



## **Request for Proposal and Quotation Development and provision of a public and media information campaign on voter registration**

### **Introduction**

The International Foundation for Electoral Systems (IFES) has been present in Lebanon since 2005. Ahead of the 2010 Municipal elections, IFES will contract a company to develop a public and media information campaign to inform voters of their responsibility to check their Voter Registration data. This will be especially important in the case of newly eligible voters.

Therefore, IFES requests all interested companies to submit a proposal for the development and provision of a public and media information campaign on voter registration.

### **Specifications for the Project**

The proposal should be made to:

- Develop public information materials and media (newspaper/TV/ radio) advertisements to provide Lebanese voters with information on how to check and, if necessary, correct their voter registration data. This will include development of the key messages, target audiences, information needs; media structures including audience reach, and appropriate, creative information and presentation modalities as well as testing of voter registration messages and products for effectiveness through focus group or other processes.
- Produce the public information materials, newspaper, TV and radio advertisements to be broadcasted and/or carried in newspapers informing citizens of the updating of the voter registration and encouraging them to confirm their registration. This will include scriptwriting, storyboard development, casting, and other aspects of audiovisual production as well as production of the print, radio, and other media including posters, billboards and leaflets.
- Disseminate the public information materials and TV, radio and newspaper advertisements. This will involve liaising with state-owned and independent media to secure the most favorable schedules and costs for broadcast.

While it is procedurally and informationally-based, the campaign should use engaging, innovative, and creative ideas and be able to reach across age groups. Voter registration information will need to be accessible to all Lebanese citizens eligible to vote.

### **Tentative Schedule**

The offer comprising of technical and financial proposal, should be sent to [lebanon@ifes.org](mailto:lebanon@ifes.org) by **Close of Business Friday January 22, 2010**. The offer and all correspondence and documents relating to the proposal shall be written in English.

The proposal must be submitted on official company letter head as an e-mail attachment and contain the following elements:

- A technical proposal to develop and implement the project

- A project budget and budget notes explaining expenditures
- A suggested payment schedule
- A company profile of maximum 3 pages
- 3 references for clients using company services in Lebanon including their contact information.

IFES will select and notify the chosen company **January 26, 2010 by Close of Business**. The contract for the project will be between IFES and the company. This contract will be negotiated immediately upon selection. The chosen company is expected to proceed with initial meetings on the development of the public and media information campaign on voter registration while the contract is being negotiated.

The voter registration is expected to start on February 10, 2010 and will be conducted for one month throughout Lebanon until March 10, 2010. The project will be delivered in this period.

IFES reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected companies or any obligation to inform the affected companies of the grounds for such action.

### **Qualifications and Experience**

The successful company must:

- have demonstrated expertise in the development and production of television-based programming;
- have superior media production expertise;
- have demonstrated experience in the development of editorial and thematic based content dealing with social and / or governance issues;
- have a good understanding of media structures and organizations in Lebanon;
- have a demonstrated track record in the design and production of education-based outreach programming;
- previous positive relationships with Lebanese media will be an advantage;
- familiarity with election education and training strategies in other countries will be an advantage.