



**RFP/DU/002/2020-2021**

**REQUEST FOR PROPOSAL TO ERECT BILLBOARD AT DAYSTAR  
UNIVERSITY NAIROBI CAMPUS**

**AS PER THE TERMS OF REFERENCE**

**SUBMISSION DEADLINE: WEDNESDAY, 10<sup>TH</sup> MARCH, 2021 AT  
2.00PM**

**FEBRUARY 2021**

## **REQUEST FOR PROPOSAL TO ERECT BILLBOARD AT DAYSTAR UNIVERSITY, NAIROBI CAMPUS**

Daystar University is a chartered private institution of higher learning established under the Universities Act (2014) and offering education, training, research and extension services at Nairobi Campus, along Valley Road and Athi River Campus Mombasa Road, 40 kilometers East of Nairobi on the foot of Lukenya Hills in the Republic of Kenya.

The Nairobi Campus is strategically located 4 kilometers from the Central Business District at the intersection of three high-traffic roads namely Valley Road, Mbagathi Road and Ngong Road. This offers a favorable location for mounting an Advertising Billboard for commercial use. This is a niche opportunity the University has not exploited. Based on this background, Daystar University invites proposals from qualified firms interested to use the space for advertisement.

### **Objectives of the Project**

- i. To contract the services of an outdoor advertising service provider to mount and operate an advertising billboard at a strategic location within Daystar University Nairobi Campus.
- ii. To procure services for fabricating and mounting eight 2 metres x 1 metre Aluminum Frame backlit outdoor signages for Daystar University's internal advertising needs.
- iii. The successful service provider should be able to finance the Billboard project to completion entirely by themselves and operate it on space rental contractual terms with the University.
- iv. The University's preference is to have an LED billboard on its Nairobi Campus but is open to the mounting of a standard static billboard based on comparative considerations. The proposal should therefore have quotations for both LED and the static billboard.

### **PROJECT SCOPE /TERM OF REFERENCE TO ERECT BILLBOARD AT DAYSTAR UNIVERSITY NAIROBI CAMPUS.**

- i) Proposals should be for a twin LED billboard measuring 10metres x 12metres as well as a standard static (analogue) billboard.
- ii) The technical proposal to cover installation and operational costs including permits/licenses, insurance, power supply, servicing, and business plan.

- iii) The main billboard to be supplemented by installation of eight 2 metres X 1 metre Aluminum Frame backlit outdoor signages for Daystar University's advertising needs to be mounted along the perimeter wall.
- iv) The billboards should comply with regulations of distance between other billboards.
- v) Mount, operate and thereafter maintain the billboards at supplier's own expense.
- vi) The Client shall be solely responsible for paying all regulatory levies and fees for licenses and permits.
- vii) During its operation, the vendor will allow Daystar University to place adverts during the 4 months of December, April, July and any other month of Daystar University choice) to advertise its products and services. Daystar University will not pay for the 4 months, but the implication is a longer payback period for the vendor
- viii) Provide data on income and investments/costs and show the payback period for the investment.
- ix) After the client has recouped return on investment, the billboard becomes the property of Daystar University. A new service level contract may be entered into between the vendor and Daystar University once the billboard fully reverts to Daystar University.
- x) The Client shall be responsible for obtaining the permission of the county Government if and when necessary and undertakes to comply at all times with all relevant Acts of Parliament statutory instruments and bylaws in force.
- xi) The client shall not place any advertising materials that are contrary to NACADA guidelines for learning institutions or any competitor's messages or advertising materials that go against the vision, mission, ethos and core values of Daystar University.
- xii) The Client should undertake to indemnify Daystar University against all claims, actions and proceedings whatsoever that may be brought, commenced, or prosecuted against Daystar University by reason of or arising out of the advertisement.
- xiii) Before submitting their proposals, bidders are encouraged to visit and survey the site for accuracy of information.
- xiv) The Technical and Financial Proposals are to be submitted separately in sealed A4 envelopes marked "Billboard Technical Proposal" and Billboard Financial Proposal."

Proposal should be dropped in the Tender Box provided at Daystar University, Nairobi Campus, off Valley Road, Mwangaza Wing, at Ground Floor on or before Friday, **10<sup>th</sup> March 2021** by 2.00pm.

Bid documents will be opened immediately thereafter in the presence of bidders or their representatives who choose to attend at Daystar University, Nairobi Campus, Mwangaza wing, Ground Floor by 2.30pm. Soon after tender opening, the evaluation process shall commence starting with Technical Proposals then Financial Proposals.

**Requirements that should be incorporated in bidder's submission include;**

NO	<b>MANDATORY REQUIREMENTS</b>
1.	Provided all the statutory documents. (A copy of Certificate of Registration/Incorporation
2.	A copy of Valid Tax Compliance certificate
3.	Provide List of Clients that the bidder has offered similar services
4.	Must submit audited financial statements for the latest financial year, i.e., calendar year 2019-2020 or equivalent.
5.	Must provide certified bank statements valid for the last 6 months before the date of Proposal
6.	Provide physical location of the company and its Directors.
7.	Any past or and current litigation history of the bidder, the parties concerned and nature of the disputes
	<b>TECHNICAL REQUIREMENTS</b>
1	Proven Experience of the firm in projects of similar sector and magnitude
2	Human Resource: Staff qualifications and experience in relevant projects
3	Implementation Methodology
4	Project Workflow and implementation timelines
5	Financial proposal