%
- Risk Management and Operational Readiness – 10%
- Local Presence and Implementation Capacity – 5%

Financial Evaluation (20%)

- Financial Proposal – 20% (based on cost competitiveness and value for money)

Minimum technical qualification threshold: 75%

## **9. Indicative Timeline**

- Agency onboarding: August 2026
- Campaign implementation: August–October 2026
- Symposium delivery: 19–21 October 2026
- Final reporting: within 30 days post-event

## **10. Submission Requirements**

Interested agencies shall submit a complete proposal package comprising:

### **A. Technical/Narrative Proposal**

Company profile and legal registration documents.

- Demonstrated experience in public relations, strategic communications, branding, visibility management, media engagement, live streaming, and documentary production.
- Description of at least three similar assignments undertaken within the last five years, preferably involving large-scale conferences, summits, agricultural, environmental, climate, or development sector events.
- Understanding of the assignment and proposed approach/methodology.
- Proposed work plan and implementation schedule.
- Profiles and CVs of key personnel proposed for the assignment.
- At least three references from comparable assignments.
- Portfolio of relevant communication products and campaigns.

### **B. Financial Proposal**

- Detailed financial proposal in Tanzania Shillings (TZS), clearly itemizing all costs associated with the assignment.
- Breakdown of costs for communications, branding and visibility materials, media engagement, live streaming, photography, videography, documentary production, content development, logistics, and reporting.
- Applicable taxes must be clearly indicated.
- The financial proposal shall remain valid for a minimum of 90 days from the submission deadline.
- Proposals must be prepared within a competitive budget range of TZS 15,000,000 – 25,000,000 (inclusive of all costs and taxes); proposals outside this range may be deemed non-responsive.

## **Submission Guidelines**

- **Deadline: 15 July 2026.**
- Format: PDF.
- Technical/Narrative Proposal: Maximum 10 pages excluding annexes, CVs, references, and portfolio materials.
- Financial Proposal: Submitted as a separate PDF document.
- Language: English.
- Submission Email: [tanzania@viagroforestry.org](mailto:tanzania@viagroforestry.org).
- Subject: Proposal for PR, Communications, Branding, Visibility and Live Media Services – 11th Annual Agroforestry Symposium (AAS).

Vi Agroforestry will acknowledge receipt of all submissions. Proposals will be evaluated based on the criteria outlined in this RFP. Only successful applicants will be notified. Vi Agroforestry reserves the right to accept or reject any submission and is under no obligation to provide reasons for its decision.

**Vi Agroforestry enforces a zero-tolerance policy on corruption and fraud; any attempt to influence the procurement process will lead to disqualification.**